

The TALKING MACHINE WORLD

AND NOVELTY NEWS

Published Each Month by Edward Lyman Bill at 373 Fourth Avenue, New York, March 15, 1912



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.

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, 216 Central Ave.
Ft. SmithR. C. Bellinger, 704 Garrison Ave.

CONNECTICUT

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

FLORIDA

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

ILLINOIS

Chicago.....Joseph Jiran, 1333 West 18th St.
Chicago.....W. H. Sajewski, 1011 Milwaukee Ave.
Chicago.....Tresch, Fearn & Co., 78 Fifth Ave.

KANSAS

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

MARYLAND

Annapolis.....Globe House Furn. Co.
BaltimoreC. 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, 8889 Finney Ave.

NEW JERSEY

Hoboken.....Eclipse Phono. Co., 208 Washington St.

NEW YORK

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

NORTH DAKOTA

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

OHIO

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

PENNSYLVANIA

Allegheny.....H. A. Becker, 601 Ohio St.
Harrisburg.....J. H. Troup Music House, 15 So.
Market Sq.
Philadelphia...Harmonia Talking Machine Co., 1891
Arch St.
Philadelphia....S. Nittinger, 1203 N. 6th St.
Pittsburgh.....C. C. Mellor Co., Ltd., 819 Fifth Ave.

TEXAS

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

WISCONSIN

Milwaukee.....G. H. Eichholz, 559 12th St.
Milwaukee.....Hoeffer Mfg. Co., 306 W. Water St.

CANADA

Toronto.....Whaley, Royce & Co., Ltd., 287 Yonge
St.
Vancouver, B.C.M. W. Waitt & Co., Ltd., 568 Gran-
ville St.
Winnipeg, Man. Whaley, Royce & Co., Ltd.

The Talking Machine World

Vol. 8. No. 3.

New York, March 15, 1912.

Price Ten Cents

PROVEN VALUE OF RECITALS TO THE DEALER.

Some Interesting Views of the Subject Set Forth Herewith—Recitals Tend to Lift the Talking Machine Above Commercialism and Appeal to the Artistic Sense—How a Recital Should Be Conducted to Secure Best Results—Interesting Pointers in This Connection.

From the very earliest days of the talking machine business *The World* has preached, consistently and persistently, on the value of recitals as a means of developing business. There is no more dignified, forceful and effective means of demonstrating the value of the talking machine than through recitals. It not only interests, instructs and broadens the intelligence of those invited to participate, but it insures the dealer who develops the recital idea of an enlargement of a knowledge of his respective lines among the class of people who will surely buy, because they are interested in music of some sort, whether it be popular or classical.

While a great many dealers have adopted the recital plan of publicity yet it is well to bear in mind that it is of little avail unless it is done right, and some valuable and practical suggestions regarding this work are contained in the following views of O. A. Kellogg, who placed his experiences before the trade as follows:

"Beyond a doubt, public recitals wherever tried have given the business an impetus and resulted in sales. However, the number of sales depends largely, if not entirely, on just how the recitals are conducted. This feature of the talking machine business, although showing some improvement, is still sadly neglected. This is an epoch of demonstration, therefore it behooves the dealer to inform the public of the great artists through the 'talkers' and records. Whenever possible, give these recitals in your warerooms. Train the public to understand that your establishment is the abode of great artists' voices. If you rent a hall, aside from the extra expense, the surroundings are only usual, and you lose a valuable asset.

"My idea of the recital feature is to eliminate commercialism. Don't advertise that 'Smith & Brown Co.' invite you to a recital; rather say the management of 'Grand Opera Hall,' 'Victor Hall,' 'Edison Hall,' or any other suggestive name, will present Caruso, Melba, Farrar, Sousa's Band, etc. Do not add that the 'Victrola' will do the work. You arouse curiosity by not doing so.

"The program must be arranged tactfully and tastefully. If you are not educated in music and have never studied the arrangement of programs, secure some musician to assist you, and you can also draw on local talent to aid you. In following this plan you secure gratuitous publicity through the society columns and music pages of the papers before and after the recitals. The Victrola advertisement should appear on the same page, and next to it, if possible, the write-up of the recital.

"The attendant at the machine should describe each record before it is played. Tell your audience where the number appears in the opera, or, if it is a ballad, give an outline of the composer; say when and where born, the prominent compositions of the author, and then recite the poem that you are about to demonstrate. Also, mention the artist who renders the selection. This plan is much more effective than merely methodically playing one record after another in a sort of a mechanical manner. As to the attendance—request the presence of the leading musicians and society people, and provide them with reserved seats. You will find a fair percentage of those in attendance, although they may have attended from curiosity, will have developed into good customers.

"One evening an old gentleman sat near the Victrola, very much interested. He shook hands with me on retiring, and remarked he hadn't expected to hear anything so grand. A few days later his daughters presented him with a Victrola, remarking to me that all he could think of since hearing the recital was grand opera.

"Ascertain the studies in the public schools and search your catalogs for compositions by the authors they are studying, then invite the teachers to demonstrations. By so doing you will receive free announcements in the schools, with the request that the pupils attend. I invited the professor of music of the public schools of Dayton to spend an evening with me hearing grand opera. He grasped the possibilities of the talking machine as an educator and induced the superintendent to secure the purchase of a machine by the school board. Three other schools have since been supplied, and soon all the schools of that city will possess a Victor.

"A lady came in the other day and asked to see and hear a machine like the one used in the school, remarking that her children were becoming so familiar with classical music that she had herself become interested, and wanted a machine at home, so as further to develop her children's minds in good music.

"Excellent results will be obtained in giving well devised recitals. David Bispham is on record as saying that a talking machine and player-piano should be used in every school. Other prominent educators are getting in line, and the question is, Will you be the dealer to profit in your locality?"

VICTOR LINE FOR JACOB BROS.

Prominent Piano Concern Handles Victor Line in all Retail Stores.

Jacob Brothers, the prominent piano manufacturing and retailing concern of New York, have made arrangements for handling the entire Victor line of talking machines and records exclusively in all the retail stores which they control in New York city and other nearby cities. The extent of the field covered in a retail way by the concern and the high standing of the various stores in their respective communities, the deal is an important one for all concerned. An initial stock of Victor goods has already been placed in each of the Jacob Bros. stores.

EDISON EDUCATIONAL EXHIBIT

Held in St. Louis in Conjunction with the Convention of the National School Superintendents' Association—Talking Machines and Moving Pictures as Aids to the Teacher.

(Special to *The Talking Machine World*.)

St. Louis, Mo., March 9, 1912.

During the recent convention of the National School Superintendents' Association, held in this city, Thomas A. Edison, Inc., took advantage of the occasion to maintain an educational exhibit in the Jefferson Hotel, the use of both talking machines and moving pictures as aids to teachers being demonstrated in a thoroughly interesting and convincing manner.

The exhibit was in charge of W. H. Ives, head of the educational department of the Edison Co. and well known to the educators as originator of text books, and two assistants. Prof. Ives' reputation as a practical and progressive school man had much to do with the generous reception accorded his innovation, which was shown before a teachers' organization here for the first time.

The Edison idea does not conflict directly with the Victor Co.'s music plan as it is the Ives idea to relieve the teacher of much of the routine work, and his records speak examples, such as "multiply 52 by 7." These records are designed to give the teacher relief from what is universally admitted to be the most nerve racking and fatiguing part

of the teacher's work and to permit her to devote time to the government of the school. The idea will be carried into spelling and other lines.

The dealers' interest in these records were largely due to the new composition used in these cylinders, which are indestructible and which local dealers assert mean an innovation in the Edison record business. The records were spoken on an Opera machine supplied Mr. Ives by the Silverstone Talking Machine Co., the local Edison jobber, and many favorable comments were heard from the teachers and others on the effective production.

The moving picture machine, with its historical scenes and the neatness and compact films, aroused great interest and was accepted by the teachers instantly as being a great help in the school work.

COLUMBIA AGENCY IN BROOKLYN.

House of F. G. Smith to Give That Company's Products Live Representation—Handsome New Quarters in Flatbush Avenue—Other Big Deals Closed or Pending.

The Columbia Phonograph Co. has recently completed a big deal in Brooklyn, N. Y., whereby the great piano house of F. G. Smith, manufacturers and retailers of the Bradbury piano, of which there are thousands in Brooklyn homes, has made arrangements to handle the Columbia line of graphophones and gramophones and double disc records in the new four-story F. G. Smith building on Flatbush avenue. The new deal provides for what will be one of the most representative talking machine establishments in the borough, the trade up to the present being handled chiefly by a number of small dealers. With the new branch as a basis the Columbia Co. look for a rapid development of its trade on the other side of the bridge.

George W. Lyle, general manager of the Columbia Co., announces that the company has recently sold its business in Denver, Colo., and turned over the exclusive jobbing rights for that territory to Dalzell Bros. & Scheuber, who, upon completion of the new arrangement, placed an initial order for \$20,000 worth of Columbia products.

"This transaction," added Mr. Lyle, "is in accordance with the policy which we have already announced of turning over our own business to dealers at such time as suitable arrangements can be made to take care of the territory effectively. In the same way our store in Little Rock, Ark., has been sold to J. C. Nielsen, and our store in Oakland, Cal., has been taken over by L. O. Clancy. In each case a healthy, flourishing business was developed before these stores were disposed of. We are, of course, satisfied that in each case our interests will be properly taken care of." Mr. Lyle added "that negotiations are pending for similar transfers in other cities."

PHONOGRAPHS FOR LECTURING.

To Be Used in Future on the Sightseeing Automobiles in San Diego, Cal.—Economy and Accuracy Given as the Reason.

According to a dispatch from San Diego, Cal., the phonograph will replace the human lecturer on the sight-seeing automobiles operated in that city. It is planned to put into service new double decked cars carrying fifty passengers and the phonographs have been decided upon from the viewpoint of both economy and accuracy. If the experiment proves a success there is a strong possibility that phonographs will supplant lecturers on sight-seeing cars in other cities.

NAME OF FIRM CHANGED.

In order to standardize its office work the firm heretofore known as "The Tone Controller Co.," of Providence, R. I., will hereafter be consolidated with "The Minute Shine Co." The Dust Off Record Cleaner products will be marketed under this latter firm style.

DEVELOPMENT OF TALKING MACHINE TRADE IN JAPAN.

Japan-American Phonograph Manufacturing Co. Declares Dividend of 25 Per Cent. at Annual Meeting and Amalgamates with Nipponophone Co. Under Latter's Name—Interesting Facts Regarding Manufacturing and Selling Methods—Japanese Market Practically Controlled by One Company—The Management Is in the Hands of Americans.

(Special to The Talking Machine World.)

Yokohama, Japan, Feb. 17, 1912

One of the most convincing evidences of the increasing interest in the talking machine manifested by the Japanese is the development of the Japan-American Phonograph Manufacturing Co.

This concern held its annual meeting recently and declared a dividend at the rate of 25 per cent., amounting in value to 62,500 yen and showing a net profit for the year of 79,735.43 yen. At this meeting it was decided to amalgamate with the Nipponophone Co. under the latter's name, the consolidation being based on the Nipponophone Co.'s issuing four yen 50.00 shares of Nipponophone stock for one Japan-American Phonograph Manufacturing Co.'s share of 100,000 each. In this connection President F. W. Horne said:

"The consolidation of these two companies is decidedly beneficial to both. Your directors are of the opinion that notwithstanding the increase of the capital stock of the Nipponophone Co. from yen 350,000.00 to yen 850,000.00 the dividend can be maintained by the Nipponophone Company at the rate of 20 per cent. per annum, payable in July and January. The capacity of the manufacturing plant has been increased so as to enable your company to double the former output, which we believe will take care of the increase in trade for considerable time in the future.

"Within the next few weeks it will be necessary for your company to take steps to liquidate. In so doing, I think that we can congratulate ourselves on the fact that after three years of hard work your stockholders have been able to more than double the value of their stock."

The directors and inspectors elected for the ensuing year are as follows: Directors, F. W. Horne, H. E. Metcalf, W. T. Payne, J. R. Geary, J. C. Fletcher; inspectors, W. E. Ketcham, S. H. Gray.

In the amalgamation just referred to the manufacturing company has decided to take the name of the Nipponophone Co. and conduct the manufacturing and sales departments as one corporation.

The Nipponophone Co., Ltd., at its annual meeting reported an increase in business of 50 per cent., and declared a dividend of 20 per cent. per annum. It may be interesting to the American trade to get an inkling of retail conditions in Japan which are set forth rather illuminatingly in the report submitted by Chairman Horne at the

annual meeting. After commenting upon the increase of business and the dividend declared he said: "We, however, would point out to you that while we are able to put our company on a 20 per cent. dividend basis in the first year of its existence, you must take into consideration that the Nipponophone business was carried on for two years previous to the organization of your company by individuals under the trade name of Nipponophone Co. during which time there was a loss of over yen 50,000.00 in building up the business to a paying basis, which you may call the experimental stage. The company was only incorporated when it was earning 10 per cent. on its present capital stock.

"The small cash balance on hand will indicate to you that we have not sufficient capital to take care of the rapid increase in our business. While we have some yen 216,000.00 worth of stock on hand, it is a comparatively small amount when you come to distribute it amongst the 31 branch offices which we now own and control ourselves and supply over 106 agents who are under contract to handle our goods exclusively, to say nothing of wholesale trade.

"It is the intention of your directors to increase our stock on hand to nearly yen 400,000.00 in order to fill orders promptly. In order to do so, a special meeting will be called in the near future for the purpose of considering the increase in our capital aside from the increase of the capital of yen 500,000.00 which has been authorized for the purpose of purchasing the Japan American Phonograph Manufacturing Co.'s plant complete, which will be consummated within a few days.

"The purchase of the manufacturing plant and consolidating it with your company under the name of Nipponophone Co., Ltd., with a capital stock of yen 850,000.00 will be beneficial and your directors can assure you that by so doing we cannot only maintain our present rate of dividend of 20 per cent on the total stock, but will have a reasonable margin to take care of depreciation, equalization of dividends and reserve.

"The policy of your company of treating all agents alike according to the amount of their purchases, as well as maintaining one price for wholesale and retail trade for the merchandise they are selling, will be continued as in the past, as we find the public much prefer to have but one price without any rebate which enables them to order their goods by any means they deem best, being

assured that they will receive the goods at the lowest possible price they are sold to anyone. It has further been the policy of your company to make good without charge any inherent defect in records or machines sold by us, which will be continued.

"The directors of your company have to thank each and every one of our employes for their loyalty to the interest they represent. I can say that the credit for the splendid organization is due to our general manager and his able assistant.

"Each and every manager of our various branches owes his position to the ability that he has shown. Each and every man in our employ we have to thank for the services they have rendered.

"Numerous changes have been made in our staff within the last year with the result that I can say that the men in our employ at the present time are picked men. They are a fine lot of progressive young men who secure their trade by attention to their business in a businesslike manner and avoid making sales by entertaining, for trade obtained by these methods is not only expensive to secure, but cannot be held and costs more than it is worth, to say nothing of the bad moral effect on our salesmen and others.

"Patents—We are advised by our attorney that we are in an exceedingly strong position by reason of patents we have taken out in our own name and those we have purchased of others, which virtually gives us the control of the hornless machines and the best style of reproducers. We have instructed our attorney to commence suit against infringers and to prosecute them to the full extent of the law. We have every confidence that our position will be maintained.

"It is with pleasure that we can say that our records have steadily improved in quality and today, I believe, they are equal to any in the world, taking in consideration durability and quality of tone. Our machines have become standard and in the near future we will bring out several new styles which, we believe, will enable us to greatly increase our business."

From the names of the parties interested in this talking machine enterprise in Japan, it is easy to surmise that Americans are strongly represented. As a matter of fact the original promoter of both the manufacturing and retailing companies and their largest shareholder is F. W. Horne, an American citizen. The experts of the company are Thomas Kraemer of Philadelphia and O. H. Wetzig, also an American.

The company holds the Japanese market practically without competition, as there is a high import duty of 50 per cent. on foreign made goods, but there is still room for one or two more.

WRITE US FOR INFORMATION AND PRICES NOW

EDISON

Headquarters for
NEW ENGLAND
MACHINES
RECORDS AND SUPPLIES

Sound Box Controller for Victor Record Albums at Right Prices. A New Oak Disk Record Cabinet at a Very Attractive Price for Victrolas IV., VI. and VIII. :: :: ::

AND ABOVE ALL

VICTOR

Distributors
Largest, Most Complete Stock
East of the Factory

YOU SHOULD KNOW ALL ABOUT OUR
NEEDLES .. "Grand Opera" .. NEEDLES

EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET

BOSTON, MASS.

FOR SIXTEEN YEARS AN EXCLUSIVE TALKING MACHINE HOUSE



Victor - Victrola

The leader in the world of music

The perfect rendition of all the masterpieces—unequaled richness of tone—has made the Victor-Victrola the unapproachable leader in the world of music.

And in wending its way to the exalted position it occupies today, it has made its influence felt and elevated every branch of the musical industry.

On the principal avenues of the great cities of the world, luxurious salesrooms have been established where the Victor line is sold exclusively. In some instances rentals of twenty thousand dollars and thirty thousand dollars per year are justified because of the immense value of the Victor-Victrola as a business bringer and a money maker.

It has brought to him not only a steady stream of customers, but a steady stream of dollars and ever-increasing prestige that makes the success of the past seem insignificant in comparison to the golden future that is still before it.

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

Berliner Gramophone Co., Montreal, Canadian Distributors.

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

VICTOR DISTRIBUTORS

Albany, N. Y.	Finch & Hahn.	Elmira, N. Y.	Elmira Arms Co.	Oklahoma City, Okla.	Schmelzer Arms Co.
Atlanta, Ga.	Elyea-Austell Co. Phillips & Crew Co.	El Paso, Tex.	W. G. Walz Co.	Omaha, Neb.	A. Hospe Co. Nebraska Cycle Co.
Austin, Tex.	The Talking Machine Co. of Texas.	Galveston, Tex.	Thos. Goggan & Bros.	Peoria, Ill.	Putnam-Page Co., Inc.
Baltimore, Md.	Cohen & Hughes, Inc. E. F. Droop & Sons Co. H. R. Eisenbrandt Sons.	Grand Rapids, Mich.	J. A. J. Friedrich.	Philadelphia, Pa.	The Talking Machine Co. Louis Buehn & Brother. C. J. Heppe & Son. Penn Phonograph Co., Inc. H. A. Weymann & Son, Inc.
Bangor, Me.	Andrews Music House Co.	Honolulu, T. H.	Bergstrom Music Co., Ltd.	Pittsburg, Pa.	C. C. Mellor Co., Ltd. Standard Talking Machine Co.
Birmingham, Ala.	E. E. Forbes Piano Co. Talking Machine Co.	Indianapolis, Ind.	Wulschner-Stewart Music Co.	Portland, Me.	Cressey & Allen.
Boston, Mass.	Oliver Ditson Co. The Eastern Talking Machine Co.	Jacksonville, Fla.	Florida Talking Mach. Co.	Portland, Ore.	Sherman, Clay & Co.
Brooklyn, N. Y.	M. Steinert & Sons Co. American Talking Machine Co.	Kansas City, Mo.	J. W. Jenkins Sons Music Co. Schmelzer Arms Co.	Richmond, Va.	The Corley Co., Inc. W. D. Moses & Co.
Buffalo, N. Y.	W. D. Andrews. Neal, Clark & Neal Co.	Lincoln, Neb.	Ross P. Curtice Co.	Rochester, N. Y.	E. J. Chapman. The Talking Machine Co.
Burlington, Vt.	American Phonograph Co.	Little Rock, Ark.	O. K. Houck Piano Co.	Salt Lake City, Utah	Consolidated Music Co.
Butte, Mont.	Orton Brothers.	Los Angeles, Cal.	Sherman, Clay & Co.	San Antonio, Tex.	Thos. Goggan & Bros.
Chicago, Ill.	Lyon & Healy. The Rudolph Wurlitzer Co. The Talking Machine Co.	Louisville, Ky.	Montenegro-Riehm Music Co.	San Francisco, Cal.	Sherman, Clay & Co.
Cincinnati, O.	The Rudolph Wurlitzer Co.	Memphis, Tenn.	E. E. Forbes Piano Co. O. K. Houck Piano Co.	Savannah, Ga.	Phillips & Crew Co.
Cleveland, O.	W. H. Buescher & Sons Co. Collister & Sayle Co. The Eclipse Musical Co.	Milwaukee, Wis.	Wisconsin Talking Machine Co.	Seattle, Wash.	Sherman, Clay & Co.
Columbus, O.	Perry B. Whitsit Co.	Minneapolis, Minn.	Laurence H. Lucker.	Sioux Falls, S. D.	Talking Machine Exchange.
Denver, Colo.	The Hext Music Co. The Knight-Campbell Music Co.	Mobile, Ala.	Wm. H. Reynolds.	Spokane, Wash.	Eiler's Music House. Sherman, Clay & Co.
Des Moines, Ia.	Chase & West. Harger & Blish, Inc.	Montreal, Can.	Berliner Gramophone Co., Ltd.	St. Louis, Mo.	Koerber-Brenner Music Co. The Aeolian Company of Mo.
Detroit, Mich.	Grinnell Bros.	Nashville, Tenn.	O. K. Houck Piano Co.	St. Paul, Minn.	W. J. Dyer & Bro. Koehler & Hinrichs.
Dubuque, Iowa.	Harger & Blish, Inc.	Newark, N. J.	Price Talking Machine Co.	Syracuse, N. Y.	W. D. Andrews.
Duluth, Minn.	French & Bassett.	New Haven, Conn.	Henry Horton.	Toledo, O.	The Whitney & Currier Co.
		New Orleans, La.	Na'l Auto, Fire Alarm Co. Philip Werlein, Ltd.	Washington, D. C.	E. F. Droop & Sons Co. Robert C. Rogers Co.
		New York, N. Y.	Blackman Talking Machine Co. Sol. Bloom, Inc. Emanuel Blout. C. Bruno & Son, Inc. I. Davega, Jr., Inc. S. B. Davega Co. Chas. H. Ditson & Co. Lindsay Brothers, Inc. New York Talking Machine Co. Silas E. Peatsall Co. Beni. Switky.		

ENTHUSIASM IN BUSINESS.

"A Little More Enthusiasm and a Lot More Profit"—Some Timely Illustrations.

Does it not do you a world of good to meet Mr. Enthusiast, and are you not always better for the introduction? There is a vigor, a freshness, and, yes, a magnetism, too, about him that exhilarates and strengthens. Socially, he is a captivating chap, for he has a hobby and can talk about it fascinatingly, but the real place for the enthusiast is in business, for there he can turn his talents to the acquiring of riches.

Enthusiasm turns work into play and makes of business a pleasing pastime. There is a well known saying to the effect that most mortals are square pegs in round holes, and this is true, but why? Because of the absence of enthusiasm. How can a man hope to succeed without it? He will continue to be a square peg in a round hole just so long as he remains uninterested and bored. If he finds it impossible to become enthusiastic in the profession which he has adopted, he should turn to other worlds to conquer. There is a round hole, Mr. Talking Machine Dealer, for every man if he can but find it, and to the fellow of intelligence who is dissatisfied, and who longs for a congenial and remunerative occupation, the talking machine business holds out its arms in cordial welcome.

I have met and am personally acquainted with a goodly throng of business enthusiasts, and I assure you, it is indeed a delight to know them, and to watch their ever-increasing success.

Did you ever try to gain some idea of the character of a dealer through a conversation with one of his customers? I have, and, would you believe it, I can tell in almost a moment whether or not that dealer is practicing enthusiasm. If the patron is enthusiastic himself; if he has a severe attack of talkeritis; if he has passed it along to his friends until the whole neighborhood is infected with the desire for talking machines, I

arrive at the very definite conclusion that Mr. John Smith, Enthusiast, is doing business near at hand. The enthusiastic dealer makes it a point to inoculate his patrons with the serum of enthusiasm. He caters to their individual tastes; he thinks out various ways of increasing their enjoyment along phonographic lines, and he makes suggestions, which if carried out, will tend to more firmly establish their interest in his wares.

Do you know, Mr. Dealer, that the once widespread prejudice against the talker is fast dying out, and that enthusiasm is taking its place? There is great cause for rejoicing here because it shows that the public is awakening to the real truth concerning this marvelous instrument.

Listen to what "The Ladies' Home Journal," speaking editorially, under the title of "Spoiling a Good Thing," has to say upon the subject:

"Just see what we have done with the 'talking machine.' Here is a marvelous invention: wonderful in its possibilities for good. But what do we do with it? First, we consider it a tribute to our musical knowledge to speak of its results in derision as 'canned music.' Next, we pervert its possibilities by insisting that we shall be furnished with the meaningless ditties and worthless music of the streets and the musical comedies. There is no doubt that summer evenings have been made hideous to many of us by a 'Victor' on one side of us grinding out 'The Virginia Rag' and a 'Columbia' on the other side of us torturing every nerve with 'There's a Lemon on Every Tree but Mine.' But that is not because the 'talking machine' is a nuisance; it is because there are people who can always be depended upon to vulgarize and abuse anything, no matter how good it may be of itself. The fact remains that the 'talking machine' has made good music possible to thousands. If your children plague you almost to distraction with their ragtime 'records' it should not be forgotten that the same 'talking machine' can do quite another thing if you wish. It can sing to you with the voices of the great artists whom you can never hear; it can give you the tones of the



"SHE HAD A SEVERE ATTACK OF TALKERITIS."

violin and even of the orchestra, not merely for your amusement, but insensibly training your ear to some comprehension of the charm of the great world of tone. No matter where you live you can be a part of the awakening of the American public to the beauty of music. It is all in how you use the 'talking machine.' It offers you what you will."

Does it not lift you to the lofty heights of enthusiasm to read this glowing tribute, especially when it comes straight from the editorial column of a great, sincere and conservative magazine such as "The Ladies' Home Journal?"

A recent number of "Woman's Home Companion" contains a story, "The Boarding House Graphophone," in which the author, Norvell Harrison, conscientiously, I am sure, admits the musical excellence of the talker, as follows:

"When you stop and think that we three nerve-racked teachers liked to come home in the afternoon and rest, it won't seem queer that we didn't want a graphophone in the boarding house sitting room, will it? A soothing tune set going at the right moment, or even an hour of choice repertory would have appealed to each of us; but not a medley of the moment's rag-time hurled against a noise-weary tympanum, a daily six-hour performance with only a dozen records to draw on! A graphophone controlled by an adult musician would be one thing; one controlled by Boysie would be another! Imagine having forty-two algebra papers to correct, and of having the 'Laughlin Coon' tickled from supper-time to bedtime. Oh, I don't mean to be facetious because we hard-working teachers felt it anything but funny! Boysie's wanting a graphophone meant war between Boysie and us; this is the story of the campaign about it."

The tale, a few sentences of which I have quoted above, is a scream, and should be read by everyone with a sense of humor, and, Mr. Dealer, it brings out this fact very prominently: A talker need be a nuisance only when rendering "a medley of the moment's rag-time * * * with only a dozen records to draw on."

Mr. John Smith, Enthusiast, would educate his patrons to avoid such a condition, seeing to it that the neighbors and his customers, instead of appealing to the authorities to stop the noise, would beg for more music. It is all in the selection of records. Everybody likes a little rag-time; it causes a pleasing reaction from the heavier and more solemn melodies, but in order to keep the musical standard of the talking machine in the exalted position it now holds, the dealer and the manufacturer, working in harmony, and with enthusiasm, should lead the purchasing public ever upward toward the very best in music.

L'Envoi a la Daffydil.

The shipping department of the Talking Machine Co. was humming with nervous activity. There was very little chance for "conversations" but eventually "Danny Deever," who had fastened



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.

If you're not handling Columbia goods, there must be a reason why, or a misunderstanding. If it's a reason, we honestly believe it's wrong. If it's a misunderstanding, is it yours, or ours?



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

his lunch hooks on a two hundred and fifty plunk Circassian walnut joy producer from Camden, N. J., asked curiously "What Victrola on needles about?" Then "Callaghan" looked up from his job of packing near conductor's punches, and explained thusly: "She was 'Waiting at the Church' 'In the Gloaming' for 'Bill from Louisville,' so 'Wade Cutter.'"

HOWARD TAYLOR MIDDLETON.

DICTAPHONE AT SPOKANE AD CLUB.

Some Interesting Records Made and Absent Ones Heard from Through This Means, at Recent Meeting of Advertising Men.

(Special to The Talking Machine World.)

Spokane, Wash., March 5, 1912.

At a recent meeting of the Spokane Ad Club, presided over by A. W. Sawyer, advertising manager of Eilers Music House, Spokane, Wash., a novel feature was introduced.

Dictaphone records were secured of an address given by C. C. Chapman, secretary of the Portland Commercial Club and a man well known to the ad men of Spokane and the Northwest.

A large horn was attached to the Dictaphone and the address given to the ad club while the real speaker was more than 500 miles away. The records were clear and distinct and could be heard well throughout the spacious hall in the Davenport restaurant, and there was a smile of approval from the ad men and their friends when they recognized the voice of their friend Chapman.

Dictaphones were used in order to cut the number of records down, the entire fifteen minute address being given on three records.

There were about seventy-five ad men and business men in attendance and many declared that it was the most novel and interesting stunt ever pulled off at the club luncheons.

Mr. Sawyer received some splendid publicity for his firm, both in the announcements and in the papers as well as the exhibit of machines, and feels well repaid for his efforts.

TALKING MACHINE HELPS POSING.

Victrola Enables Photographer to Secure Natural Expression on Part of Subject—A New Field for the Dealer.

According to the latest report a talking machine has been found to solve the problem of the photographer in persuading and aiding his subject to assume a natural pose and, what is even more difficult, smile naturally. It is understood by photographers that to get a proper effect the attention of the subject must be concentrated on something foreign to the idea of having a photograph taken and the posing necessary for that purpose, and while a stuffed dog or cat served to attract the attention of a small child, the grown person has presented a greater problem. Not long ago a prominent photographer in one of the larger cities installed a Victor Victrola in his studio for the entertainment of his patrons and was not long in discovering that the subject's expression was all that could be desired when the Victrola had been played while the

picture was being taken. According to The Voice of the Victor, L. Earl Elsham, manager of the talking machine department of the Trafford Co., Mason City, Iowa, recently sold a Victrola to a local photographer for developing natural poses on the part of his patrons and states that the results exceeded expectations by a wide margin. The result has been that several other photographers in that city are considering the installation of Victrolas.

PACKARD PLAYER AND VICTROLA

Heard in Joint Recital at Ross C. Kiningham's Piano Warerooms at Danville, Ill.

(Special to The Talking Machine World.)

Danville, Ill., March 8, 1912.

The beautiful display rooms of Ross C. Kiningham in the Commercial Bank building, were transformed into a well decorated recital hall, which was filled to overflowing with an appreciative and enthusiastic audience Wednesday evening. Classical and popular selections were given on the Packard player-piano by P. B. Hickman, Mr. Kiningham's player expert, and Ernest McGill, of the Packard Co. In part of the program the Victrola was used with a player-piano accompaniment, which convinced those present not only of the marvelous possibilities of the Packard player-piano, but of the wonderful effects possible through the union of that instrument with the Victrola.

The affair was hugely enjoyed and the concert will certainly be repeated at an early date. Among those members of the trade present were Messrs. Taylor, of the Victor Talking Machine Co., and Connover, of the Talking Machine Co., Chicago.

PHILADELPHIA DEALERS ELECT OFFICERS

The Talking Machine Dealers' Association, of Philadelphia, was organized in that city on February 14, when the following officers were elected: President, Wm. S. Gibson, 4239 Frankford avenue; vice-president, John A. Popp, 2324 Columbia avenue; secretary, M. Goodstein, 5207 Market street; treasurer, L. L. Goodstein, 327 West Girard avenue.

The meeting took place in the Parkway building, 119 East Broad street. There was a goodly attendance of dealers, and an active campaign is to be carried on to interest others.

DEATH OF THOMAS B. RODGERS.

(Special to The Talking Machine World.)

Pittsburgh, Pa., March 8, 1912.

Thomas B. Rodgers, a valued employe of the local store of the Columbia Phonograph Co., died Friday, February 23. The deceased was connected with the Pittsburgh store for about ten years, filling the position of manager of branch stores at Homestead, Pa., and Wheeling, W. Va., and for the past four years traveling salesman, representing the company in West Virginia and sections of Ohio and Pennsylvania.

Every position was filled by Mr. Rodgers with credit to himself and to the satisfaction of the company, and by his genial manners made hosts

of friends in the territory which he traveled and endeared himself to his associates in the Pittsburgh store.

VICTOR CONCERT IN PUBLIC SCHOOL

In New York Affords the Greatest Pleasure to Pupils and Teachers—Machine Will Be Installed.

Chester I. Abelowitz has resigned his connection with the talking machine department of the Frederick Loeser & Co.'s store in Brooklyn, with which he has been connected for two years, and has joined the forces of the Abelowitz Phonograph Co., which is opening a new store at 1353 St. Nicholas avenue, New York.

Recently Mr. Abelowitz gave a very interesting Victor concert at Public School 25, New York. He used the Victor machine, and the program consisted of about thirty selections, including popular, standard and operatic records. The pupils and teachers present were exceedingly delighted and manifested their appreciation by the closest attention and applause.

The Caruso Aria from "La Boheme" afforded such pleasure that it had to be repeated at the request of the principal, while Harry Lauder's "Breakfast in Bed on Sunday Morning" caused the teachers and pupils to go wild with laughter. All in all, the concert was a huge success, and it is probable that the school will become the possessor of a Victor talking machine for educational purposes.

Chas. C. Roberts, principal of the school, in his address after the concert said in part: "There are people living and dead who have never had the opportunity to hear such great artists as we have heard here this morning. You really cannot imagine how much it would cost if all of us were to go and hear these wonderful singers at the opera. Through the Victor and the courtesy of Mr. Abelowitz these world famous artists have come to us. The Victor does so much justice in reproducing their voices that by possessing one you have a Metropolitan opera of your own."

When the concert was over Mr. Abelowitz played the "Semper Fidelis March," by Sousa's Band, to which the boys marched out of the auditorium, keeping fine time with the music. Mr. Abelowitz is now arranging to give a number of concerts in the public schools throughout the city, which will doubtless be productive of good results in a business way.

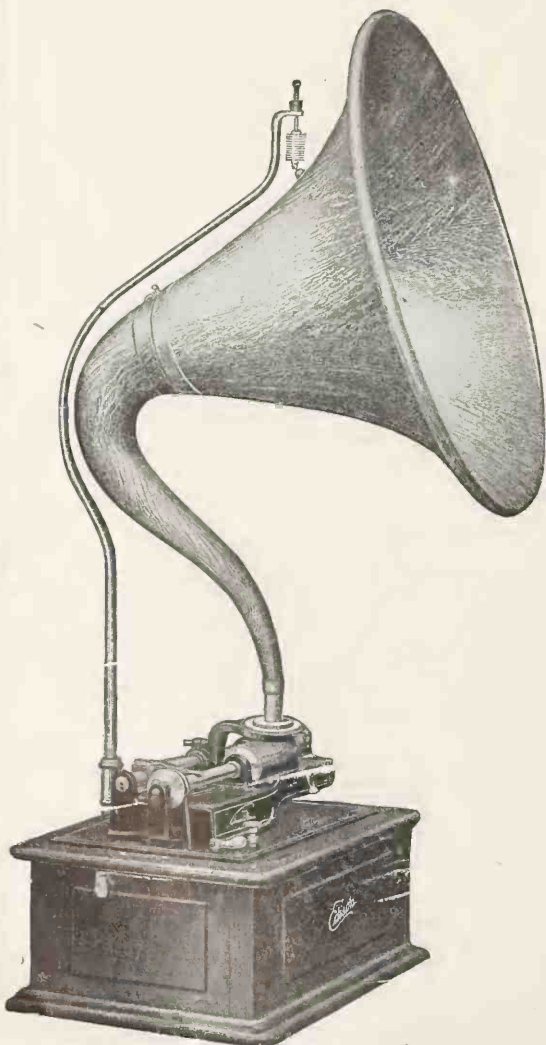
THE VALUE OF THE WINDOW.

Every dealer gives—or, at any rate, should give—a good deal of time and thought to his windows. Whether the store be large or small, the relative importance of the windows is the same. Don't neglect them. If you are tempted to do so by seemingly more important duties that crowd upon you, put in new display cards, put in new goods, etc., and these will help solve the problem.

When the smoke of battle blows away, don't let people find you sitting there telling about what might have happened. See that they find you busy preparing for the next fight.

The musical interest that Easter always creates is just one more of the outside forces you can make use of in boosting

THE EDISON PHONOGRAPH



Everybody associates Easter with sacred music. Make everybody associate sacred music with the Edison—

by running timely advertisements in your daily newspapers—by making use of the Edison Easter window display—

and by giving Edison Easter concerts, to which everyone on your mailing list should be especially invited.

Easter presents a real live opportunity and you ought to make the best use of it. Be sure that your Record stock is complete. Look it over carefully and write your Edison jobber to-day.

Thomas A Edison
INCORPORATED

59 Lakeside Avenue, Orange, N. J.

Approach your prospective customer from every possible angle. Drive home your selling arguments with a continuous accompaniment by

THE EDISON PHONOGRAPH

While you are reaching the customer's reasoning mind with your own logical selling talk, the Edison is getting his sentimental side. It is exerting its own powerful influence, and is putting him in a buying mood twice as quickly and twice as easily as you could accomplish the same result unaided.

Keep the instrument and records busy. Keep up the atmosphere of Edison enthusiasm, and *cinch* the order then and there.

Thomas A Edison
INCORPORATED

59 Lakeside Avenue, Orange, N. J.





EDWARD LYMAN BILL, - - - Editor and Proprietor.

J. B. SPILLANE, Managing Editor.

Trade Representatives: GLAD. HENDERSON, C. CHACE, L. E. BOWERS, B. BRITAIN
WILSON, A. J. NICKLIN, AUGUST J. TIMPE, H. E. JAMASON.

Boston: JOHN H. WILSON, 324 Washington Street.
Chicago Office: E. P. VAN HARLINGEN, 37 So. Wabash Ave.
Philadelphia: R. W. KAUFFMAN, Minneapolis and St. Paul: ADOLF EDSTEN.
San Francisco: S. H. GRAY, 88 First St. Cleveland: G. F. PRESCOTT.
St. Louis: CLYDE JENNINGS, Cincinnati: JACOB W. WALTER.
London, Eng., Office: 1 Gresham Building, Basinghall St. W. LEONEL STURDY, Manager.

Published the 15th of every month at 373 Fourth Ave., New York.

SUBSCRIPTION (including postage), United States, Mexico, One Dollar per year; all other countries, \$1.25. England and her colonies, five shillings.
ADVERTISEMENTS: \$2.50 per inch, single column, per insertion. On quarterly or yearly contracts a special discount is allowed. Advertising Pages, \$75.00.
REMITTANCES should be made payable to Edward Lyman Bill by check or Post Office Order.

IMPORTANT.—Advertisements or changes should reach this office by the first of each month. Advertisements arriving too late for insertion in the current issue will, in the absence of instructions, be inserted in the succeeding issue.

Long Distance Telephones—Numbers 5892-5893 Madison Sq.
Cable Address: "Elbill," New York.

NEW YORK, MARCH 15, 1912.

THE offices of this trade newspaper institution are now located in the new building, 373 Fourth avenue, between Twenty-sixth and Twenty-seventh streets. Our friends who are located in town and those who are visiting this city will find the new location a convenient one.

WHILE business for the past month has not been as active as in January, yet the volume of trade in talking machines and records throughout the country is decidedly larger than for the same period last year. Despite the political ferment which is inevitable now that the competition for the Republican nomination for President of the United States centers between Col. Roosevelt and President Taft, with the battle on among other notable personalities on the Democratic side, the leading men in the talking machine industry are inclined to the belief that interference with business for the year will be comparatively slight, and a buoyant feeling prevails in all branches of the trade.

The talking machine business as a whole was never in a healthier condition than to-day. There are some matters of detail, particularly in the retail and jobbing fields, that will need consideration and revision, but, broadly considered, the business as a whole is being conducted along progressive lines.

It is a business of evolution—a business of laboratory skill—a business of education—a business of entertainment—a business of scientific development.

Its possibilities were never greater, and it only requires the confidence and enthusiasm of talking machine men to score a still greater measure of success than has even yet been accomplished.

Confidence and enthusiasm in the business and in the products should be the slogan for 1912.

THE word "service" is about the greatest word in commerce to-day. There is as much difference between good service and poor service as there is between good money and counterfeit money. Every possible effort is necessary to perfect service and to maintain it, and once established it has a money value; and this applies to any business or profession. There are countless large buyers who are willing to, and do, pay something in money for service—counting it profitable. A man said a while ago that the difference in salary between two men depended upon the difference in supervision required. So in service. Its value depends upon the certainty of it, and therefore wise buyers will seek it and buy it regularly.

When a customer remains faithful to a house because of service, the Good Will is there, and it is the opposite of the old-

fashioned Good Will, which one man kept because he was financially able and the other acknowledged because he was forced to.

THERE continues to be a great demand for first-class salesmen who understand the retail talking machine business in all its phases. There are plenty of men applying for positions, but the trouble centers in the fact that they know little about the business, and when they do get a position no effort is made to learn other than the superficial requirements in regard to styles and prices of machines.

Few men stop to think why they cannot "deliver the goods." Either through stupidity or vanity they overlook that this condition is due in a large measure to indifference and lack of energy. They float along the channel of least resistance instead of seeking to learn everything of importance and value regarding sales methods—the knowledge of, and control of, stock; the difference in machines; in tone values; in constructive details; an acquaintance with the various records; the importance, when selling, of using only first-class, instead of worn out, scratchy records; of impressing customers with the musical values of the various styles.

On the other hand, the department manager is to be censured for his failure to help the salesman—particularly the new man. He should make it a point to get in close touch with his force at regular periods and explain the policy of the house as well as the selling features of the different machines. The principles upon which the tone is reproduced by the sound-box, or reproducer, should be explained, as well as the methods of making records; the handling of customers with their varied eccentricities should be treated of fully; in other words, the department manager must do his share to make the salesman a greater factor in the development of the business of the house.

Many managers seem to think that they are disposing of a very valuable asset in instructing their salesmen regarding selling methods. They feel that they are giving them a knowledge which may be sold at a higher salary to some other establishment a little later.

While this is very true, still to withhold helpful information is a narrow conception of one's obligations. With very few exceptions when men are taken into the confidence of the manager and their knowledge and enthusiasm aroused regarding their work they will be loyal to their chief and to the establishment.

There must be confidence, however, on both sides, and this is the condition that will insure success.

In the talking machine field, as in every other industry, it is the man who sets to work seriously to know the business thoroughly in all its details that wins out. Knowledge is power. While a pleasing appearance and address are a valuable asset to a salesman, they become worth considerably more when they are backed by a knowledge of the goods which he is selling.

THE man who doesn't want to be told is a bad piece of the business world. The fellow who has pulled the doings of things down to the perfection notch and is unable to see where somebody on the outside can give him a suggestion worth trying is in a very bad way. When we occasionally run across him we experience a cross between indignation and amusement.

The upishness of the mental workings of a man who feels himself so secure in the regulation of affairs under his control that he is incapable of taking kindly and in a spirit of willingness to any suggestions that may be offered to him simply needs the application of a slipper of commensurate size to his anatomy to bring him to a proper realization of the fact that nobody knows so much that he can't learn something else with profit.

We run across men who have managed business in certain lines for years and who have so conformed themselves to their own cut and dried ways of doing things that they simply won't listen to anything that is proffered to them by other people. The result is that these men are sooner or later worsted and beaten in their lines by those others who have realized that a reasonable suggestion from anyone is worth trying, or at least worth carefully calculating before it is rejected entirely.

The exasperating attitude of a man who intimates that he is so completely perfect and satisfied with his ways that he doesn't care to listen to anything different, is similar to that of the man who listens and deliberately acts as though he had never heard,

None of us has succeeded in getting so complete a hold on what we are doing that we can't make use of something the brain of someone else may evolve, and the sooner we realize that it is worth while to pick up new ideas and use them whenever possible the surer will be the business results of a satisfactory kind. It isn't often one can afford to be cocksure. It may be a "smart" attitude, but the man with an inquisitive mind invariably wins out.

AN EDUCATIONAL FACTOR.

Success of Exhibit and Demonstration of the Victor Talking Machines and Records in Educational Work at Convention of National School Superintendents' Association in St. Louis—Interview with Mrs. Frances Elliott Clark, in Charge of the Campaign.

(Special to The Talking Machine World.)

St. Louis, Mo., March 9, 1912.

The amazing success of the Victor Talking Machine Co. in promoting the use of the talking machine in the public schools was made plain by the interest shown in the exhibit of that company at the Planters' Hotel in this city during the meeting of the National School Superintendents' Association and affiliated societies. There is no musical section connected with this meeting and that might have appeared a drawback, but the absence of those who are most directly interested in musical education only served to emphasize interest of the executives. None attending this meeting as a member of the societies is graded lower than a principal, and it is upon the recommendation of the persons gathered in this city that school boards buy devices for the school.

Mrs. Frances Elliott Clark, director of the Victor Co.'s educational department since last April, was in charge of the exhibit and was assisted by Howard J. Shartle, of the record order department, and H. C. Brown, and few idle moments did these three have.

"Our rooms have been thronged from early morning until night," said Mrs. Clark to The World correspondent, "and the persons gathering here to hear the machine have shown an intelligent curiosity as to its use in the schools. They all have heard of its excellent work and of the use of hundreds of machines in the schools of New York City, Boston, Chicago, and of their entering the Philadelphia schools recently.

"Some of these school heads until recently have had an idea that a talking machine was like the old tin horn instrument that used to drive persons off the porches for a block from its owner years ago. They are beginning to know that something different has been made or it could not be given a place in any school. Such ideas were prevalent a year ago. They are not now. Every school head is in a receptive mood.

"Our real work began last summer in San Francisco, where for 12 days we entertained grade teachers attending the National Educational Association with programs fitted for school work. We showed those teachers how pupils have as much right to know of the great fields of music and vocal expression, in singing and reading, as in literature and science. We played for them programs of folk dances suitable for school exhibitions and playground work. We showed them how tone culture was best taught by samples of performance and that Tetrizzini was the great head tone artist and from her records best could a child appreciate the difference from a throat tone. Also we showed them how good music, perfectly and artistically executed, was better for all school purposes than indifferent piano playing by a grade teacher, who had been so busy equipping himself for the other work that he was not a gifted musical performer. And the great renditions of the English classics was a powerful object lesson. Then, of course, comes readings in other languages for advanced classes.

"The grade teachers and other visitors were impressed and went home and talked. At this meeting are many superintendents who have long been friendly to the talking machine, but there are others who have only heard its praises. These latter are

the ones who have been thronging our rooms. The appreciative ones come here with them and relieve us of pointing out the advantages to a certain extent.

"It might be supposed that entertainment would lead many visitors to us, but such is not the case, or if that is the motive they are quickly converted to intelligent investigators.

"Yes, we are making progress even in St. Louis. Since I was here last November four machines have been placed in St. Louis schools and more are being placed. With the beginning of next year I hope to have a very favorable report to make on St. Louis."

Mr. Shartle said that his only anxiety after seeing the interest shown in the machines was ability to supply records, "but that will be all right after we get into our own new six-story factory, of which reference was made in a recent letter to the trade.

"We are told by other exhibitors," continued Mr. Shartle, "that they are glad to have us here; that we are doing much toward drawing the members of the associations to the exhibits; that our exhibit is new and when they come to see our wares they visit the others. We have been accorded an excellent reception and are very glad we came."

It was noticeable at the hotel where most of the exhibits were installed that the Victor Co. was doing its campaigning in a way that commands respect. The placards in the corridors were plentiful and handsomely made. In no way did they permit any other exhibitor to obtain a lead.

The visit of Mrs. Clark and Mr. Shartle was made the occasion for a local educational campaign. The Koerber-Brenner Music Co. obtained consent to invite all of the nearby talking machine dealers to visit the hotel one day while the teachers were attending sessions of the association and hear the demonstration by experts and also to pick up pointers on the new educational work.

The Bollman Bros. Piano Co. took advantage of the occasion to issue to all St. Louis school principals invitations to visit the exhibit. Vocal music teachers not connected with the schools were in-

EDWARD LYMAN BILL left on March 2 for a European trip taken in the interests of this trade newspaper institution. For some time past our trade has been steadily expanding abroad and we shall have an important business announcement to make within the near future which will mean a material augmentation of the influence of this trade newspaper institution in various parts of the world.

visited to investigate from the standpoint of their work.

Incidentally it might be remarked that some local vocal teachers are seeing wherein they can use the talking machine records in demonstrations as an aid to pupils, and several such sales are reported.

A PHONOGRAPHIC PARROT.

Bird Dealer—But what's the matter with that parrot? You've had him three months now, and



you say he talks and sings all right. I don't see why I ought to exchange him.

Customer—Er—well, then, can't you put a new record in him, anyhow?

BUILT A GOOD EDISON BUSINESS.

(Special to The Talking Machine World.)

Woonsocket, R. I., March 4, 1912.

The A. S. Cook Co. has one of the finest phonograph departments of any similar establishment in New England, one entire side of the store being devoted to this growing branch of the company's business. Under the able management of Robert Peck, the Edison business has been going by leaps and bounds. Mr. Peck is careful to see that there always is a catchy window display, which means a good deal in inviting business.

The DITSON Pledge

Is to see that our clientele has a better service than ever—setting a new standard in Victor jobbing deliveries. The demands of alert Victor dealers—the kind that grow—are many and varied, and we furnish the "first-aid" in every instance.

We believe this year's Victor business will be of tremendous proportions, and it will pay you to have

The Fastest Victor Service

which is a requisite in this hustling age. We possess the largest stocks, the best organization and most up-to-date equipment in the Eastern half of the country.

This covers Victor machines, records and supplies of every kind, not to mention cabinets, needles and trade-marked accessories.

Will you let us tell you more about Ditson co-operation? A postal gets this information!

L OLIVER DITSON CO., Boston, Mass.

The Talking Machine Trade in New England

BURLINGTON, VT., TRADE ACTIVE.

Bailey Music Room Pushing Edison Goods—R. C. Smith Becomes Edison Jobber.

(Special to The Talking Machine World.)

Burlington, Vt., March 8, 1912.

William Walker, who is in charge of the Bailey Music Room at Burlington, Vt., has waxed very enthusiastic over business lately and the quarters, located in the Y. M. C. A. building, entertain a great many customers during a day, all of them interested in the Edison proposition.

R. C. Smith has taken on a full line of Edison goods and henceforth will be known as an Edison jobber in the trade. Mr. Smith has a fine store on the main street of the city. While a good portion of the establishment is devoted to sporting goods, Mr. Smith has set apart a commodious section to be devoted to talking machines. His store is widely known throughout the Green Mountain State.

RECORD SPEECHES FOR REUNION.

Worcester Gentlemen Make Records for Use at Philadelphia Alumni Banquet and Experiment Proves Great Success.

(Special to The Talking Machine World.)

Worcester, Mass., March 6, 1912.

This city was the scene of an interesting event the other day when phonograph records were taken of the remarks of a group of Worcester gentlemen for use at a reunion to be held in Philadelphia of the Alumni Association of the Worcester Polytechnic Institute.

A representative member of the Alumni in Philadelphia thought it a good idea that if certain prominent fellow members could not attend in person, at least it would be a great thing to "hear" them, and he approached the Pittsburgh office of Louis Buchm & Bro., who are jobbers in Edison phonographs. The firm in turn communicated with the Pardee-Ellenberger Co. at New Haven, Conn., who turned the letter over to Manager F. H. Silliman of the Boston office of the Pardee-Ellenberger Co. In the letter was a list of thirteen gentlemen, including Hon. Charles G. Washburn, who were to be approached. As the records were to be in Philadelphia at a certain date Mr.

Silliman immediately gave his personal attention to the matter, and went to Worcester to arrange for the reproductions, and although he had a very limited time in which to get busy he was able to come in touch with nearly one-half of those whose names had been submitted.

These gentlemen went to the office of the Worcester Phonograph Co., 11 Trumbull Square, and each one made a record which was forwarded that very night to Philadelphia. The experience proved a most interesting one to the participants at the Worcester office, as several of them never had heard a machine and the idea of their so talking that the same could be reproduced over in Philadelphia seemed to them to be a most marvelous feat. One man, who was approached, could not be induced to go to the office and make a record.

Needless to say the records proved a most enjoyable part of the after-dinner speaking at the alumni gathering.

BIG DEMAND FOR COLUMBIA MACHINES.

(Special to The Talking Machine World.)

St. Johnsbury, Vt., March 7, 1912.

A. L. Bailey, the largest piano dealer in the State of Vermont, and who operates a number of stores, with the largest one here, has been having a large demand for Columbia goods lately, and his business during February was unusually large. Most of his Columbia business is in the higher-priced goods.

NEW STORE FOR CHELSEA.

(Special to The Talking Machine World.)

Chelsea, Mass., March 8, 1912.

Arrangements are under way for the opening of a large store here within the next month or so to be devoted to talking machines as well as pianos. The Edison line will be carried.

MOVES TO CENTRAL LOCATION.

(Special to The Talking Machine World.)

Woburn, Mass., March 7, 1912.

J. F. Lovell, who has been an enterprising Edison dealer here for a number of years, and who has had a place of business at his own home, up one flight, has gone into the center of the town,

where he has opened an attractive store. This step was made necessary by the growth of his business.

TAKES ON COLUMBIA LINE.

The W. B. Lincoln Piano Co., Springfield, Plans Active Campaign—Special Opening a Success—Robt. W. Carter in Charge.

(Special to The Talking Machine World.)

Springfield, Mass., March 5, 1912.

The W. B. Lincoln Piano Co., which has an attractive establishment at 493 Main street, has just installed a full line of Columbia goods and on the opening day, which was on March 1, there was a large crowd of persons to visit the store. W. E. Getchell, the Columbia's hustling salesman, was on hand to assist in welcoming the visitors, all of whom took a lively interest in the machines and records which the Columbia puts out. There were a number of large sales on the opening day. Robert W. Carter, formerly of Carter & Lewis of Lynn, has taken the management of this new department of the Lincoln Co. Mr. Carter at one time was located in Boston.

BECOME COLUMBIA DEALERS.

(Special to The Talking Machine World.)

West Somerville, Mass., March 8, 1912.

William Caldwell & Son of Davis Square have just become Columbia dealers, and their finely equipped store is well adapted to exhibiting Columbia goods to the best possible advantage.

SUCCEED WITH EDISON LINE.

(Special to The Talking Machine World.)

Concord, N. H., March 7, 1912.

Going into this city one is impressed at the size of the business being done by the firm of Brown & Saltmarsh, who have been Edison dealers only a comparatively short time. Lately they have been obliged to increase their line of Edison machines and records and they contemplate in the near future a rearrangement of their store so as to get in more demonstration booths. They are the exclusive Edison dealers in the city.

HERE'S A CLOSE CORPORATION.

(Special to The Talking Machine World.)

North Berwick, Me., March 6, 1912.

Rather a surprising illustration of the growth of business in a small place, due entirely to energy and hustle on the part of the dealer, is afforded in the case of Austin & Austin, which firm, by the bye, is composed of Mr. Austin and his wife. This town is at the end of a car line and numbers a population of only 1,800 persons, yet this firm has been able to dispose of three Opera styles of Edison machines and one Amberola, as well as a lot of lower-priced machines during the month of February. Each of the firm has her and his distinct part of the business; that is to say, Mrs. Austin goes around and gets the "prospects" and Mr. Austin follows and closes the deal.

NEW OPERA STYLE MAKES GOOD.

(Special to The Talking Machine World.)

Portsmouth, N. H., March 5, 1912.

The new Opera style of Edison machine has proved a fine seller with F. W. Peabody. Mr. Peabody also has stores at Haverhill and Amesbury, Mass., but in the first-named city the business has been growing to such proportions that he has been obliged to open an additional establishment.

LIVELY NEW HAMPSHIRE DEALERS.

Two New Hampshire dealers of Columbia goods, not far removed from each other, are the Greer Piano Co. of Manchester and Harriott & Co. of Concord, both of whom report a business for January and February only exceeded by that of December.

THE KEYSTONE
OF OUR
BUSINESS BUILDING
IS P-E SERVICE

The keystone of your profit arch is embodied in getting Edison goods when you want them.

Two complete Edison stocks at New Haven and Boston; shipped on short notice to dealers in New York and New England.

Live dealers require fast Edison Service. P-E Service fulfills your needs for repair parts, records and machines.

EDISON JOBBERS EXCLUSIVELY
THE PARDEE-ELLENBERGER CO.
66 Batterymarch St. BOSTON, MASS. 96 State St. NEW HAVEN, CONN.

FROM OUR BOSTON HEADQUARTERS

324 WASHINGTON STREET, JOHN H. WILSON, MANAGER.

(Special to The Talking Machine World.)

Boston, Mass., March 11, 1912.

There has been a great number of inquiries for the records of Emmy Destin at the Boston quarters of the Columbia Phonograph Co. ever since the announcement was made that th's great opera singer was to warble for this concern. Miss Destin has always been a great favorite in Boston. Some of her records to be made in association with one of the Boston Opera House stars promise to be unusual contributions to the catalog of Columbia records, and Manager Arthur Erisman has had several conferences with a popular male star of the Boston opera arranging for a convenient time for the two to make the records.

Keeping in Touch with His Customers.

W. J. Fitzgerald of the Eastern Talking Machine Co. has devised a new postal plan for keeping in close touch with customers which already has brought excellent results. A return postal is sent out and on one side is the line "Kindly send me on approval the following Victor records." Then underneath are three rows of blank spaces, in each of which the prospective customer is to fill in the figures. At the bottom is a line for the name and another for the address. Down in one corner is the further request "How many needles?" Some of the return postals received by Mr. Fitzgerald have been almost completely filled out and there is space to request twenty-one records by number.

Excellent Columbia Co. Business.

The February business at the Columbia Phonograph Co.'s Boston establishment was considerably more than double the business of the same month of a year ago, the extra day, of course, giving the house an advantage. Manager Arthur Erisman says this makes the second largest month's business since the Boston office was established, December of last year being the banner month. The month of March has started off well, and there is every prospect of its proving a record-breaker. Fred Erisman, the assistant manager of the concern seized a few days the first part of the month to go over to New York for a short trip. On his way over he stopped at the Columbia factory at Bridgeport. Manager Erisman has been sorry to lose one of his valued employes, Joe Pyle, an expert machinist, who has been associated with Mr. Erisman for twelve years, the latter having so esteemed his services that he brought him with him from Detroit several years ago, when he took the management of the Boston store. Mr. Pyle's wife was a Detroit woman, and the climate of Boston has not agreed with her, so the doctors ordered her back to her home city. Mr. Pyle, therefore, will associate himself with the Detroit quarters of the Columbia.

New Manager of Henry Siegel Co. Department.

The personnel of the talking machine department of the Henry Siegel Co., the large Boston department store, has been changed since reference was made to this establishment a couple of months ago. A. Rubin, a hustling young man, is now in charge, having returned to the employ of the Siegel store after a season with Schwartz & Bernstein at Gloucester, who, by the bye, are making good in the sale of talking machines. The buyer for this department in the Siegel Co. is E. Reisman, who has come over from New York. The business in machines and records has been growing considerably of late and a large quantity of Columbia goods are being disposed of in these well-fitted up quarters. One of the large show windows on the Washington street front has been fitted up with an elaborate and extensive display of Columbia goods.

Chas. F. Atwood Adds Line of Talking Machines

The latest Boston store to deal in talking machines is that of Charles F. Atwood, formerly located in the Walker building, where he carried a fine line of pianos. Mr. Atwood opened his new store at 207 Tremont street, around the corner

from Boylston street, the end of February and, together with pianos, he has taken on a line of Victor machines, records and all the Victor paraphernalia. Almost the entire window is given over to an exhibit of machines and the center piece is the familiar Victor dog perched on a pedestal of small machines, and the animal's constant revolutions serve to attract many passersby. The store is in a very convenient location and all of Mr. Atwood's many friends are wishing him success in his new undertaking.

Edison's Son Shows Knowledge of Talker.

One day recently a good-looking young man entered the establishment of the Eastern Talking Machine Co. in Tremont street and was waited on by E. A. Welch. The visitor appeared to have a knowledge of machines and their method of opera-

tion, so Mr. Welch casually inquired if he was interested in talking machines. The conversation that followed developed the fact that the young man was Thomas A. Edison, Jr., son of the celebrated inventor, and he is a student at the Massachusetts Institute of Technology, in which the senior Edison long has been interested, believing it to be one of the foremost schools of its kind in the world.

Wm. A. Condon Calls on Boston Dealers.

An interested visitor to the Victor establishments in Boston a few days ago, being especially entertained at the quarters of the Eastern Talking Machine Co., was Wm. A. Condon of New York, head of the Condon Auto-Stop Co., whose appliance to stop the movement of the disc, once

(Continued on page 14.)

Two values for one price. Loud and Soft tones with Duplexetone Needles. A remarkable achievement.

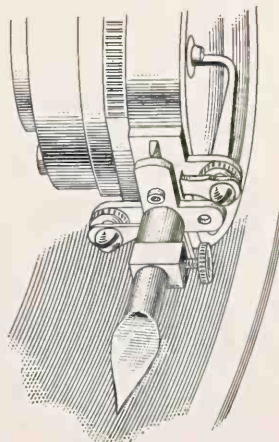
Two months ago a brief announcement was made about Duplexetone Needles; views were shown of the two methods of playing them.

Before this announcement lies a story, a story that is of interest to everyone connected with the talking machine industry and to every owner of a talking machine.

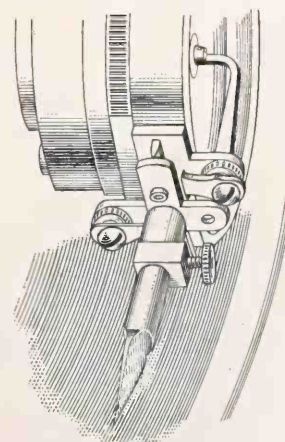
The PROBLEM was to produce a talking machine needle that would be of the HIGHEST GRADE and could be used for either LOUD or SOFT playing.

The temper of steel would have to be of special material; likewise the size and shape of the needle would have to conform to particular laws. Many experiments were made and the last one—the thirty-fourth experiment—solved the problem. The needle was named the Duplexetone.

For playing LOUD the needle is held this way:



For playing SOFT this is the position:



Just how the Duplexetone will create sales and make profits for you will be told next month. However, tell us your jobber's name and we'll send you a generous package of Duplexetone Needles.

W. H. BAGSHAW, Sole Manufacturer
LOWELL, MASS.

FROM OUR BOSTON HEADQUARTERS.

(Continued from page 13.)

the needle has reached the end of the number, is meeting with such universal success. Mr. Condon reports business as very large everywhere.

Special Caruso Window Attracts.

On Tuesday, March 5, the day that Caruso was in town to sing in "The Girl of the Golden West" at the Boston Opera House, the Eastern Talking Machine Co. recognized his appearance in Boston by setting forth a window display comprising Caruso records and literature bearing on the great singer. Passers-by considered it a very clever piece of advertising.

Resign from Boston Talking Machine Co.

F. W. Hager, the song writer, and George L. Cheney, both of whom were with the Boston Talking Machine Co. for a time, have severed their relations with the company and have gone over to New York. Messrs. Hager and Cheney earned the sobriquet of the Beefsteak Twins, for their good work in getting up the famous beefsteak party of the talking machine men of the city back in the fall. J. G. Widener, who also was with the Boston company for a time, resigned several weeks before and left the city. He lately was heard from in St. Louis.

George W. Lyle a Visitor.

George W. Lyle, general manager of the Columbia Phonograph Co. in New York, was a recent visitor to Boston, spending several days here and taking in a splendid performance of the opera at the Opera House. A part of the time he was the guest of Manager Arthur Erisman.

News of the Travelers.

The Pardee-Ellenberger Co. is finding business conditions rapidly improving every day, and Manager Frank Silliman is having all he can do to get goods sufficient to supply the demand. Mr. Silliman has just returned from a short trip through some of the central points of Southern New England, such as Providence, Fall River, Woonsocket and everywhere he stopped he heard good accounts of Edison business.

H. R. Skelton of the phonograph sales department for Thomas A. Edison, Inc., who has had a very successful tour through New England, has returned to Boston for the automobile show in Mechanics building, which always is the rendezvous of a large number of talking machine men when these big exhibitions are usually held.

Feature Zon-o-phone Records.

Manager Chester J. Sylvester of the talking machine department of the C. E. Osgood Co., lately went over to New York and contracted for a large quantity of Zon-o-phone records which had been in the possession of a large department store. As a result there is a large and well-arranged display of machines and records in the window and a great bargain sale is being advertised. The Zon-o-phone records are selling like wildfire at the very low rate placed upon them. Just now there is quite a demand made upon Mr. Sylvester's department for high-priced Edison goods.

Meeting of E. T. M. Associates.

The Eastern Talking Machine Associates held their monthly meeting in their hall in the Tremont street quarters on the evening of February 29 and plans were informally discussed for the annual field day, which always is held on June 17. Harry Brown is greatly missed by the associates in the Eastern office, for he was the crack bowler of the team that had given the Associates such high prestige on the alleys. Harry, by the bye, dropped into the office the other day to see his former fellow workers, and he was given the "glad hand" in hearty fashion.

Geo. L. Schirmer & Co., Add Talkers.

Back Bay people do not have to go far these days for their talking machine appointments, especially those living in the vicinity of Huntington avenue, for George L. Schirmer & Co. at 34, that thoroughfare, has added to his stock of pianos a complete outfit of Victor machines and records, which are given a distinctive window display.

New System for Checking Records.

A new system of keeping a memorandum of the records that go on approval has been put in

operation at the Eastern Talking Machine Co.'s establishment, which has fitted up a special office on the second floor for the use of the new system. Miss Maud Cass of Lynn, a half sister of Charley Trundy, George Lincoln Parker's able lieutenant, has been placed in charge, and already the system has proved itself of the greatest value in keeping a close knowledge of the whereabouts and condition of all the records.

A Visitor from Pittsfield.

E. A. Tompkins of Pittsfield, the Columbia dealer, was in Boston for a few days early in the month. Visiting the Columbia's Tremont street quarters Mr. Tompkins found several styles of machines that he did not have in stock, so he quickly placed a good-sized order for them.

Victor for Governor Foss' Home.

George Reece of the Eastern Talking Machine Co. entertained as customers the other day the wife and daughters of Governor Foss of this State, who called with an eye to making an extensive purchase. Mr. Reece, who formerly was in the stock room, and has only been on the floor as a salesman for a short time, was able to sell Mrs. Foss one of the most expensive Victors as well as a large stock of records.

An Excellent February Business.

Ubert Urquhart, manager of the Victor department of the Henry F. Miller Co., had a fine business during February, which was especially notable for the large number of expensive machines disposed of.

Some Distinguished Visitors.

Frank Burbeck, the well-known actor, playing with James K. Hackett in "A Grain of Dust" at the Hollis Street Theater, was a visitor at the Eastern Talking Machine Co.'s quarters the first of the month. Mr. Burbeck has made some fine records for the Victor. Others among theatrical folk who found time to drop into the Eastern's sales rooms were Nora Bayes and her husband, Jack Norworth, who were playing an engagement at Keith's. Another visitor, whose arrival in his handsome automobile is always quite an event of interest, has been Lucius Tuttle, former president of the Boston & Maine Railroad, who is a large and frequent purchaser of Victor goods.

More Space for Geo. L. Parker.

George Lincoln Parker, whose attractive quarters on the third floor of the Colonial building are the rendezvous of a fine line of customers, has added more space to the Victor department by leasing another room across the hall, into which the records have been moved, and which will serve henceforth as the department for this branch of the talking machine business. This department, as is well known, is managed by Charles Trundy, whose enthusiasm for work is one of the chief characteristics of his personality.

Endorse the Columbia Machine.

T. R. Plunkett, president of the Adams Musical Society of North Adams, has sent to Manager Erisman of the Columbia Phonograph Co. a high endorsement of the Columbia machines. The society is now using them and the records employed are only those of the leading opera singers, whose reproduced voices are used by the members for purposes of study as well as entertainment.

Enjoying an Excellent Victor Business.

Herbert L. Royer of the Arch street office of the Victor department of the M. Steinert & Sons Co. was over at the Camden headquarters of the Victor most of this week, arriving home only on the afternoon of the 7th. He reports things in a hustling state at the factory. Business in his department at home is reported by Mr. Royer as surprisingly large considering the difficulty of getting the goods.

Expansion with Oliver Ditson Co.

Henry Winkleman has time for little else these days but look after the Victor business for the Oliver Ditson Co. The business of his department is growing at a very rapid rate, which in large part is due to the staff of assistants he has under him, for they always are most courteous and obliging young men, the type it is a pleasure to do business with.

Recent Visitors.

George Orstein, traveling sales manager of the Victor Talking Machine Co., and Frank Madison

of the legal department of the Edison Co., were visitors to Boston lately, remaining here a few days.

Now on the Selling Staff.

M. L. Reed has been advanced in the Eastern Talking Machine Co.'s Boston office; and hereafter instead of being on the second floor as formerly he will be one of the selling staff on the first floor. Mr. Reed has lately—but that's another story.

Putting Victors in the Schools.

The Eastern Talking Machine Co. has been conducting quite a strenuous campaign in the introduction of Victor machines into the schools, a resume of which appeared in this department last month. Lately outfits have been sent to Malden, Bridgewater, Salem, Arlington, Framingham, Marlboro, Beverly and other places, and teachers and pupils alike have become most enthusiastic over the music. Through the medium of the schools a number of Victor machines are finding their way into the homes of the pupils.

Notable Concerns Use the Dictaphone.

The Dictaphone business of the Columbia Phonograph Co. has been very large in the last few weeks and some of the new houses to introduce them have been the Pettingall-Andrews Co., electricians; Whitcomb & Co., the American Unitarian Association, Frank G. Macomber, fire underwriter; the American Crayon Co. and the Pneumatic Scale Co., also James H. Vahey, the well-known lawyer. One especially interesting incident of the Dictaphone business is the fact that each afternoon they were used by Adjutant General Pearson while he was in charge of the militia at Lawrence during the strike. He came down to Boston late in the afternoon and to his quarters in the State House despatched his reports by means of a Dictaphone, and this out of the way he returned to Lawrence for the next day's duty.

R. E. Golden, a graduate of the Sheldon School, is one of the new recruits taken into the office of the Columbia by Manager Erisman. Mr. Golden will be a salesman for the Dictaphone exclusively.

FITCHBURG DEALER MOVES.

(Special to The Talking Machine World.)

Fitchburg, Mass., March 8, 1912.

T. B. Matthews has lately removed into a more commodious and better equipped store in the center of the city. Mr. Matthews now has the advantage of two large plate glass windows and a series of demonstration booths where the Edison goods are shown to the best advantage.

ADDS GRAPHOPHONE LINE.

(Special to The Talking Machine World.)

Groveton, N. H., March 7, 1912.

W. O. Emerson & Co. is one of the new Columbia dealers in that State. The house has a good territory in which to work and the indications are excellent for a fine business.

COVERS WIDE TERRITORY.

(Special to The Talking Machine World.)

Gloucester, Mass., March 9, 1912.

The Gloucester Talking Machine Co. has found a great many customers along the North Shore quite outside the domains of its own city. Mr. Schwartz of the firm of Schwartz & Bernstein, who operate the store, went up to Boston the other day and made a large purchase of high-priced Columbia machines, as well as a large stock of all the latest records.

LOWELL CONCERNS ACTIVE.

(Special to The Talking Machine World.)

Lowell, Mass., March 6, 1912.

Conditions here have been improving considerably of late, the fact being evidenced by the large orders that two of the leading talking machine houses have been sending in. These concerns are F. P. Crawford & Co. and George H. Batchelder, who have been ordering more Edison goods than in a long time past.



U-S Banner Model—\$40 to \$50.



FIT ANY PHONOGRAPH

More Dealers are Daily Joining the U-S Ranks

THE exclusive features of the U-S Everlasting Records make an instant hit with dealers and users alike.

U-S Records are more profitable for the dealer because they're quick sellers, and because they don't break, chip, crack nor wear—no damaged records to cut into the profits.

They're attractive to the user for many reasons. They sell at popular prices—even for grand-opera selections. They offer a representative and up-to-date repertoire of instrumental, vocal and vaudeville successes. They fit any phonograph. And they're indestructible—affording a lifetime of entertainment.

The U-S Phonographs—\$30 to \$200—also have many selling-points. The change from two-minute to four-minute records is instantaneous. The extra-large and sensitive diaphragm gives superior voicing. And no change of reproducing-points is required.

Write for the U-S proposition to dealers. It gives every opportunity to build up a profitable and safe business. Address the main office or the nearest branch listed below.

THE U-S PHONOGRAPH COMPANY

Associate with

The Bishop-Babcock-Becker Company

1013 Oregon Avenue, CLEVELAND

BRANCHES

5-7 Union Square, West....New York	1106 Commerce St.....Dallas
219-225 West Washington St...Chicago	368-370 Broadway.....Albany
338-340 Minnesota St.....St. Paul	58-60 W. Mitchell St.....Atlanta
Portland and Chardon Sts.....Bos'ton	210-212 S. Broadway.....St. Louis



Columbia Grafonolas and Records are already being bought by *your* customers. That money ought to be *yours*.



**Columbia Phonograph Company, Gen'l
Tribune Building, New York**

NO COMPLAINTS IN CLEVELAND.

Business During Opening Months of Year Keeps Well in Sight of December Record—Talking Machine Trade Reaches a Point Where the Element of Chance Does Not Enter—The Talker in a Boarding House—Convict Uses Phonograph to Train Canaries—Some Recent Visitors of Record—U-S Phonograph Factory Working at Capacity—Increase in Columbia Retail Business—What the Various Jobbers and Dealers Are Doing.

(Special to The Talking Machine World.)

Cleveland, O., March 9, 1912.

The remarkable business in the talking machine line in December, the closing month of last year, was apparently a forecast of the business of this winter and for the coming spring. While the dealers generally are inclined to be reserved in their statements, reports of an unusual number of sales during the past three months lend support to the hopes that 1912 is going to prove the banner year in the trade hereabouts. Some of the dealers claim the sales for the first two months of this year showed a large per cent. of increase over corresponding periods in other years. That people in general expect a good business is evident from the continuous booking of orders. To a large extent the volume of business during the year will be measured by the ability of the factories to supply the demand, both for machines and records.

There was a time when the element of chance entered most largely into the talking machine dealers' calculations, but now the business has been reduced to a solid basis, skill, science and artists have solved the problem and taken the place of uncertainty, efficiency has superseded novelty, and the future is assured. Things which are going to determine very largely the measure of success in the future are the stability of the company, the quality of their output and the sort of service rendered dealers in the way of publicity.

Not a little commotion at a boarding house was the result recently of a man next door investing in a phonograph. The morose boarder protested he would have to hunt another domicile as the music was irritating when he desired to read. The other boarders were agreed that such a proceeding would give general satisfaction. The star boarder told him Shakespeare expressed his opinion that the man who is not charmed by the concord of sweet sounds is fit for treasons, stratagems and spoils. "There is," he said, "something wrong with the man who protests against the phonograph. The truth is that it is one of the greatest blessings of the age. I purposely visit a married friend of mine once in a while to pass a pleasant evening listening to his phonograph. There is no other amusement so cheap and satisfying. The phonograph has made home life doubly attractive, and it makes me angry when I hear anyone speak in slighting terms of the wonderful instrument in a misguided effort to be funny."

Not infrequently one hears interesting stories of the use made of the phonograph. Three years ago John Atkinson, a life prisoner in the Ohio Penitentiary, was given the position of guard runner for the annex, where condemned prisoners are con-

finied awaiting execution. He made his headquarters in the death chamber, with only the gallows, electric chair and the pictures of those who had been executed as companions. Realizing that he would become insane if he didn't occupy his mind, he picked up a stray cat, which he trained until it would do a surprising number of tricks. He became possessed of a book on canary bird culture, and becoming interested, prevailed on the warden to allow him to have canaries for companions in his dreary cell. Last year he raised one hundred canaries, which he sold and uses the money derived from the sales in enlarging his facilities. To aid in educating the birds to sing he purchased a phonograph, and from the day the birds hatch through the shell of their eggs they are forced to listen to music from it, and they soon learn. Some of the birds will sing only when the phonograph is playing, and to some degree follow the tune played.

The records are carefully selected, consisting mostly of whistling selections. Atkinson's birds have become noted and are not only sought by citizens, but are always in constant demand by the condemned prisoners in the annex, and he is always free with the happiness which they afford. He appreciates the happiness the birds have brought to him and he is unselfish.

B. Feinberg, special traveling representative of the Columbia Phonograph Co., General, spent several weeks in this section recently. He signed up an initial order of over \$500 with H. H. McFarland, piano dealer, at Springfield, O. Also an initial order of over \$500 with Henry Matern, Sandusky, O., who is an exclusive Columbia dealer.

L. C. McChesney, advertising manager of Thomas A. Edison, Inc., Orange, N. J., was recently a guest of A. O. Paterson, manager of the Luckey Edison jobbing house.

F. D. Witt, president of the Witt Music Co., which handles the Columbia goods at Lorain, O., was a visitor at the Columbia store March 1. He stated the company was doing a fine business and that it was daily increasing.

Wm. A. Miller, special representative of the National Publishing Co., Philadelphia, was interesting talking machine distributors in a new record album here March 4.

John McCarthy, with the W. H. Buescher & Sons Co., is an ardent admirer of the talking machine. "Within the past two years," he said, "I have observed with great satisfaction the rapid, wonderful growth of the business, and I predict that in the next three years it will have become the principal musical traffic of the world. It is wonderful what strides it is making."

The factory of the U-S Phonograph Co. is operating to capacity in an effort to fill pressing orders. Mr. Nisbett, of the company, said: "Business with us continues to boom. Our January and February sales showed a marked increase over December. A steady increase is shown all along the line, and both our machines and records are meeting with popular approval. A number of fine new selections have been added to our catalog, among others, by Henri Scott, of the Metropolitan Opera House, Margaret Keyes, Elsie Baker and Reed Miller; also some remarkable violin solos by Dr. A. Pop-

per. Others are now being recorded by the U-S Co., by Louis Von der Mehden and his orchestra, and are fortunate in securing the exclusive services of this maestro."

The Schubert Piano Co. 729-731 Prospect avenue, has taken the agency of the Keen-O-Phone talking machine and is the exclusive dealer in this city. Recently the company put in a complete line of the machines and is meeting with good success. Geo. T. Verreault, manager, is enthusiastic in praise of the instrument and with the results already attained. He said: "It is a wonderful machine, not only in its mechanical construction but in the production of a clear, pure and natural tone. It only needs a demonstration to conclude a sale. Within ten weeks we sold thirty-seven Keenolophones, the cabinet machines, and sixty-three Keen-O-Phones, the horn machines. The prospects for a large business in this line are excellent, and it works in fine with our piano trade."

Conditions at the Columbia store were reported of the most satisfactory character. "The month of February this year," said Mr. Madson, manager, "is the first month that the Columbia store, since the purchase of the Probeck Co., could compare this year's business with last year's, and the gain has been considerably over 100 per cent. The advertising campaign of our company is gaining new dealers and customers throughout this territory. The call for the Favorite Grafonola, the popular \$50 machine, is away beyond what the factory can allow us. There is also an increasing demand for the Regent line of tables, which are growing in popularity. The Berner Co., of this city, and H. C. Fischer, of Fremont, O., have taken on the line of Columbia goods."

The Eclipse Musical Co. is doing a prosperous business both in the wholesale and retail departments. Mr. Towell said the wholesale trade was practically the same as for the previous month—good. T. H. Towell, president of the company, said he visited the Victor factory last week for the purpose of trying to hypnotize the management into hurrying along several carloads of goods. He stated he discovered while there that about the same conditions existed and that the business was good all over the country.

The Caldwell Piano Co. is pushing the talking machine business and securing a desirable clientage. On the afternoon of February 21 the company gave a matinee with the Victrola and Kurtzmann player-piano in the large recital room, attended by 250 invited guests. The program of eighteen selections included records by Caruso, Gadski, Mme. Schumann-Heink, Christie MacDonald and others, interspersed with piano selections. The recitals are to be continued regularly once a week. Mr. Scroton, manager of the Victrola department, said business was very fair, with an excellent demand for records, with prospects of a good spring trade.

Before it had fairly got started the Phonograph Record Exchange, 59 The Arcade, ceased business. The presence of Frank E. Madison, of the legal department of Thos. A. Edison, Inc., last month, and an interview with the parties concerned, it is said, determined them to retire.

Business at the store of W. H. Buescher & Sons Co. is good, as is evidenced by the large number of daily sales of Victrolas and records, largely of the highest grades.

At the Edison jobbing house of Laurence H. Lucker business continues good and constantly expanding. "Trade is keeping up very satisfactorily," said A. O. Peterson, manager. "The retail dealers in this city and throughout this section are ordering both machines and records very liberally, and all express themselves satisfied with the business they are doing. Without exception they make inquiry about the new Edison disc machine and are looking forward anxiously for its advent.

Norman H. Cook, manager of the talking machine department of the W. F. Frederick Piano Co., said trade was fair and that he was daily adding to his list of customers. "Our volume of business," he said, "has been somewhat impeded by the scarcity of various types of Victrolas. However, we think that the continuous growth in our record trade has taken care of this unfortunate loss. The outlook for future profitable business is very encouraging."

Conditions at the music store of the H. E. McMillin & Son Co. are reported very satisfactory.

At the warerooms of the B. Dreher's Sons Co. preparations are making for the removal April 1, but it is not interfering with the business of the talking machine department.

Business in both the wholesale and retail departments of the Collister & Sayle Co. is rather quiet. "Machines and records are coming through very slowly," said Mr. Dorn, manager, "and our trade is greatly curtailed by reason of our inability to get the goods. The demand keeps up for both machines and records. It is especially pronounced for the \$50 machines, and we haven't got one nor have we had one for some time."

Charles I. Davis is doing an exceptionally fine business at his store here. "I consider it remarkable that in so short a time I have built up so successful a business in the talking machine line, both here in Cleveland and at Pittsburgh. I am now considering the installation of talking machines in all my stores, now numbering fifteen."

The H. M. Brainard Piano Co., which took on a complete line of Columbia goods last December, is doing remarkably well. "Every week," said Mr. Brainard, "shows improvement in the business, and our customers speak in the highest terms of praise of the Columbia machines and records."

E. A. Friedlander, of the Bailey Co., said he was very well satisfied with conditions in his department.

The Talking Machine Co. reports business is fair and that it is doing something all the time, both in Victor and Edison machines and records.

AN IMPORTANT STATEMENT.

The Victor Co. in Discussing the Recent Action of the U. S. Circuit Court of Appeals in the Suit on the Petit Double-Faced Record Patent States That Infringers Will Be Prosecuted.

It will be recalled that in an earlier issue we reported the substance of Judge Hazel's opinion on final hearing in a suit brought by the Victor Talking Machine Co. against the American Graphophone Co. et al., on U. S. patent No. 749,092, sometimes called the "double-faced record patent." Judge Hazel, it will be recalled, held the patent to be invalid, in view of certain prior art.

The Victor Co. took an appeal from Judge Hazel's decree to the United States Circuit Court of Appeals for the Second Circuit, and the argument of the appeal was heard in January, 1912. The Appellate Court has very recently filed its opinion disposing of the appeal, and, in view of the somewhat unusual disposition made of the appeal, it may be well to point out that, while the Appellate Court affirmed Judge Hazel's decree, it expressly states in its opinion that the affirmance is made without passing upon the validity of the Petit patent, and permits the court, should another suit involving this patent be brought to it for determination, to pass upon the validity of the patent without being constrained by any action taken in the suit just decided.

The United States Circuit Court of Appeals for the Second Circuit in its opinion states that it took the action which it did because it appeared that since Judge Hazel's decision the parties to the suit had entered into some settlement concerning this patent whereby the standing of the parties would not be affected by its decision in the case, and there was nothing left which called for the Appellate Court's decision in this particular case.

As far as the American Graphophone Co. and the Columbia Phonograph Co., General, are concerned, there was a certain settlement, but the Victor Co. announces that it is not settled as to others, and that it is determined to prosecute infringers of this Petit patent. The Victor Co. states further that it is confident of finally sustaining this Petit double-faced record patent, and that if any other concerns start or continue the manufacture or sale of double-faced records, other suits under this patent will be instituted and the whole matter will have to be fought over again to the Court of Appeals.

The action of the Appellate Court in affirming Judge Hazel's decree was based chiefly upon a technicality, and was not on the merits, so that the effect is unimportant.

THOMAS A. EDISON AND HIS MOTHER.

The Noted Inventor Says His Mother Was the Making of Him—Pays a Graceful Tribute.

Next to Col. Roosevelt no other man figures so prominently in the public press as Thomas A. Edison, the inventor of the phonograph. Recently he paid a characteristic tribute to his mother when he said: "My mother was the making of me. She was so true, so sure of me; and I felt that I had someone to live for, someone I must not disappoint. I did not have my mother very long, but in that time she cast over me an influence which has lasted all my life. The good effects of her early training I can never lose.

"I was always a careless boy, and with a mother of different mental caliber I should probably have turned out badly. But her firmness, her sweetness, her goodness were potent powers to keep me in the right path. I remember I used never to be able to get along at school. I don't know now what it was, but I was always at the foot of the class. I used to feel that the teachers never sympathized with me, and that my father thought that I was stupid, and at last I almost decided that I must really be a dunce. My mother was always sympathetic, and she never misunderstood or misjudged me.

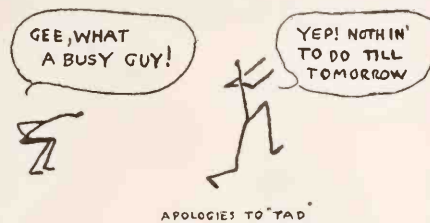
"One day I overheard the teacher tell the inspector that it would not be worth while keeping me in school any longer. I was so hurt by this last straw that I burst out crying, and went home and told my mother about it. Then I found out what a good thing a good mother was. She came out as my strong defender. Mother-love was aroused, mother-pride wounded to the quick. She brought me back to the school and angrily told the teacher that he didn't know what he was talking about, that I had more brains than he possessed. In fact, she was the most enthusiastic champion a boy ever had, and I determined then that I would be worthy of her and show her that her confidence was not misplaced."

APPOINTED DOMINION MANAGER.

Jos. H. Wilson Takes Charge of the Dictaphone Interests of the Columbia Phonograph Co. in Canada.

Joseph H. Wilson, formerly and for several years connected with the New York sales staff of the Columbia Phonograph Co., General, has been appointed Dominion manager, with headquarters at Montreal, for the dictaphone. Mr. Wilson is a highly efficient salesman and his many New York friends predict a great success for him in Canada.

Count that day lost
Whose low descending sun
Sees goods sold at less than cost,
And business done for fun.



"Nothin' to do till tomorrow"

That's us. A clean slate every night—every order received that day filled and on its way to our customers.

If you are one of our regular customers this will not surprise you. If you are not, it will likely be somewhat of a revelation to you.

Yes sir, every order shipped the same day it is received.

No matter what you want in Victors, Victor-Victrolas, Victor Records, record cabinets, needles, fibre cases, horns, repair parts and other accessories, we have it right under our own roof, ready to start to you the minute you give the word.

Put us to the test and see if we don't "make good." And remember, that sort of service is a regular thing with us.

Write us today for our latest catalog and we'll also send you our interesting booklet, "The Cabinet That Matches."

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.

81 Chambers Street

New York





For quality, variety, interest, activity, the Columbia Record List for April is a symphony!



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

FAVORABLE REPORT FROM ST. LOUIS.

Chief Difficulty of Dealers Lies in Inability to Secure Enough of Certain Styles of Machines—Columbia Co. Store Renovated—Busy Times in Aeolian Co. Department—Columbia Favorite Proves a Hit—Mark Silverstone's Experience With a Grateful "Hobo"—Some Recent Trade Visitors—Trade News of the Month Summarized.

(Special to The Talking Machine World.)

St. Louis, Mo., March 9, 1912.

The general reports regarding conditions in the local talking machine trade at the present time are of a very favorable nature and the majority of the jobbers and dealers state that the chief trouble lies in the fact that certain styles of machines are more popular than others and that the result is that it is difficult to keep a sufficient stock of the popular machines on hand. The opening months of the present year produced a volume of business in excess of that for the same months in 1911 and the prospects for the future are of a decidedly encouraging nature.

The store of the Columbia Phonograph Co. is being redecorated and thoroughly overhauled under the direction of Charles L. Byars, retail manager. Enameled white paint is being used for the wood work and the demonstration booths and the paper and hanging will be as cheerful as possible, the intention being to make the store inviting, but not of forbidding excellence.

John Schmelzer of Centralia, Ill., a prosperous and widely known jeweler, who finds the Edison talking machine a profitable and well liked side line, was a recent caller at the Silverstone Talking Machine Co.

Harry Levy of the Aeolian talking machine department says the continued trade on XVI machines is the feature with the retail departments at that store. "I think we are beginning to see where the small machines are a material benefit to the trade," he said. "Already they are coming back and, of course, bringing customers for good machines, for it is impossible for a person to hear the records put out today on any machine and not become charmed with them. The small machine is just the taste of what is wanted."

The wholesale trade, Mr. Levy states, continues to be a problem of distribution as to both records and machines and that the country trade has held up very well. "February keeps up the remarkable record this company has been making."

"Our trade continues to settle on the Favorite model," said C. L. Byars at the Columbia Co. "One surprise is the excellent class of trade the general advertising for this model is bringing. We find that most of those to whom this model is suggested have already been sold as far as persuasion is concerned, it needs only the suggestion as to action. Our trade is limited chiefly by the supply we are able to get from the factory. The salesmen ask 'How many Favorites can I sell?' This morning we received 16 and this evening we cannot promise immediate delivery of a Favorite. There is a fine proportion of cash trade this month. It began last month when the

cash business ran ahead of the installment business and continued for February. Of course this is some good salesmanship in persuading so large a proportion of buyers to pay cash and we are pleased when we succeed, as we then have a good record customer from the start instead of a machine customer coming to the store to make payments on the instrument."

E. C. Rauth, secretary of the Koerber-Brenner Music Co., says that his firm is well pleased with the first month as exclusive Victor jobbers. "The country trade is very good and the stores in the city have been making some excellent sales of records. We are now shaping our affairs for an aggressive campaign to extend the St. Louis jobbing territory for talking machines and general musical merchandise."

Mark Silverstone of the Silverstone Talking Machine Co. has had a unique experience with hiring help through sympathy. During the extreme cold weather a man who admitted himself a "hobo" came into the store and asked for work. Mr. Silverstone needed a man to help in arranging the new stock that had come with his appointment as exclusive Edison jobber and he employed him. Three days later the man got sick and the next day two men of the same class appeared and were given work in the other's place. They worked a week and were paid each night. One noon they walked out the back door. Mr. Silverstone soon established that a machine was gone and set about learning the number before he reported to the police. Before he had finished that search a policeman called and asked if he had lost a machine. Of course he had and the police had the two thieves. The first man employed was so thankful for the aid given him that when he heard of the other men, whom he knew had taken his place, were reported at the lodging house as wanting to sell a talking machine that they must have stolen it from Mr. Silverstone and he followed them to a pawn shop and then told the police. Before their arrest the men had disposed of the pawn ticket, but the thankful man also located the purchaser. In the end the thieves were sent to the workhouse and the man who bought the pawn ticket got the job at the Silverstone Talking Machine Co., for the original incumbent did not recover sufficiently to work and the purchaser was a poor man who told Mr. Silverstone of his need for work when the latter reimbursed him for his loss. The machine that gave all this experience was a Fireside model and was stolen in an original package. The men were not sufficiently versed in the business to know values of the packages.

Henry C. Brown, advertising manager of the Victor Co., was a recent visitor to jobbers here.

Miss Elizabeth Vandeventer is attracting much attention in the local talking machine circles by her skillful handling of the department at Bollman Brothers Piano Co.

W. S. Byrd was a caller at the Columbia store the first of the month after a very successful trip through Missouri and Southern Illinois for the Columbia line.

Mark Silverstone of the Silverstone Talking Machine Co. says that he is more than pleased

with his first month as exclusive Edison jobber. "I have met several of the new customers and have about completed stock arrangements for making an aggressive fight for business. I will send a man on the road within a few days. I am not yet in position to speak accurately on the new business, but it appears very good to me." W. W. Fisher of Murphysboro, Ill., was one of Mr. Silverstone's new customers who called at the store and he expressed personally what he had already written of his satisfaction with a large record order, not only as to the completeness with which it was filled and the packing service.

The A. H. Mengel Music Co. of 4300 Olive street, one of the heavy retailers of the Victor line in the city, are changing their business quarters in the prosperous West End by the relinquishing of one of their suite of store rooms and the leasing of another which will increase their display advantages.

FROM A PROHIBITION STATE.

What Maine Frost Did to the Music of a Talking Machine and What Happened Thereafter—What Might Be Termed "Heavy" Music.

We have all heard of the tyrant whose voice was of such caliber as to cause the blood of his intended victims to congeal and to cause them to stand in their tracks as though frozen. In such a case the freezing was due to horror rather than to frost, but now, out of the wilds of New England, from the land of the Puritans, where truth stands mighty, comes the following story of the effect of intense cold on the notes emitted by a talking machine and the dire results:

It was so cold at Danville Junction, Me., recently that the music emitted by a talking machine froze in transit and, striking little Mary, the daughter of James Lamb, in the face, severely injured her. The accident occurred in this way: The little girl had just started the Victrola when her father entered from out of doors. The blast of cold air immediately congealed the stream of music, which struck the girl with telling effect. Unfortunately, the record was a military march played by Pryor's full brass band. One of the cymbals struck Mary over the left eye, cutting a severe gash. The bass drum then emerged from the horn of the machine and with thunderous effect completely enveloped the child.

It was more than four minutes before help came, and as it was only a five minute record, most of the damage was done before the child's danger was known to the rest of the family. When discovered four B-flat clarinets were dug out of the wall; a bass horn was hanging on the corner of the mantel piece; two trombones were wound around the parlor stove and Mary had an oboe under each arm.

It is believed that if the child had not been protected by the bass drum, which enfolded her, the high notes from the E-flat cornets or the piccolos would have pierced her little body and caused her death. It certainly has been cold at Danville Junction.

Established 1856.

WURLITZER

Fifty-sixth year.

SERVICE

Give the Wurlitzer Victor and Edison wholesale service a trial.


We believe you will find Wurlitzer service the most satisfactory you have ever had.

Large shipments of all types of machines and records are now arriving daily. Wurlitzer has complete stocks of every type of machine and record the factories can supply.

Send us your orders—large or small—and they will be promptly and completely filled with fresh, new goods.

The Rudolph Wurlitzer Co.

CINCINNATI :: :: CHICAGO

 TWO POINTS OF SUPPLY; ORDER FROM THE NEARER

OPTIMISTIC IN MILWAUKEE.

Trade Both in Wholesale and Retail Lines Shows Steady Gains—Talking Machine Men Working Harder Than Ever and Being Well Rewarded—Gimbel Bros. Business Shows Immense Increase as Compared with Last Year—Miss Gannon Visiting Egypt—Book Issued by E. O. Schmidt Wins Praise of Louis L. Geissler—J. H. Becker Building Up Nice Business—Recent Visitors—Other Items.

(Special to The Talking Machine World.)

Milwaukee, Wis., March 11, 1912.

Despite the fact that business in some lines is not as satisfactory as it might be, the talking machine trade seems to be making steady gains. This is due in part to the fact that so many moderate-priced high-grade machines have been placed on the market and to the persistent campaign of advertising which Milwaukee dealers have following during the past two or three years. This campaign has been pushed harder than ever during the past few months, in view of the fact that business in some lines has been slow and dealers realized that hard and consistent work was necessary to produce the hoped for gain in talking machine sales. Jobbers and dealers have plans under way for continuing the fight even more vigorously than in the past, and with this determination and with steady improvement taking place in other lines of activity, the outlook in the Wisconsin talking machine field is far from unsatisfactory.

Jobbers report that dealers about the State are placing good orders for machines, records and supplies in order to be in readiness for the usual spring trade. Money has been more plentiful in the smaller cities and towns of the State and business there has naturally shown more activity without the strenuous methods which have been required in Milwaukee.

"The jobbing business is showing decided improvement at this time," said Lawrence McGreal, Milwaukee and Wisconsin jobber for the Edison line. "I do not believe that the fact that a presidential election will take place this year will seriously affect the talking machine trade. Business is now at a better stage than it was a year ago and the prospects are good."

Probably the most striking gain made during the past month by local dealers is reported by L. C. Parker, manager of the talking machine department of Gimbel Brothers' Milwaukee store. Mr. Parker has figures to prove that his department showed an increase of 104.62 during the past four weeks as compared with the business received during February, 1911. Mr. Parker recently accomplished the record of selling four \$200 Victrolas within one day. The Gimbel department has been so busy that its employes have had no time for outside soliciting since the opening of the new year.

Miss Gertrude F. Gannon, head of the Wisconsin Talking Machine Co., Milwaukee and Wisconsin jobbers for the Victor line, is enjoying with a party of friends an outing of several months' duration in Italy, Egypt and surrounding countries. Miss Gannon is now taking the entire Mediterranean trip, stopping at Naples and probably going as far as Alexandria. The party, which may also visit several points of interest in Europe, will probably not return until April 15. During the absence of Miss Gannon, the business is in charge of Harry Fitzpatrick and Joseph Gannon.

A. G. Kunde, Columbia jobber and retailer, has renewed his lease on the store at 516 Grand avenue and steps will be taken at once toward remodeling the entire establishment. A rear partition will be removed, new and handsome sound-proof booths will be installed, offices will be enlarged and the repair department will be given better quarters. The entire store will be re-decorated. Mr. Kunde reports a steadily increasing business and says that trade is so much better that he has been forced to enlarge his office force. Mr. Kunde followed up the Columbia Phonograph Co.'s recent double-page advertisement in The Saturday Evening Post by an extensive campaign

of advertising in the Milwaukee newspapers, featuring the Columbia Favorite. The result has been that sales in this line have increased at a tremendous rate. The Kunde store is now Wisconsin representative of the Dictaphone line for the Columbia Phonograph Co.

Lawrence McGreal, Edison jobber, has returned from New Orleans, where he and his family enjoyed a two weeks' pleasure trip and a visit with relatives. After basking in his shirt sleeves in the warm New Orleans weather, Mr. McGreal returned to Milwaukee just in time to experience the worst blizzard that Wisconsin has had this winter.

No permanent manager for the talking machine department of the Hoefler Manufacturing Co., 306-308 West Water street, has been secured as yet. Miss Elsie Meiser, formerly assistant to J. H. Becker, Jr., the former manager who is still in charge, reports some very good Victrola and U-S talking machine sales.

The plant of the New Idea Cabinet Co. is in busy operation turning out more New Idea cabinets than at any time since the establishment has been opened.

William P. Hope, genial traveling representative for the Thomas A. Edison Co., Inc., paid a recent visit to his Milwaukee friends. Mr. Hope is enthusiastic over the prospects for the coming season.

Adolph Hoefler, president and general manager of the Hoefler Manufacturing Co., retailers for the Victor and U-S lines, has been given the sympathy of the trade as the result of the recent death of his father, Henry Hoefler, a pioneer business man of Stevens Point, Wis., in his 82d year.

Emil O. Schmidt, well-known piano dealer, who now carries a full line of Victrolas, has issued a handsome illustrated little booklet, entitled "A Heart to Heart Talk with the Piano Buyer," in which he gives up considerable space to the Victrola line. The one-price system of doing business is the general theme throughout and the pamphlet has attracted much favorable comment. Louis F. Geissler, general manager of the Victor Talking Machine Co., has written Mr. Schmidt as follows:

"Allow us to congratulate you on the very high-class folder you are sending out to your prospective buyers. It is a relief to see a dealer maintaining a one-priced system and it cannot help but bring you success. It is a pleasure to see Victor goods listed in such a circular, among pianos on a good clean basis like this."

Lawrence McGreal, president of the National Association of Talking Machine Jobbers, has announced himself as a candidate for delegate from the Fifth Wisconsin district to the national Democratic convention in Baltimore, June 25 to 28. McGreal is recognized as the original Champ Clark man in Milwaukee, has always been prominent in local Democratic circles and his election is practically assured.

Florian F. Flanner, manager of the talking machine and musical merchandise departments of the Flanner Music House, 417 Broadway, reports the largest Victrola business that his house has experienced in several months. Joseph Flanner and Florian F. Flanner have disposed of their interests in the Flanner-Hafsoos Piano Co. to Eric Hafsoos and will now devote their entire time to the various other activities of the Flanner Music House.

A brisk business is reported by Harry Krienitz, one of Milwaukee's enterprising young talking

1866

1912

NYOIL

FOR

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

For polishing varnished woodwork 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.



machine dealers, who opened a piano department and is finding that the two lines go very well together. Mr. Krienitz gives up his entire first floor to the talking machine line and has his piano parlors located on the second floor.

J. H. Becker, Jr., who recently resigned as manager of the Hoefler Manufacturing Co.'s talking machine department to take charge of a new store at 1120 Walnut street, is securing a fine business by various up-to-date methods. Mr. Becker has just mailed 1,000 circular letters to his friends and prospective customers, announcing the opening of his new store, describing the Victor line and calling attention to the new March Victor records. The results have exceeded even his expectations and have strengthened his conviction that advertising will repay any retailer who goes about it in the right manner. Mr. Becker reports that sales of Victrolas, styles XVI, II and XIV have been especially large, while the demand has been good for the smaller types of Victrolas.

Roy J. Keith of the Talking Machine Co. of Chicago, recently called upon the Milwaukee talking machine trade. Other visitors included Mr. Gibbs of the Rudolph Wurlitzer Co. of Chicago and Mr. Mauer of Lyon & Healy, Chicago. L. G. Krause of Krause & Grau, talking machine dealers at Port Washington, Wis., visited Milwaukee jobbers recently.

The William A. Kaun Music Co., 209 Grand avenue, well-known sheet music house, now carrying the complete Victor line, will be located in larger quarters at 90 Wisconsin street, soon after April 15.

Everything that has been done well has been done calmly. Many things that have been done poorly owe their failure to the haste, or lack of calmness, with which they were performed. This peace of mind which helps to win battles is a habit that can be formed by those who are willing to cultivate the tendency to forget rather than fret about trivial mishaps.

The human race is divided into two classes, those who go ahead and do something, and those who sit and inquire, "Why wasn't it done the other way?"—Oliver Wendell Holmes.

THE BEST TRADE MAKERS ON THE MARKET ARE THE LINE OF
ELECTRIC-PLAYERS
MADE BY
THE ELECTROVA CO., 117-125 Cypress Ave., NEW YORK

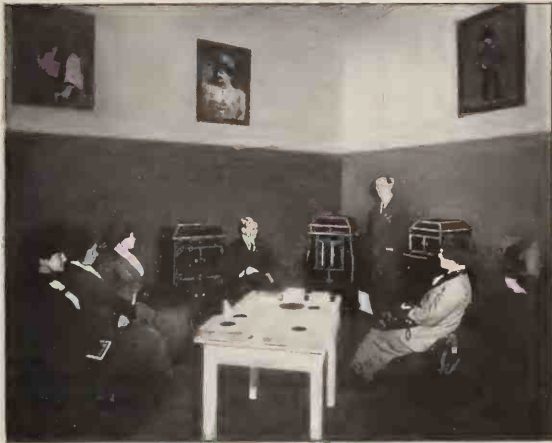
As a side line for Talking Machine Dealers they are unequalled. They mean easy money and big profits. We will send the arguments that will convince you and your customers.

Write for Catalogs, Prices and List of Perforated Music Rolls. You will be interested.

THE VICTOR IN THE SCHOOLS.

Live Dealers Can Make a Local Proposition Out of the Victor Company's Big Campaign in the Interests of School Music—How the Trafford Music Co. Handles the Matter Successfully—Interesting the Teachers.

One of the pleasing features of the campaign being carried on by the Victor Talking Machine Co., with a view to placing Victor talking machines and selected lists of records in the public schools of the country, is the manner in which many of the Victor dealers in various sections of the country have made a local issue of the campaign and put forth their best efforts to convince the school authorities and teachers in their vicinities that the Victor was very necessary and desirable. As any dealer who has faith in the proposition knows, the most effective methods of



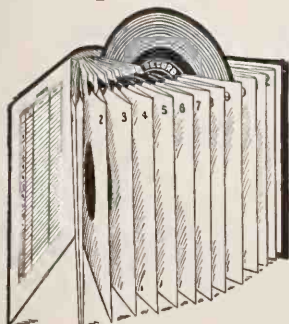
TRAFFORD MUSIC CO. INTERESTING TEACHERS.

winning over the educational authorities is to give actual demonstrations where the Victor can be played and the various points in favor of the use of the machine may be explained and actually demonstrated while the prospect is interested.

The accompanying illustration shows how one western house manages to make the educational campaign dividends. The view is of a room in the store of the Trafford Music Co., Mason City, Iowa., with a number of local teachers gathered together to listen to a demonstration of the Victor. The gentleman standing is L. Earl Elsham, manager of the Victor department of the company, who is giving the matter his personal attention. Several meetings were held in the Trafford Co.'s store for the benefit of the teachers, who for their part were most enthusiastic over the records played for their benefit and the plans for the use of the Victor in the schools as explained to them. As a matter of fact several of the schools in Mason City were already in possession of talking machines before the Victor Co.'s campaign was

If Bought at the Right Price

Albums are Profitable.



THE Schafford Albums

Are made by the best of album makers. They possess qualities found in no other, and the prices are the lowest. Think! Better albums at lower prices.

New York City dealers bought 3,000 in one week. Schafford Albums are for Victor or Columbia Records and are made in many sizes and styles. If your order is sufficient you can have a special cover and stamped in gold with your name and trade-mark without extra charge. Send for Folder "T" and learn more about increasing your album sales and profits.

THE SCHAFFORD ALBUM CO.
182 Grand Street, New York

started, but through the efforts of the Trafford Co. the teachers in those schools have become really enthusiastic regarding the possibilities of the proposition, owing to the fuller knowledge of the details, and their work has become much more systematic and effective.

WM. A. CONDON'S LONG TRIP.

Left Last Week for a Two Months' Tour of the Leading Cities for the Purpose of Introducing the Condon-Autostop.

William A. Condon, secretary and treasurer of the Condon-Autostop Co., 26 Front street, New York city, left on Monday last on an extended trip which will carry him to the principal cities in the leading States in the East, West and Northwest.

His purpose is to introduce the Condon-Autostop for disc talking machines, which has won favorable consideration from the trade and talking machine users. His longest sojourn will be in Cleveland, Chicago and St. Louis, and it goes without saying that he will make some important connections for his house at all points visited.

With its own manufacturing plant the Condon-Autostop Co. is now well prepared to supply all orders with promptness and insure a standard of quality in the product that will do much to make it popular with the trade.

It is the intention of the company to put salesmen on the road in Cleveland, Chicago and St. Louis points, and W. Wesley Aube has been engaged to cover the New York territory.

Good advertising space has been arranged for by the Condon-Autostop Co. in the Saturday Evening Post, April 20; Collier's Weekly, April 27, and the Post again on May 24. This general scheme of national advertising will be continued. In other words, it is the intention of the manufacturers of the Condon-Autostop to educate the users of talking machines to the knowledge of the Autostop and in this way drive the trade to the dealers handling this line of goods. Thus the jobbers will be benefited.

RULES FOR ADVERTISERS.

An expert in the producing of good advertising copy has formulated the following rules which cover the subject in a sensible and scientific manner:

- Rule 1. Make each advertisement a short, simple lecture upon the goods advertised.
- Rule 2. Use only short arguments, short paragraphs, and the smallest words possible. Avoid technical expressions, literary terms, ultra-correct grammar and diction. Employ straight from the shoulder Anglo-Saxon language which everyone can understand and appreciate.
- Rule 3. Be absolutely truthful and avoid wilful exaggeration.
- Rule 4. Have your illustration as part of the argument.
- Rule 5. Avoid all "fancy" effects of border and type.
- Rule 6. Give all the information possible.
- Rule 7. Don't fail to have some sort of a guarantee of satisfaction.
- Rule 8. If you can't get the order, make your customers write for particulars. This is very important.
- Rule 9. Don't say "we" so much as "you" in an ad.
- Rule 10. Stand on your own merits. Don't knock competitors.
- Rule 11. State the price.

G. T. Williams, general manager of the New York Talking Machine Co., 81 Chambers street, and Mrs. Williams were called to Hendersonville, N. C., recently to attend the funeral of Mrs. Williams' mother, who died in that city.

An apology to those who have

purchased our needles and had to wait because all the business swamped our facilities.

This condition was regretted more by us than you. To prevent its recurrence and to care for an increased trade, additional machinery has been installed at the German factory.

No more delivery trouble this year and shipments will be prompt—depend upon it.

An offer to those who have not

bought our Imported German and English made needles, and are buying the inferior American needles.

Do you know that you can buy imported needles—German and English made—at no extra cost?

These imported needles are made of the highest grade steel; put up in bulk or packed in special lithographed tin boxes or envelopes with your own ad at no extra cost than inferior needles.

Special prices for large quantity buyers. Send us specifications of your requirements for our lowest prices.

All standard needle sizes in stock; special sizes made to order at no additional cost.

Sole Importers and Distributors

The Talking Machine Supply Company
563 Fifth Avenue
NEW YORK

FEINBERG TO SELL MUSIC ROLLS.

Well-Known Talking Machine Man Joins the Forces of the American Piano Co. as Traveling Salesman—Active Campaign Mapped Out for Some Months to Come.

B. Feinberg, who for a number of years has been prominently connected with the talking machine trade, first as head of the Talking Machine Shops,



B. FEINBERG, NOW WITH THE AMERICAN PIANO CO.

Chicago, and later as special traveling representative for the wholesale department of the Columbia Phonograph Co., General, has resigned from the latter position to become traveling salesman for the American Piano Co., one of the most prominent concerns in the piano trade, with headquarters at 439 Fifth avenue, New York. Mr. Feinberg will

devote his time exclusively to introducing and promoting the sales of the American Piano Co.'s new and improved music roll, the Rythmodik, which reproduces perfectly the music as actually interpreted by famous pianists. Chas. F. Stoddard, the inventor of the Rythmodik roll, will accompany Mr. Feinberg and demonstrate the merits of the new records. Mr. Feinberg is a highly successful salesman and Mr. Stoddard is an accomplished artist on the player-piano. With these two men, both experts in their own particular line, the success of their efforts is almost a foregone conclusion. The first trip of the campaign will be among the trade between New York and Denver, Col., and eventually their travels will take them over the entire country.

EDISON GLEANINGS.

Many Visitors to Plant at Orange—Thos. A. Edison Off to Florida Home—Baseball Soon—A New Volume That Shows the Work of a Master Hand—Dealers Should Look It Up.

The Edison social record at Orange, N. J., contains the following well-known names—members of the fraternity entertained during the past month: Hy Eilers, Eilers Music Co., Portland, Ore.; George Heidinger, Eilers Music Co., Spokane, Wash.; W. M. Cole, H. E. Sidles Phonograph Co., Lincoln, Neb.; Louis Buehn, Philadelphia, Pa.; E. Buehn, Pittsburgh, Pa.; Hugh Shields, Denver Dry Goods Co., Denver, Colo.; C. S. Shank and Mr. Title, of George Bogar, Harrisburg, Pa.; H. L. Ellenberger, Pardee-Ellenberger, Co., New Haven; J. E. Pearce, New Orleans, La.; C. B. Haynes, C. B. Haynes & Co., Richmond, Va.; H. G. Stanton, R. S. Williams & Sons Co., Ltd., Toronto; H. S. Loudon, Toronto, Canada; J. N. Blackman, Blackman Talking Machine Co., New York; H. M. Meyer, the Meyer Store, Pittsfield, Mass.

Carl H. Wilson, general manager, is at Atlantic City for a few weeks' rest.

Thomas A. Edison, accompanied by his family, departed on the ninth for Florida, where Mr. Edi-

son will remain for a month. Mr. Edison has a winter home at Miami, one of the most beautiful spots in the State.

The Edison Club is organizing a baseball team which is going to be "some" team, so the boys assert. After the spring training this "9" will be looking for games, particularly with talking machine teams.

C. E. Goodwin, manager of salesmen, mixed business with pleasure by stopping week-ends at Atlantic City, where he could be in consultation with General Manager Wilson.

Business at the Edison works is in excellent shape; everyone is working—even the shipping department is hustling—which is most optimistic for a bright spring condition.

L. C. McChesney, advertising manager, reports a spirited demand for the volume "Splitting the Other Four-Fifths," a book describing the merits and advantages of the Edison business phonograph. This book was written under Mr. McChesney's guidance and it shows the work of a master hand from cover to cover. The Edison Co. will be glad to mail a copy to any live dealer in the country and it will either show him a way to make extra money or a path that will start him rounding out new profits.

HAGER WITH KEEN-O-PHONE CO.

Appointed Musical Director and Will Manage Recording End of Business.

(Special to The Talking Machine World.)

Philadelphia, Pa., March 8, 1912.

Frederic W. Hager has been appointed general musical director of the Keen-O-Phone Co., manufacturers of talking machines. Mr. Hager will handle the talent and recording end of the business. He has had considerable experience along these lines, not only in the production of records, but in the musical centers he was at one time in the publishing field. Mr. Hager is also a composer of note. The company is to be congratulated on securing Mr. Hager's services, as his experience and training have been wide and exhaustive.

Two Styles of the New Line From The Hanover Factories

Hanover Quality
will be
Maintained



D26. TOP 23 x 19.
QUARTERED OAK AND MAHOGANY.



D32. TOP 23½ x 19½.
QUARTERED OAK AND MAHOGANY.



Exceptionally
Well Made and
Elegantly Finished
to match
Talking Machine
Cases.

Distributed by the jobbing trade

THE GEO. A. LONG CABINET CO.

HANOVER, PA.

Address Communications to CLEMENT BEECROFT, 309 W. Susquehanna Ave., Philadelphia, Pa.


The announcement of immediate deliveries on the Columbia Grafonola "Nonpareil" makes most interesting news to the average dealer right now.


**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

DICTAPHONE CONTEST A HIT.

One of the Prominent Features of the Recent Business Men's Exposition in Indianapolis—Prizes for Best Letters—Typewriter Companies Show Interest in Competition.

(Special to The Talking Machine World.)

Indianapolis, Ind., March 9, 1912.

A Dictaphone display at a Business Men's Exposition is not a new thing by any means, but there was an element of novelty in the exhibit put on here at the recent exposition in Tomlinson hall

and interest in the contest was thereby made general rather than local.

The various typewriter agencies of the city were quick to see the benefit that could be made to accrue to them, could it be said that it was upon one of their machines that the winning letter had been written. In consequence of this, all the typewriter firms brought the contest to the notice of the operators of their respective machines scattered over the city, and invited them to come to the exposition and try for the prize of \$10 in gold.

reau of Statistics of the Department of Commerce and Labor, the following interesting figures relating to talking machines and supplies are set forth:

The total exports of talking machines, records and supplies for January, 1912, amounted to \$226,660, as compared with \$292,347 for the same month of the previous year. The seven months' exportation of talking machines, records and supplies amounted to \$1,615,162.

TAKES ON VICTOR LINE.

Henry Kleber & Bro., of Pittsburgh, Arrange Department to Be Devoted to Talking Machine—Scott & Jones, of Youngstown, Also Fall in Line—Other News of Interest.

(Special to The Talking Machine World.)

Pittsburgh, Pa., March 9, 1912.

The Talking Machine Shop, of this city, has just added two new rooms to its talking machine shop which are very unique, both rooms being the Italian pagoda style, having the latticed sides and roof, one room with wistaria and flower decorations and the other with roses and grapes. It has fitted up the new rooms entirely after the rural style.

Henry Kleber & Bros., piano dealers, 513 Wood street, have taken on the complete Victor line and will devote their entire first floor to the Victor. They have equipped their department with four handsome sound-proof booths, and altogether will have a very beautiful department, the decorations being Paris gray and white.

Scott & Jones, of Youngstown, are moving their Victor department from the basement to the first floor, are putting in four of the finest sound-proof booths in the country at the cost of \$2,300 and, altogether, they will have one of the finest departments between Pittsburgh and Chicago.

The various dealers in Pittsburgh report good business in so far as the present shortage will permit.

IMPROVEMENT OF DICTATING MACHINE.

A new earpiece for the Edison business phonograph has been invented and put on the market. The apparatus is similar to the old ones in use, except that the ear tubes are of aluminum and therefore lighter and easier on the ears of the operator than those made of hard rubber composition.

Wisconsin Traveler Wanted.

We want a good, snappy, up-to-the-minute traveler to sell Victor goods in the State of Wisconsin. One capable of establishing new dealers and who can help latter close deals for Victrolas when necessary. Address, giving experience, reference and salary to begin, C. M., Talking Machine World, 37 So. Wabash Ave., Chicago.



DICTAPHONE AT BUSINESS MEN'S EXPOSITION, INDIANAPOLIS.

by the Indianapolis branch of the Columbia Phonograph Co. A unique feature of the exhibit was the giving of a prize to the stenographer who could write the best letter from the Dictaphone at the booth of the Columbia Co.

Typewriting machines of all the leading makes were embodied in the exhibit. Connected with each of these was a type B-6 Dictaphone, upon which was a cylinder containing a short letter, so dictated as to be easily and readily written by any one competent to use a typewriter. The award was made with regard to neatness and accuracy, speed cutting no figure whatever. Under these conditions all stenographers had an equal chance,

A CONGRESS OF INVENTIONS.

Inventors of All Classes to Display the Results of Their Genius at an Exhibition in Grand Central Palace.

Inventors of high and low degree, from perpetual motion "bug" to Edison, Westinghouse, Steinmetz, Cooper Hewitt, Marconi, Bleriot, and other giants of mechanics, will show their greatest achievements to the public in the new Grand Central Palace from April 13 to 20 at the newly organized Inventions Show. This will be a congress of inventors, conducted for the education of the public and the direct meeting of manufacturer and consumer.

Another aim of the Inventions Show is to put inventors in touch with capital, and hundreds of unknown geniuses with great ideas needing money for development will exhibit their brain children beside the mechanical progeny of famous men who

Miss Lizzie Hubbard, employed by the American Motor Car Co. of this city, using an L. C. Smith typewriter, wrote the winning letter. Miss Anna M. Counts, using a Remington, was second and Mrs. Louis M. Reeves was third. Mrs. Reeves used an Underwood typewriter. It is only fair to Miss Counts and Mrs. Reeves to mention the fact that the Dictaphone was absolutely new to them, whereas Miss Hubbard had been familiar with its operation for some time. In the picture of the display, C. P. Herdman, of the local branch of the Columbia Phonograph Co., is at the tube. The display was designed and arranged by C. V. Weaver

have made their dreams come true. The great floor space and scientific arrangement of the new Grand Central Palace make it possible to assemble what is expected to be a splendid exhibition of the magic of inventive genius.

Edison will show all his great inventions in their latest development from cement houses to storage batteries, giant motors, electric lights, talking machines and motion picture marvels, and other inventors will display their masterpieces.

TALKING MACHINE EXPORTS.

The Figures for January Presented—Reports Show Falling Off for the Month.

(Special to The Talking Machine World.)

Washington, D. C., March 6, 1912.

In the summary of exports and imports of the commerce of the United States for the month of January (the latest period for which it has been compiled), which has just been issued by the Bu-

PARCELS POST FORTHWITH.

Two Year Limit in Post Office Appropriation Bill Introduced Last Week—Measure Calls for Limit of Eleven Pounds and Temporary Trial Will End June 30, 1914—Charges to Be Five Cents for First Pound and Two Cents Thereafter—For Rural Delivery Only.

(Special to The Talking Machine World.)

Washington, D. C., March 5, 1912.

In making public the new Post Office Appropriation bill yesterday the Committee on Post Offices and Post Roads laid before the House a provision for the establishment of a modified parcels post. The new provision is carried in section 8 of the bill and reads in part as follows:

That on each and all rural mail delivery routes of the United States the postmaster at the starting point of such route shall until June 30, 1914, receive and deliver to the carrier or carriers of said routes all articles, parcels or packages not prohibited to the mails by law and falling under the definition of fourth class matter and not weighing in excess of eleven pounds, for transportation and delivery on said routes only; and the carriers shall receive at intermediate points on all rural routes such mail matter of the fourth class for delivery on their respective routes only.

Limit to Be Eleven Pounds.

That postage shall be paid on all articles, parcels or packages entitled to transportation under the provisions of the act as matter of the fourth class on rural mail delivery routes only at the following rates: One cent for each two ounces or less, two cents for more than two ounces, but not more than four ounces, three cents for more than four ounces but not more than eight ounces, four cents for more than eight ounces but not more than twelve ounces, five cents for more than twelve ounces but not more than a pound, and two cents per pound for each additional pound or fraction thereof up to and including a total of eleven pounds. That the Postmaster General shall make all rules and regulations necessary and not inconsistent with law to the proper execution of this act.

The bill also creates a commission to study the subject of a general parcels post.

In the accompanying report the committee takes strong ground in favor of the commission plan and says:

To Give Two Years' Trial.

It would seem essential that we know how this innovation in our postal system will affect our revenue, what additional burdens we must assume in increased number of employes, and the increased railway and carriage pay; whether a flat rate can be established for the whole of the United States or not and at what figure; whether it would be wise to adopt the Zone system of transportation and pay for carriage or not; how far this extra service would interfere with the handling of first, second and third class mail matter; the probable losses and profits under different rates; the effect on the centralization of trade; whether the express companies could under one system or another secure the short hauls and leave the long and expensive hauls to the Government; whether it would first be best to condemn the express companies contracts with the railroads or not and use them, or to force the railroad companies to equal rates for the Post Office Department that is granted the express companies, or to pursue either of these courses; to know the tendency of the system to create and sustain monopolies, and its effect on the commercial and farming interests of the country.

Of the proposed enactment itself the report says:

The same conditions do not exist, and therefore the same reasoning does not apply to the strictly rural parcels post confined to matter of the fourth class arising and for delivery on each specific rural free delivery route. These routes are already established. All of their machinery is in full operation. The additional burdens on the carrier are slight, and a slight additional compensation is provided for in this bill. The estimate of the Department is that a change in equipment will be necessary as to only about 15 per cent. of the routes.

SHEPARD, NORWELL CO.'S TALKING MACHINE DEPARTMENT



(Special to The Talking Machine World.)

Boston, Mass., March 10, 1912.

The talking machine department of the Shepard Norwell Co., Winter street and Temple place, this city, of which a reproduction is herewith given, has proven one of the busiest departments in the whole of this large department store. The quarters occupy the entire end of the third floor on the Temple place side of the building and as one enters the first thing that impresses him is its close resemblance to a handsomely furnished parlor, for there is a soft green velvet carpet on the floor, while all around are handsome Columbia cabinets, for the department handles only the Columbia

goods. The demonstration rooms are at the end overlooking the much traveled street. One of these demonstration rooms is quite large, of sufficient size to hold quite a large company of people.

The department is owned by F. C. Henderson, who has a number of talking machine stores at different points and who, by the way, has just returned from a trip to Bermuda. In charge of the machines is A. Isaacson, an experienced man, while Mrs. Jones attends to all customers who are looking for records or who wish to inquire as to the grand opera work of the Columbia. The department keeps only high-class goods and its sales for the most part are in the high-priced outfits.

We have, therefore, provided for a limited rural route parcels post with postage rates at five cents per pound for the first pound and two cents per pound over one pound and for fractions of pounds, to 11 pounds limit as an experimental proposition. This experiment will last for two years on all of the routes in the United States. If it shall prove to be unwise it can be repealed or expire by limitation.

SHIPPERS AND CARRIERS INTERESTED

In the Movement Now Being Made by Business Organizations to Have Congress Amend the Interstate Commerce Law, So That Red Tape May Be Eliminated and Shippers and Carriers Be Brought Into Closer Touch.

In order to bring shippers into closer touch with carriers, the executive committee representing commercial organizations of twenty-seven Atlantic seaboard cities, has formulated a proposed amendment to the Interstate Commerce law. The form of the amendment was agreed upon at a meeting held in the rooms of the Merchants' Association, in New York, and presided over by D. O. Ives, of the Boston Chamber of Commerce.

The amendment would change section seventeen of the Interstate Commerce law, which refers to the powers of the Interstate Commerce Commission. It authorizes the commission to establish branch offices in any commercial center and to place them in charge of an authorized agent of commission. In case of controversy between shippers and the railroads, and with the consent of both parties, these agents would act as mediators or arbitrators. The amendment proposes to authorize the arbitrators to take up such questions in dispute as may be referred to them by the Interstate Commerce Commission or by the parties to the dispute. They are to be authorized, under the direction of the commission, to conduct hearings and to make decisions subject to the approval of the commission.

"The idea of the proposed amendment," said Mr. Ives, "is to bring the shippers and the railroads closer together and to avoid controversies, either

with regard to demurrage or other matters, which have a bad effect upon their mutual relations. The amendment would give shippers easy and ready access to the commission through its agents. As matters now stand an aggrieved shipper must either take his case to the Interstate Commerce Commission in Washington or let it drop without action, even though the railroad might be perfectly willing to give redress were the matter brought to its attention. These conditions lead to unnecessary misunderstandings and ill-feeling which the committee believes can be avoided by the passage of the proposed amendment to the law."

PROOF OF NAME VALUE

Found in the Success of the "Duplexetone" Needles Made by W. H. Bagshaw.

The story is going the rounds of the wonderful success and distribution from the start of "Crisco," a new cooking material. This is manufactured by the makers of "Ivory" soap. The latter product is a wonderful seller from one end of the country to the other; everyone knows it and the firm that makes it. Therefore "Crisco" obtained a distribution on the reputation of "Ivory" soap and at a cost of about 1 per cent. what it would cost an unknown concern. This emphatically shows the value of a reputation.

It is the same in talking machine circles. A short time ago W. H. Bagshaw, of Lowell, Mass., created and manufactured a new needle, which was named the "Duplexetone" for the reason that it is possible to secure both a loud and soft tone with it. The announcement caused quite a little excitement in the trade, and with the reputation of Bagshaw back of the product, many of the trade sent in initial orders with entire confidence that the "Duplexetone" needles would prove to be big sellers. Re-orders are just beginning to come in and as C. H. Bagshaw, of that house, says: "The rapid co-operation of the trade in forming an immediate distribution of 'Duplexetone' needles is most gratifying and shows that our work of years to uphold the quality of our needles is appreciated. American needles lead now, as they always did."

CHAIRMAN KONTA'S VIEWS

On the Value of the Talking Machine as a Means of Making Records of American Natives for Posterity—The Work of the Modern Historical Records Association in This Connection Interestingly Set Forth.

Alexander Konta, chairman of the executive committee of the Modern Historical Records Association, whose headquarters are in New York, writes most interestingly on the value of the talking machine as a means of making permanent records of the dialects of the fast disappearing races throughout the world. In this connection he says:

A recent report from Sitka of the ravages of pulmonary diseases among the Indians of Alaska makes timely the question, "What is being done to preserve the records of the American natives for posterity?" The American Indian is approaching, if, indeed, he has not already reached, the last stage of his native existence. Either he is gradually disappearing, or he is adopting the white man's civilization and adapting himself to it. In both cases the records of his own civilization will be lost unless something is done, and done speedily.

Much has been done, much is being done. Of this I am perfectly well aware. Indian languages have been studied—we have even preserved eight-

eenth century vocabularies of vanished tribes like the Algonquins. The culture, arts and industries, the domestic and social organization, the customs, games and pastimes, the work and play of the Amerind have been described time and again. His history has been traced as far back as his civilization has made possible. Explorers, missionaries, settlers, Indian fighters, army officers, and, later, scientists, have gradually accumulated a valuable volume of information. The camera has been brought into play (the series of photographs made by Edward S. Curtis for J. Pierpont Morgan practically stands first here); our museums have their Indian collections; and, last of all, a beginning has been made with the phonographic registering of Indian music.

This mention of the phonograph leads me to my point, which is that we have not as yet begun to take a systematic living record of the Indian in all the phases of his life. Descriptions of it in books, drawings and photographs are all well enough, but moving pictures would be still better. Vocabularies and grammars are indispensable, but phonographic records of vanishing tongues would be better still, even for the information of linguistic specialists. The question of the origin of the American native is as yet one of the mysteries of ethnology. We shall wish to solve it even after that native has been assimilated or has ceased to

exist. And a complete set of living records may in the future prove of the greatest value in solving the problem.

When speaking of the American Indian, we in this country are apt to overlook the Indians of Canada, and, still more, those of Central and South America. It is in the latter field especially that speedy and organized action is necessary. The field there is vast as it is unexploited. We need not hope to penetrate for a long time to come the veil that covers the prehistoric remains of Peru. What matters just now are the records of the living Indians of all the Americas who are still leading their aboriginal lives in more or less unadulterated form.

The field is too vast for private undertaking, too vast for the resources of the Modern Historic Records Association, whose chief aim is the making and preservation of just such records as these. The founding of similar associations in different parts of the world is already being discussed, but its realization will take time, and the organization of co-operation between them all still longer. Meantime, no feature of the life of the present is vanishing faster into the past than the native civilization of the American Indian, from the sub-Arctic to Patagonia.

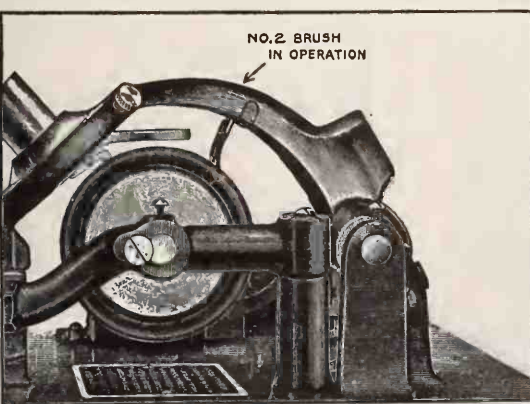





Cannot the Government at Washington, the leading power on this continent, be petitioned to put

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

ANNOUNCEMENT

To the Trade:

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

 <p>NO. 2 BRUSH IN OPERATION</p>	 <p>No. 1 Fits Triumph</p>  <p>No. 2 Standard and Home</p>  <p>No. 3</p>  <p>No. 8 Gem and Fireside</p>	<p>IT SAVES THE TONE</p> <p>You can't afford to lose this protection.</p>  <p>BRUSH IN OPERATION</p>
---	---	---

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"

Don't fight somebody else's battles for him. If you want the Columbia business that *belongs* to you, don't let somebody else tell you what line *not* to carry.



Columbia Phonograph Co., Gen'l
Tribune Building, New York

itself in communication with the other governments north and south of it for the purpose of establishing an inter-American system for the taking and preservation and exchange of the living records of the vanishing American Indians? The Modern Historic Records Association would gladly place at the service of the movement such resources as it has already at its command in the beginning of its existence.

VICTROLA AND PLAYER CONCERTS.

Clark Music Co., of Syracuse, Entertained Its Employes in a Very Novel and Enjoyable Program in Which the Above Instruments Were Used—Dance Follows Refreshments.

(Special to The Talking Machine World.)

Syracuse, N. Y., March 11, 1912.

A rather novel and very enjoyable party was given on Friday evening, March 8, by the Clark Music Co., of this city, to its employes. Mr. and Mrs. S. W. Weedon furnished much amusement to the guests by their brogue and comic songs, in which work Mr. Weedon is attracting much attention. Refreshments were served in the famous Mary Elizabeth Candy Kitchen in the Clark Music building, where places were arranged for seventy guests. The kitchen was appropriately decorated and on the large center table a beautiful green Irish harp was placed. An especial treat was that of wandering through the mammoth kitchen and eating whatever candy one wanted, as the Clark Music Co. had especially arranged for this privilege. Later the floor was cleared and a number of the young people danced, the Apollo player-piano and the Victrola furnishing the music. Melville A. Clark acted as master of ceremonies throughout the evening.

COLUMBIA NOTES.

George W. Lyle, general manager of the Columbia Phonograph Co., General, New York, is making an extended trip through the West and South. Mr. Lyle is now on the Pacific Coast. He will stop at the company's stores in the South, touching at Atlanta, Birmingham, Dallas, etc., returning to New York via Denver and Salt Lake City.

Edward N. Burns, of the export department, left recently for Europe on copyright business for the company.

Charles A. Ragan, for many years manager of the Columbia store at New Orleans, died Sunday, March 3. Mr. Ragan was a thoroughly estimable and capable young man and had been unusually successful in the management of the New Orleans headquarters. Funeral services and interment were at Washington, D. C.

SOME POPULAR SELECTIONS.

"Lizabeth Ann," a tenor duet by Campbell and Bonn, with orchestra accompaniment, and "I'm Going Back to Dixie," baritone and tenor duet by Collins and Harlan, with orchestra accompaniment,

is one of the double-disc records of the Columbia Phonograph Co., General, New York, which is enjoying unusual popularity these days. The recording of these selections is unusually fine and the trade is finding it one of the most attractive combinations issued in a long time.

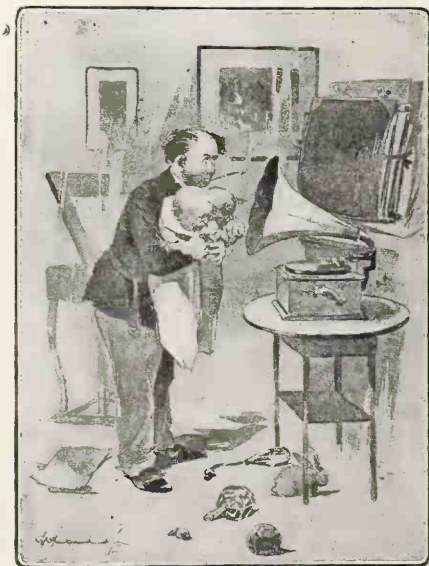
THE WADE FIBRE NEEDLE CUTTER.

The Manufacturers Are Experiencing a Really Remarkable Demand for This Product, Which Is Selling Like Hot Cakes Throughout the Country—Sold at a Popular Price.

(Special to The Talking Machine World.)

Chicago, Ill., March 11, 1912.

Wade & Wade, 1237 East 46th street, Chicago, are experiencing a really remarkable demand for the Wade fibre needle cutter, which they manufacture. This unique and efficient device, as may be seen by the cut presented elsewhere in this issue, looks like a pair of pliers and operates in the same way. It is not only convenient to handle, but cuts a neat, clean point, which plays the record effectively. Mr. Wade, the inventor of this cutter, is not only a practical mechanic, but is a thorough, all-around talking machine man and is now actively engaged in that line of business. He became very much interested in the fibre needle upon its introduction and has produced several pointing devices. The present Wade cutter, however, is the final development of a long period of experimentation, and, as it has been on the market for over a year, there has been time enough to fully demonstrate its practicability and fool-proofedness. It is priced at a figure which is making it a rapid seller and yielding the dealer a goodly margin of profit.



THE DISTRACTED FATHER.—Go on, howl into that! And then, later on, you'll know what you owe your parents.—Sketch.

CHASE-HACKLEY HANDLING VICTORS.

The Prominent Piano Manufacturers and Retailers Take on This Line in Their Establishment at Muskegon, Mich.

(Special to The Talking Machine World.)

Muskegon, Mich., March 11, 1912.

The Chase-Hackley Piano Co., one of the largest and best known of Western piano manufacturers, has a fine retail store on Western avenue, the principal business street of this city, in which city its factory is also located. It has recently added a complete Victor line, devoting a large portion of the ground floor of the building to this department and installing several modern demonstrating booths.

NEW EDISON BATTERY FOR SUBMARINES.

Thomas A. Edison claims to have invented a storage battery for use in submarine boats which will enable crews to live beneath the water 1,000 days. The largest percentage of deaths in submarines is attributed to the crew breathing exhaled carbonic acid gas, so Edison uses a potash solution in the new submarine battery which, it is stated, will absorb carbonic acid gas, thereby purifying the atmosphere. It will be necessary, of course, for submarines to supply themselves with fresh oxygen, but this may be accomplished, it is claimed, by carrying compressed oxygen in tubes.

The American Admiralty will investigate the new invention, which, if successful, will greatly improve the conditions of submarine service.

NEW COLUMBIA AGENTS

In New England and the West Announced by H. A. Yerkes—Finds Business Active on Recent Trade Visit.

H. A. Yerkes, manager of the wholesale department, Columbia Phonograph Co., General, New York, returned the latter part of the week from a ten days' trip among Columbia dealers and branch stores in New England. Mr. Yerkes states that business in New England is hitting a fast clip and that one and all the dealers of the Eastern section are optimistic over the outlook for 1912. Conditions in Boston are particularly gratifying. The Boston branch, under the management of A. C. Erisman, is breaking all precedents in the way of output and general sales records. The Boston agency recently closed a nice account with William B. Lincoln, of Springfield, Mass., a piano dealer of that city, who will handle the Columbia line entirely. Another piano house to join the staff of Columbia dealers is the Butler Sons Piano Co., Kansas City.

The Cressey & Allen Co., the successful and progressive piano dealers of Portland, Me., recently held a formal opening at their new warerooms in that city. Special decorations were arranged, an orchestra gave concerts in the afternoon and evening, and a large crowd was attracted to the establishment. The company now have one of the finest piano stores in the State of Maine.

IMPORTANT DECISION ON PATENTS.

Right to Restrict Sales of Patented Articles and the Kind of Unpatented Supplies That May Be Used with Them Upheld by Supreme Court—Judges Vote Four to Three with the Chief Justice Dissenting—Should Force Growth of Monopolies in Defiance of the Sherman Law, Say Government Lawyers.

(Special to The Talking Machine World.)

Washington, D. C., March 11, 1912.

The Supreme Court of the United States handed down a decision to-day involving the right of a patentee. It gives the broadest kind of construction to the rights covered by a patent and has raised grave concern in the minds of the Government officials as to whether the case against the United Shoe Machinery, the Bath Tub Trust and other alleged combinations in restraint of trade, where the monopoly is protected by patent rights, can be successfully prosecuted.

Talking machine men will be interested in the details. The majority opinion by Judge Lurton recognizes the right of a patentee not only to control the "making, using and vending" of the patented article, but holds that the right to prescribe by license sale that only certain specified accessories may be used in operating the patented articles is a right protected under the patent.

The Government had strong hopes of compelling the dissolution of the United Shoe Machinery Co. and other alleged combinations in restraint of trade that depend on patent rights for their monopolies.

It is learned that the Government considers the decision of the Supreme Court so far-reaching in its results on the enforcement of the Sherman anti-trust law that the Department of Justice will not abide the "plurality" opinion of the court, but it is expected that a motion will be submitted within a short time for a rehearing of the case before the full bench. That this motion will probably be granted goes without saying.

No decision since the Standard Oil and Tobacco cases has aroused the interest created by the patent case decided to-day. Immediately after court adjourned Solicitor-General Lehman procured copies of the briefs. The case was a private one and the Government was not a party, but the effect of the issue on the pending anti-trust suit in which the monopoly alleged seeks to justify itself under the rights given by patents was promptly recognized.

The Government cannot be recognized to move the rehearing unless it appears as intervener for that purpose, but its influence can be brought to bear through one of the parties to the suit.

The case at issue was that of Sidney Henry and others against A. B. Dick & Co., arising in the Second Circuit Court of Appeals, the Dick Co. is patentee of a stencil duplicating machine for rotary mimeographing. The right to sell the machine was transferred to Sidney Henry with a condition in

the form of license stamped on each machine that its sale should be made only in connection with an obligation upon the purchaser to use certain inks and materials prescribed by the patentees, there being no patents covering these accessories.

Henry sold the machine and for its use furnished an ink not specified in the license. The Dick Co. sued to recover for infringement of the right to use. They claimed damages arising under rights covered by the patent. The defendants denied the jurisdiction, claiming that if any action accrued it arose under contract and not the patent right.

The Court of Appeals certified the question to the Supreme Court to determine as to whether the course of action was one arising under a patent and therefore cognizable at the Federal courts. The opinion of Justice Lurton, concurred in by Justices Holmes, McKenna and Van Devanter, was that the right was one protected by the patent.

The rights guaranteed by a patent, he declared, amounted to a constitutional and statutory monopoly, and that under the "right to use" the patentee could even prescribe, as in this case, not only the use to which the particular patented article may be put, but likewise the kind of unpatented supplies that may be used with it.

Chief Justice White was very earnest in his denunciation of this doctrine. He dwelt upon the "ethics of dissent" and expressed regret that a dissent was necessary.

BUSINESS AHEAD OF LAST YEAR.

General Improvement Both in Volume of Orders and Collections, Says J. Newcomb Blackman—Uncertain Political Situation May Have Effect Upon Business Before Election—Tendency Towards Purchase of Better Grade Instruments.

An informal chat with J. Newcomb Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, New York, brought out several interesting points relative to business conditions for the first part of 1912. Mr. Blackman is optimistic as to the future, at the same time he is conservative in expressing his opinions. The Victor line is handled by the Blackman Talking Machine Co., both wholesale and retail, also the Edison product.

Mr. Blackman said in brief: "The first two months of this year are slightly ahead of the corresponding period of 1911. Sales of Victor records have been particularly heavy. We are handicapped largely by our inability to get the necessary goods to fill our orders. There is plenty of new business waiting which would increase our present volume materially, but we cannot benefit by this for the simple reason that the goods are not forthcoming. We know that the factories are doing their best, but that does not alter the case. All jobbers have been behind on Victor machine orders for some time. Our Edison business during the past month has gained. The Edison opera phonograph, the new machine only recently put on the market, met with immediate favor among the trade."

In answering an inquiry as to collections Mr. Blackman said: "Collections are reasonably good, or, I might say, about average. The extreme long terms on instalments effects collections from the jobbers' standpoint. Of course, if the dealer has to wait a long time for the payment of machines put out on credit it naturally follows that the jobber must wait also. This is a feature of the talking machine business which is under careful consideration and arrangements are under way to regulate.

"Regarding the months to come," said Mr. Blackman, "they look all right. I do believe that politics is going to have some effect on business generally. The political situation is so uncertain this year that it is more than liable to have a quieting effect on the whole country until after election. In the talking machine business there is such an unusual demand, however, and the business is on such a prosperous footing everywhere that it will offset to a large extent any tendency to slump.

"The present great demand for talking machines

and records has been caused largely by the deep desire created in the minds of the general public to own instruments of the better grade. This has been brought about by the final acknowledgment on the part of the public that the talking machine goods are strictly high class. The business has gone beyond the period where the public criticizes the talking machine. Their worth in the interpretation of music is recognized. The present volume of business in talking machines and records is perhaps the best illustration of the high plane to which the industry has mounted.

"It is not a question now of anybody wanting a talking machine—they all want one—the question is how to get it."

Mr. Blackman is chairman of a committee which has been appointed to formulate plans for the regulation of the instalment business. The committee is taking the matter up with the several factories manufacturing talking machines and is attempting to get some universal action on the part of all the companies without handicapping any one company in competition. Nothing definite has been arranged as yet.

VOCOPHONE CO. ORGANIZED.

The Vocophone Talking Machine Co., of Westport, Conn., was recently incorporated with a capital stock of \$250,000 for the purpose of manufacturing talking machines based upon patents controlled by J. M. Evans, who is the president of the company.

It is the intention of this corporation to produce something very novel in the way of designs. Metal instead of wood will be used and a distinguished artist is now engaged in perfecting the designs for new instruments. Carl Philgus is the secretary and treasurer of the Vocophone Co.

TOO WELL ESTABLISHED.

The trouble with many stores in small towns is that they are too well established. They are so well established that the proprietors do not consider it necessary to help themselves. They allow things to get into a rut. Nowadays the store which wins must keep busy. The boss of the job must have ginger. He must be doing things—he must grasp the new ideas which he sees mentioned.

A piece of merchandise without a price ticket is a dead, meaningless thing, but with one, it becomes an answer to an unasked question.

Salesman Wanted.

Competent, reliable salesman for west side New York trade. Give references and salary required. Steady position to right man. Address "ABILITY," care The Talking Machine World, 373 Fourth Ave., New York.

Will Sell.

WANTED—TO SELL a complete stock of Edison Machines, Records and Cabinets at a great sacrifice. Closing out line. Address "RECORDS," care The Talking Machine World, 373 Fourth Ave., New York.

Repairman Wanted.

WANTED.—First-class repairman, familiar with Columbia and Victor Machines. Must be capable of taking charge of repair department. Send lowest salary and references. Address "BOX 999," care Talking Machine World, 373 Fourth Ave., New York.

Can Place Good Men.

We know of several good openings as managers of Victor retail departments paying from \$15 to \$25 per week. Write, giving experience and references, to THE TALKING MACHINE CO., 137 North Wabash Ave., Chicago.

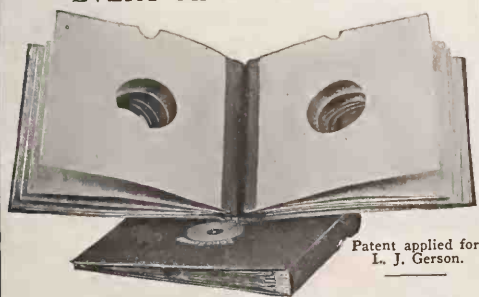
FOR SALE.—2,000 Edison 2-minute Records; new, clean stock; 1,000 Disc Records new stock. DENINGER, 835 North street, Rochester, N. Y.

\$15.00 DESK WALL RACKS, \$4.00; holds 2,000 10-in. \$13.00 Cylinder Wall Racks, \$3.00; holds 600 records; \$35 Cylinder Cabinets, \$15. \$15 per 1,000 records, 10 cts., or buy yours. "KNIGHTS," 211 North 12th St., St. Louis, Mo.

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.

If you have a customer

Fill his order AT ONCE with the

We have been making every effort to bring the production of the Columbia Grafonola "Nonpareil" up to this announcement of prompt delivery.

From now on there is no reason why any talking-machine dealer should spend any of his time hemming and hawing to impatient customers who have a hundred-and-a-half ready to spend for a musical instrument, and more to come for records as soon as delivery is made.

The Columbia Grafonola "Nonpareil" is worth any man's \$150, and if anything were needed to add attractiveness to it, the immediate delivery certainty would supply it.

If you are a Columbia dealer, all right. But if not, are you quite sure you know the "taking" points of the Grafonola "Nonpareil"?

The February Landslide of \$50 Business



The Columbia Grafonola "Favorite"—\$50

has run well over into March. The extraordinary turn-over of Grafonola "Favorites" has stacked up a liberal profit for Columbia dealers everywhere. The record business that went with it was no small feature of the sales results, either.

This Columbia Grafonola "Favorite" has been a great business-maker ever since we first announced it as "the first instrument of the enclosed type ever offered at \$50."

If you are a Columbia dealer there is no more to be said. But if you do not carry a Columbia line, it must be clear to you that the "Favorite" instrument, and the "Favorite" demand, give you at least two good reasons why you should.



The Columbia "Nonpareil"

Columbia Phonograph Company,

with \$150 to spend

Columbia Grafonola "Nonpareil"

No one could criticize its tone, form or finish. It's a musical instrument—and looks it, every line of it, open or shut.

Down-swinging record compartments—a constant temptation to fill them up with records. Easily lifted lid, and turn-table well above the top of the cabinet, easy of access. Many clever little artistic touches like the velvet covered turn-table, give it an appeal that the average hundred and fifty dollars cannot resist.

You need this instrument, and it will pay you well.

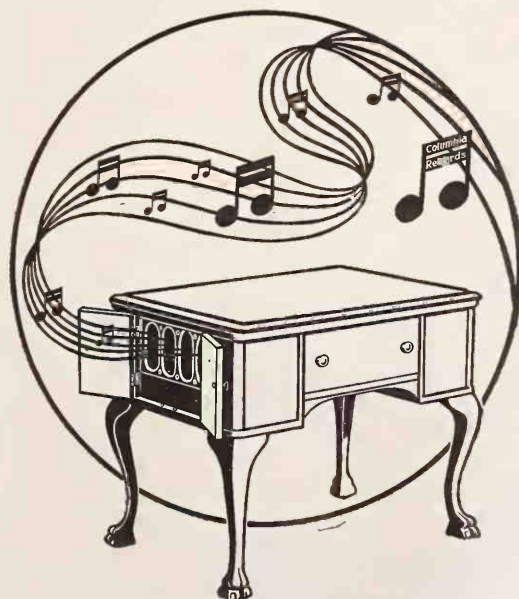
Don't disappoint your customers; if you don't yet carry the Columbia line, exclusively or along with competitive lines, *why not?* The money is in it, the quality is clear, the demand is unmistakable and unmistakably increasing, and we offer you a square deal all the way from "dear sir" to "yours truly".



Columbia "Regents" Have No Competition

Take this "Regent Junior," for example. \$150. When your customer has become interested in the table type of instrument, it's no easy task to drag him over to some other type. Yet often enough the novelty and utility of the "Regent" are sufficient to induce a customer to go fifty dollars further than he at first intended.

No dealer in musical instruments can justify himself in using up energy to sell something else to a customer who has his mind's eye fixed on the table type of instrument. On the contrary, it is an inexcusable mistake for a dealer to fail to use the only musical instrument of its kind to attract customers whom now he never sees.



The Columbia Grafonola "Regent Junior"—\$150

en'l., Tribune Building, New York

CHICAGO DEALERS ELECT OFFICERS

At Meeting Held on March 12—Another Meeting for Appointment of Executive Committee to Be Held April 8.

(Special to The Talking Machine World.)

Chicago, Ill., March 12, 1912.

The delayed annual meeting of the Chicago Talking Machine Dealers' Association was held last night, when the following officers were elected to serve until November: E. T. Vandemark, president; E. J. Melick, vice-president; J. S. Reynolds, secretary; Herman Reichardt, treasurer. The executive committee will be selected at the next meeting on Monday, April 8, at 7 o'clock, to be held at the establishment of M. Reichardt & Sons, 733 Milwaukee avenue, corner Carpenter street. Some very important matters will be discussed on this occasion.

TWIN CITY NEWS.

The Leading Talking Machine Houses Make Most Encouraging Reports Regarding General Trade Conditions—Concerts Attract Large Audiences at the Talking Machine Co.'s Warerooms—Trade Steadily Growing.

(Special to The Talking Machine World.)

Minneapolis, Minn., March 11, 1912.

Arthur Magoon, who has been manager of the talking machine department of the New England Furniture Co., resigned his position on the 15th of February in Minneapolis.

Geo. Mairs, manager of the phonograph department of W. J. Dyer & Bro., of St. Paul, has had a splendid year and reports that business has been bigger than ever. Hard work agrees with George; it makes him get fat and he looks healthy. His genial smile is a trade winner.

Charles Reindfish, of Koehler & Hinrichs, has had a splendid year and sales have been coming in thick and fast. Many new accounts have been added to their already large list.

The Talking Machine Co., Archie Matheis proprietor, had a good trade in both of its popular stores in Minneapolis. The new store has been a splendid success and has been on a paying basis ever since the first day it was opened. Concerts are held every Thursday night and are being played to capacity houses. Dozens of Victor and Edison's machines have been sold and trade is growing each month.

DEPARTMENT HEADS DINE.

The department heads of the Columbia Phonograph Co. factories at Bridgeport, Conn., to the number of sixty, held their third annual banquet at Bridgeport recently. After the excellent dinner the guests passed a resolution of condolence with B. C. Root, who was ill at the Bridgeport Hospital and unable to attend. A fund was taken up to furnish him with flowers and a committee appointed to visit him as often as possible. A silent toast in memory of Thomas H. Macdonald was drunk by the entire party standing. Purchasing



THE BOY, THE GRAMOPHONE DISC, AND THE SHORT-SIGHTED OLD GENTLEMAN.—Pete-Mele.

Agent A. C. Wright and Shipping Clerk R. L. French were among the speechmakers. Toastmaster Parker read various telegrams purporting to be from members present as well as absent.

PUBLICITY DOES PAY.

When It Is Conceived Along the Right Lines—Landay Bros.' Success Proves It.

The campaign of publicity which is being carried on by Landay Bros., the prominent Victor distributors, in the New York daily papers has been the subject of much favorable comment both in and outside the trade. The persistency of this work, the character of its contents, the dignified presentation of the claims of the Victor talking machine for consideration of those artistically inclined in a musical way, are worthy of high praise, and Landay Bros. are to be congratulated on the effective campaign in which they are engaged. It goes without saying that as a result of this advertising their new establishment at 563 Fifth avenue is doing an enormous business, for advertising pays, particularly when it is conceived along right lines and carried on with unflinching regularity.

ANNOUNCEMENT REGARDING ALBUMS.

One of the biggest factors of the allied lines of photographic goods are albums for keeping photographs; this is an industry by itself. Albums for talking machine records are built upon similar lines and a man who stands way at the head in the manufacture of these specialties is T. C. Schaffis. He has created the Schafford Album Co., 182 Grand street, New York, in addition to his other business, and is making a line of record albums that he claims is of "de luxe" style, with prices that are the lowest.

"That dealers have not been making enough money with albums I am sure," continued Mr. Schaffis, "and in the new line that I am offering is a revelation for prices. Over three thousand of these were sold in one week to New York City dealers."

Folder "T," describing this line, will be sent to anyone on request to the Schafford Album Co., 182 Grand street, New York.

TALKER CAUSES WORRY TO NAVIGATOR.

A naval correspondent, says Truth, relates the following: A few days since a battleship was cautiously feeling her way through a fog in Torbay. Suddenly the navigator on the bridge heard church bells startlingly near. As he believed the land to be four or five miles away he panicked on the engine telegraph and ordered the leadsmen to sound. The result showed plenty of water. Again the perplexing church bells chimed, clear and near. The face of the helmsman relaxed. Asked sharply what he meant by grinning in a moment of danger, the man explained that it was one of the crew trying his new phonograph records in the mess flat for'ard!

Do something and do it early that will make the children talk about your store at home and on the street. It does not matter in what way you secure this desirable publicity, but get it—moving displays in the show windows or store, special goods you are offering, gifts, or whatever it may be, so long as the results are secured.

FIRE ALARMS BY TELEPHONE.

The Wonderful Advance Made in Utilizing the Telephone as a Means of Conveying Information Regarding Fires—The Subject Interestingly Discussed by a Writer in Telephony.

Telephones are now quite generally used for sending fire alarms, but in many cases, through excitement, wrong locations are given, or the person giving the alarm is misunderstood and the engines go to the wrong place. If the telephone is to be used for this purpose the advantages of a system to send alarms automatically and correctly are obvious. A recent telephone-alarm system which fills this need is connected directly with the telephone and can be installed in any desired location in a residence or building. In case of fire, all that is necessary is to take the small hammer that hangs by each of the alarm boxes, break the glass front of the box and push the button. Says a writer in Telephony:

"In this system the fire alarm box is connected to any operating telephone line, and so arranged that, upon breaking the glass and pushing a button, the telephone normally connected to this line is temporarily cut off and the connection to fire headquarters is automatically and instantaneously established through the switchboard. The fire alarm box immediately proceeds to register its own number upon a tape at the fire headquarters, repeating the registering five times, the usual tape-punching apparatus being employed for this purpose. As soon as the transmission of the alarm has been completed, the fire alarm box restores the telephone line to its normal condition so that the telephone may be used immediately. Before beginning the transmission of the alarm, the fire alarm box automatically releases any connection which may be established on the line.

"Three styles of fire boxes are furnished. For residences, stores and places requiring only one station, a handsome mahogany box is placed in any desired location and operated as indicated above by breaking the glass and pushing the button.

"For factories, hotels, schools and large buildings a transmitting device enclosed in an iron case is placed in any convenient location in the building and may be operated by push button as in the residence type, or connected with a thermostat system, whereby the fire alarm signal would be automatically sent in upon the operation of a thermostat in any part of the building. Where the thermostat equipment is used bells are installed upon each floor of the building which give a local alarm at the same time the fire alarm is being transmitted to headquarters.

"For small cities having no fire alarm system, an iron street box is provided which may be placed at a telephone pole or in any desired public place and connected with any operating telephone circuit.

"The fact that this fire alarm system operates on lines which are subjected to a test many times a day renders this method of giving fire alarm service particularly reliable. In the automatic system of telephony the fire department is usually given a low number which is called practically instantaneously by the transmitting device of the fire alarm box, and the time required to transmit the signal is the same at all hours of the day or night."

Don't forget you went into business to save money, not time.

INVESTIGATE THE

HILES & THALHAMMER

Electric Automatic Record-Stop

Acts instantly, mechanically perfect, absolutely easy to connect. Very Simple. Fits all disc machines.



Nickel Plated \$1.50 Gold Plated \$5.00

General Distributor, ALFRED FRIEDMAN
364 Hill Street, Los Angeles, Cal.

NEW YORK TRADE IS ENTHUSIASTIC

Over the General Trend of Business in the Talking Machine Domain—High Grade and High Priced Goods Have the Call—National Advertising Campaign by Leading Manufacturers Much Appreciated Owing to Its Educational Value—Proving a Tremendous Factor in Concentrating Interest in the Talking Machine and Its Artistic Position—Some Interviews with Leading Jobbers and Dealers Throughout the City Give a Key to the Situation.

The opinions set forth below are quoted from conversations with several of the representative talking machine dealers of New York. Judging from all of these several interviews we find that the talking machine industry, both in the wholesale and retail departments in this city, is on a highly improved plane, that it is gaining in volume daily and that the feeling generally is that 1912 will record a mark hitherto unprecedented in the history of the business. The one great drawback, and the one that is limiting sales to a certain extent, is the fact that dealers and distributors are unable to get goods from the factories in sufficient quantities to supply the demand. Another gratifying feature of the trade to-day lies in the great call for high grade goods. This feature prevails almost invariably. High grade machines, high grade records; in fact, the best procurable, is the selection of the public at present.

The New York dealers are a very enthusiastic lot. They realize, and have for many moons, what the ultimate future of the talking machine would be. Now that their dreams are self evident facts it naturally follows that they are highly elated. The public has come to believe that the talking machine is not simply a mechanical device devised for the amusement of children, but rather that it is a musical instrument in every sense of the word. That the finest artists of the world are paid enormous sums for the privilege of recording their voices or interpretations on musical instruments, that the finest bands, the finest orchestras, the finest quartets, comedians, monologists, etc., make special effort to produce records of the highest quality is almost universally known, and the reward is the appreciation of the people, as evidenced by the rapid growth of the industry.

Distributors and jobbers are getting together for the common good of the trade and are endeavoring to regulate credit terms and other questions which will be of benefit to all. The dealers hold frequent meetings and conventions and discuss ways and means for the future development. The get-together idea is becoming more and more pronounced and this in itself is particularly encouraging. The instalment question is one of the big issues of the day. It is many-sided, and, briefly speaking, it is a hard one to crack. A committee has been appointed to go into the matter fully, J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York, Victor dealers and jobbers, has been appointed chairman. The committee will take the matter up with the several concerns manufacturing talking machines, and it is probable that the future will see several new methods in operation. Just at present there are no developments ready for publication.

Still another asset to the trade all over the country is the wholesale advertising campaigns which are being carried on by the manufacturers. The tone of the advertising is decidedly educational. National and trade magazines are the mediums used to a large extent. The unusual growth of the busi-

ness during the past two years is largely due to the excellent advertising policy followed by the makers. It goes without saying that the dealers the country over are as much benefited by the publicity as are the manufacturers themselves. The main point is to create the demand. This is thoroughly accomplished by the national advertising of the manufacturers, supplemented with the local newspaper advertising of the dealers. The extracts following are taken briefly from the interviews of The Talking Machine World with local trade.

J. Newcomb Blackman, Blackman Talking Machine Co., 97 Chambers street: "We are running slightly ahead of last year. The record business has been very heavy, particularly with the Victor line. It is not possible to get the full benefit of the business to be had owing to our inability to get the necessary goods. A large improvement in Edison business is notable. The new Edison opera phonograph has met with immediate success among the trade."

Columbia Phonograph Co., General, retail store at 89 Chambers street, R. F. Bolton, manager: "We are beating records for the opening months of the new year. The Grafonola Favorite, so extensively advertised in recent issues of the Saturday Evening Post, has registered substantial gains in its already enviable sales record. Record sales are maintaining the same steady average that has characterized their sales for some months past. The demand is general, classic, light classic and popular sharing about equal in popular favor."

General Manager G. T. Williams, New York Talking Machine Co., 81 Chambers street, Victor jobbers and distributors: "I am optimistic regarding the business outlook. January and February were both excellent months with us and substantially ahead of a year ago. Record business is enormous and steadily climbing. Sales of machines are just as good in proportion. The Victor Victrola is proving itself one of the talking machine sensations of the day. I anticipate the brightest kind of business for the entire year."

The Columbia Phonograph Co., General, Tribune building, H. A. Yerkes, manager wholesale department: "Business with us is hitting a fast clip. We are adding many new dealers to our already large list and many of them are among the representative piano dealers of the country. All sections of the country are producing excellent results. I have recently returned from a ten days' trip in New England, where I found conditions in Al shape. The New England trade is more than optimistic. Our general business is away ahead of 1911 so far and 1911 was our biggest year. You can judge from that what we anticipate at the close of 1912."

Wm. Knabe & Co., 439 Fifth avenue, Columbia dealers, M. J. Boucher, manager talking machine department: "Business is fine with us. People are beginning to realize that a talking machine is some-

thing worth while. The Regent table line is a wonderful seller. Our sales of the Regent 'Baby' are beyond anything the past has ever produced. The demand for records of high grade is very pleasing. Very late popular song hits are also enjoying a good call. The future of the talking machine industry, at least from a retail standpoint, looks good to me."

The Aeolian Co., 362 Fifth avenue, Victor dealers, Charles Bobzin: "We are certainly ahead of the first two months of last year. The main difficulty, and one which I guess we all have to contend with, is in getting goods fast enough to supply the demand. If we could get shipments promptly enough business would be even better than it is. High priced goods are leading in favor, both in records and machines. We sell more of the \$250 Victrola style than any other by a large majority. Personally, I wish the Victor Co. would build a factory five miles long. To me it looks like a big year ahead and more than big if we succeed in getting the goods to supply the demand."

U-S Phonograph Co., 7 Union Square, E. E. Prairie, manager: "General business is good with us. We are now showing our new model \$25 machine and it is making a hit with the trade. Record business has been big for the past year, but just at present it is even better. I am looking forward with all confidence to a big year, and the general tone of things seems to indicate that we will have it."

S. B. Davega Co., 126 University place, S. B. Davega: "Nineteen eleven was the biggest year in our history. At the rate this year has started it looks as though 1912 would at least equal it. Shortage of goods is the only drawback. The demand is far the heaviest for high-grade goods, machines selling from \$50 up constituting the bulk of our trade. The number of 100 and 900 cabinets are still going rapidly. Our new 'Simplex Record Box' promises much in the way of a business getter. It conveniently holds 16 disc records, is very handy and moderate priced."

Landay's is maintaining its reputation as the "home of nobility" by the presence of several distinguished persons last week at its Fifth avenue, New York, warerooms. The Duke of Manchester and the Baroness DeMeyer were included in these visitors. Another notable, much in the public light of the past few years, is Morgan Shuster, of Persia fame. Mr. Shuster was seen buying Victor goods at the Landay establishment a few days ago. Max Landay reports a very brisk business in Victor machines and records, both wholesale and retail, which is a usual Landay report. Busy and Landay are synonyms.

The Talking Machine Supply Co., owned by the House of Landay, attests a tremendous sale of imported talking machine needles. This month it is using space in The World making an apology for the non-fulfilment of orders last year and saying that with the additional machinery installed at the German factories there will be no future delay. This will be good news to the trade, many of whom enjoy a large volume of needle business.

Put a dash of the unusual in your retail advertising copy and you acquire a wedge by which argument and conviction can be let in with splendid effect.

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

To Business Men

Business men in every line admit the value of good trade papers.

A trade paper must be original—it must contain a variety of matter including news service—technical information—in fact it must crystallize the entire news of the special business world, and be a helpful adjunct to every department of trade.

Scan the columns of the Talking Machine World closely and after you have completed an analysis of the contents of this publication see if you can duplicate its value in any other trade!

The World is a help to the talking machine business.

It exerts an healthful optimism.

It wields an influence for the good and every man who sells talking machines, no matter in what part of the universe he may be located, should receive this publication as regularly as it is issued. He is missing a vital business point if he fails to do this.

Thousands of dealers not only in the United States but in every country on earth consult the pages of the World regularly.

They draw from the World pleasure and profit.

The talking machine business has a brilliant future, and this publication is doing much to enlarge the business horizon of every retail talking machine man in the world.

To receive this paper annually costs but \$1.00. All foreign countries \$1.25.

EDWARD LYMAN BILL

373 FOURTH AVENUE, NEW YORK

FROM OUR EUROPEAN HEADQUARTERS

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

Strike of the Coal Miners Has Demoralized Business Generally—Talking Machine Industry, Both Wholesale and Retail, Seriously Affected—Trade Showing for January Not Unsatisfactory—General Situation Interestingly Reviewed—Record Manufacturers and the New Copyright Law—Important Meeting Held—Amberol Exchange Scheme—A Budget of Columbia News—New Edison Machine Helps to Concentrate Interest in That Line—Talking Machine Conditions in Russia the Subject of Some Illuminating Comments by a Continental Trader—The Outlook in England as Discussed by the World Correspondent Will Interest American Readers.

(Special to The Talking Machine World.)

London, E. C., March 2, 1912.

Talking machine conditions on this side do not warrant any special attitude in the direction of pessimism, but one is not inclined to view matters in a too favorable light. Allowing for circumstances which change from day to day, the outlook, however, at the moment of writing is distinctly serious, for the sole reason, let me say, that we are no nearer a solution of the difficulties which beset that most important of industries—the getting of coal—upon which practically all others are dependent. My American readers will be fully cognizant of the position in which we are unfortunately placed, and doubtless the gravity of the case is fully apparent to business men. Details are therefore unnecessary in a publication of this character, but it is perhaps expedient to emphasize the enormously disastrous effect upon an industry such as ours which must follow a cessation of work in the coal mines. Although trade is still pursuing a fairly even course at the moment and everyone is bringing to bear a praiseworthy spirit of optimism, one cannot disguise the insidious signs which portend the cancellation and delivery—suspension—of orders. So far this state of things is only conspicuous by its absence, but the holding up of talking machine trade in some directions, though of little proportion, is, however, clearly indicative of the growing feeling of insecurity in the minds of dealers and factors alike. Manufacturers are necessarily somewhat concerned as to the ultimate outcome of the negotiations for a settlement, and business plans for the time being are tacitly understood and accepted as being dependent upon future events. In other directions there are strong signs of industrial unrest, and while the men's leaders are paid to agitate, one is inclined to view lock-outs and strikes as an institutional legacy. That rather savors of politics, so ring down the curtain.

Latest Trade Returns.

January trade returns up to the last week in the month were not unsatisfactory. Manufacturers and wholesalers found things fairly busy, but the dealers experienced a slight falling off in sales. With the advance of the cycling season this is not unexpected, but the extra distributing recruits secured each year among musical instrument traders is synonymous with a prolongation of the season and less dependence upon the cycle agent class of dealer. The once much-maligned talking machine is coming into its own, and to-day there are very few really up to date musical instrument shops where it is not on sale. In this, its proper sphere, must lay steady progress commercially, and I do not despair of the day when music will be an applied descriptive term universally associated with the so-called "talking machine."

The Subsidizing of Records.

A peculiar, not to say interesting, feature of the trade situation here is the subsidizing of records issued under separately distinctive labels by certain manufacturers of well known standard products. It is the outcome of price-cutting. As an

example, let us say a double record emanating from the Continent is placed on sale here at the list price of 2s. 6d., is sold to factors at a price within two pence or three halfpence of one shilling by way of discounts and secret bonuses, and it is sold by the factor to the dealer in some instances at as low as one or two pence profit, thus enabling the latter to retail it at 1s. 3d., 1s. 4d., or at a figure varying slightly within a few pence, according to the conditions or status of different districts. Even some of the leading makes are somehow retailed at the latter prices, although I do not suggest in this case that the aforementioned wholesale rate rules. What is the result? Just this: Complaints galore from responsible dealers that it is impossible to maintain the full price in view of the close proximity of the cutter and that unless "something" is done to stop it they will either be compelled to relinquish sale of records or do likewise. A few manufacturers thereupon make half-hearted attempts to locate the source of supply with a view to putting a spoke in the wheel of the price cutter, and usually fail—fail because of the lack of co-operation among themselves and consideration of competitive interests which stays their hands, although in nine cases out of ten they know full well the names of the defaulters who supply the price-cutting dealers. Some of the big manufacturers, by a peculiar process of reasoning which I will not attempt to fathom, now strike out in a direction that is distinctly interesting, to say the least. In order to meet this growing and increasingly powerful competitive state of things they argue that they will not openly reduce the price of their standard product. No! But unto the parent shall be born a child. In an atmosphere of illegitimacy this offspring makes its appearance in charge of a foster mother represented in the person of a factor who, in consideration of promising to sacredly maintain the price of the parent record, is allowed to issue the progeny as his own and cast it duly labeled to the trade wolves to do with as they like.

That is the new situation in a nutshell. Further comment is, I think, superfluous.

Copyright News.

My last allusion to this subject breathed rather of suggestion that record manufacturers were exhibiting a policy of indifference as to the effects of the act upon this industry. Whether or not it acted as a stimulant I would not venture to express an opinion, but the fact remains that a private meeting of manufacturers was recently called at the instance of the Columbia Co. officials. The Gramophone Co. I am assured was not represented at this meeting, and to which, by the way, the press was denied admittance. As far as one can gather, the conference had for its object the formation of some joint protective measures to regulate conditions governing the collection and payment of royalties. This private association is probably the sequel to the recent activity in the publishers' camp, where they are busily engaged upon the formation of a scheme for an adequate and systematic method of gathering in the spoils of war. A society is in course of being which has the support of all the leading publishers and composers. That they mean to take full advantage of their new prospects under the act is tolerably clear, and while recognizing their lawful right in this respect it is pleasing and satisfactory to observe the counter-checks and moves operated by record manufacturers in the great game now proceeding.

At the meeting of record makers Paul H. Cromelin occupied the chair, and the following traders were present: Messrs. Sterling and Shields, Columbia Co.; J. E. Hough, Messrs. Turner and Sheard, Pathé Frères; A. Balcombe, O. Ruhl, Ltd.; W. Samuel, Barnett, Samuel & Sons, Ltd.; B. Andres, Hornophone Co.; F. Chapman, Sound Recording Co.; P. Blum, Blum & Co., and O. Felheimer, Polyphone Record Co.

National Co. Contributes to Dickens Fund.

The National Phonograph Co., Ltd., Paul H. Cromelin managing director, has very generously contributed twenty-five guineas to the Daily Telegraph fund for Dickens' granddaughters.

Significant!

Barnett, Samuel & Sons, Ltd., this city, announce that the Kubelik Fonotopia records will in future be sold at four shillings less than the prices hitherto charged.

First Amberol Exchange Scheme.

The first Amberol exchange scheme inaugurated by the Edison Co. has just terminated. It was based on a liberal plan, full credit being given for old or broken records and, according to all reports, was accorded a very hearty welcome by the trade, which took full advantage of the generous provisions allowed.

Trust Rumor Denied.

The Cologne Gazette recently gave currency to an amusing report which it had "lifted" from another German newspaper. In effect it was stated that "negotiations had commenced with a view to the establishment of an international general trust of all American, English and German gramophone companies." Inquiries in authoritative quarters failed to elicit a confirmation, and the report has since been denied.

New Zonophone Offerings.

A real galaxy of good things is offered this month by the British Zonophone Co. Its March list is a real "stunner" as regards titles, all the latest and best being listed therein. Some examples to hand are: 10-inch—"Arcade" (F. Godfrey) and "The Gramophone Song," Vesta Victoria; "Heva, Hiva, Ho" (Stater), and "Once Aboard the Lugger," Peter Dawson; "The Song My Mammy Sang" and "When Life's Sun Is Setting" (Tate), Herbert Payne; "Austrian National Anthem" (Leonard), and "Reverie" (Rudeniyi), (violin solo), Jan Rudeniyi; "There Goes a Vagabond" (Long), and "They Want a Little Girlie Over There," Flora Cromer; "Peggy" Selection I and Selection II (Leslie Stuart), Black Diamond's Band.

"His Master's Voice" Records for March.

One can only describe the March list of "His Master's Voice" records as being better than ever. Each month seems to mark a step forward, and although the Gramophone Co. is here regarded by all as the supreme concern, they themselves never relax their efforts after improvement, and this is clearly reflected in recent record issues. As to quality of tone and recording the March impressions are about as near perfection as it is possible to obtain under existing methods, and in the matter of artists it is common knowledge that only the very best are invited to sing or play, as the case may be, for "His Master's Voice" records. The complete list of titles for March is as follows:

12-inch: "Quaker Girl," Selections I and II (Monckton), band of H. M. Coldstream Guards; "Ruy Blas Overture" (Mendelssohn) and "Oberon Overture" (Weber), New Symphony; "Reviens Waltz" ("Come Back to Me") (Fragson-Christine), Gottlieb's Orchestra; "Good-By" (Tosti), Mme. Agnes Nicholls; "Angus MacDonald" (Roeckel), Mme. Edna Thornton; "Wot Cher?" (or "Knocked 'Em in the Old Kent Road") (Ingle), Albert Chevalier; "Deoch-an-Doris" (Lauder), Harry Lauder; "Dreamland" (Garstien), Margaret Cooper; "The Scene Shifter's Lament," Alfred Lester; "Romance from D Minor Concerto" (Wieniawski), Francis Macmillan, (violin); "Lohengrin's Narrative" (Lohengrin) (Wagner), Evan Williams, and "Marna" (Oliver), Peter Dawson.

10-inch: "Salome Intermezzo" (Lorraine), band of H. M. Coldstream Guards; "La Mousmé Dance" (Wood), Mayfair Orchestra; "Sink, Red Sun" (Del Riego), Marion Beeby; "In 1950" (Jackson),

(Continued on page 34.)

FROM OUR LONDON HEADQUARTERS—(Continued.)

Nelson Jackson; "Mary Marmalade" (McDonald and Williams), Jean Aylwin; "Melody" (Masse-net), Jacques Renard (cello solo); (a) "To Daisies," (b) "Song of the Blackbird" (Quilter), Gervase Elwes; "The Sweetest Flower That Blows" (Hawley), John Harrison; "The Skipper of St. Ives" (Roedel), Steward Gardner; "Phil the Fluter's Ball" (Percy French), Chas. Frel; "El-dorado" (Walthew), Whitehead.

Columbia Co. News.

The latest exclusive engagement by the Columbia Co. is that of the celebrated Russian Symphony Orchestra. The Russian Symphony Orchestra has lately been touring in the great cities of the United States, filling the largest halls in New York and elsewhere. It was while the orchestra was creating such a musical stir that the Columbia Co. determined to take advantage of their presence in New York to make a series of records, these being so successful that the conductor of the orchestra, Modest Altschuler, agreed to play exclusively for the company.

The Columbia Co. announces that it has secured exclusive records by the famous Ellery Band, the organization which enjoys the distinction of having out-Sousaed Sousa in the nature of its triumphs.

George Bastow (of "Captain Gingah" fame), Burt Shepard, Jay Laurier, Dusty Rhodes, Whit Cunliffe and Arthur Leslie are some of the popular names that figure on the Columbia-Rena supplement for March.

A sacred record of unusual beauty on the Columbia-Rena 12-inch list for March presents a pair of duettists new to discs. The selection is Faure's inspiring "Crucifix," and the singers are Reed Miller and Frank Croxton. The solemnity and dignified grandeur of this notable composition are almost awesome in their perfection. It was, too, a happy thought to link with this lovely duet the beautiful "Calvary" by Paul Rodney.

The Columbia-Rena March list, now ready, is rich in instrumental records, there being no less than four double-sided discs of this type. There is Jean Schwiller employing his famous old 1750 'cello

in the melodies of "Home, Sweet Home" and "Robin Adair," Deiro the wonderful in two spirited overtures, cornet solos of "Dreamland" and "All That I Ask Is Love" by the inimitable Sergeant Leggett, while the newly-acquired Alexander Prince contributes a concertina brace of striking marches.

New Edison Departures Stimulate Sales.

The new departures made by the Edison Co. recently have, I learn, been much appreciated in retail trade quarters. The new Edison opera instrument, the "Music Master" wooden cygnet horn, standardizing of equipment, and so on, would seem to have exerted a powerful stimulus in awakening the sluggish dealer to renewed effort in getting after the business. And now yet another important announcement reaches us from the National Phonograph Co., which is advice that on and after May 1 next the retail price for Edison blanks will be reduced to 10d. each. This is the outcome of the recent name recording campaign indulged in through newspaper advertisements and other channels.

A fine batch of records will be issued for April, the complete list being as hereunder:

New Edison Records for March.

Edison Amberol Concert Records—"Hymn of the Emperor," "Kaiser Quartette," Olive Mead String Quartette; "Beloved, It Is Morn" (F. Aylward), Charles Hackett; "Sing, Smile, Slumber" (Gounod), Mme. Marie Rappold. *Edison Amberol Records*—"Overture Fest" (Leutner), H. M. Irish Guards Band; "My Lass Frae Glasgil Toon" (Godfrey and Williams), Billy Williams; "Star of My Soul" (Sidney Jones), David Brazell; "You Must Come Round on Saturday" (Davis and Murphy), Jack Charman; "Come Again Through Lovers' Lane" (Lipton and Darewski), Miss Florrie Forde; "I Love to See Them Working in the Mills" (F. V. St. Clair), Stanley Kirkby; "My Queen" (Blumenthal), Ernest Pike; "We All Went Marching Home Again" (W. Hargreaves), Bobbie Naish; "Questions!" (Bert Lee), Miss Florrie Forde and Jack Charman; "Selection from La Boheme" (Puccini), National Military Band; "Coronation March"—"Die Folkunger" (E. Kret-

schner), Edison Concert Band; "Crucifix," Reed Miller and Frank Croxton; "Baby Eyes" (vaudeville), Harry Anthony; "Waldmere March" (F. H. Losey), New York Military Band; "By the Light of the Jungle Moon" (J. C. Atkinson), Walter Van Brunt and mixed chorus; "Hornpipe Melody" (violin solo), Charles D'Almaine; "Mollie Darling" (W. S. Hays), Will Oakland and chorus; "The Harbor of Love Medley," National Promenade Band; "Dancing on the House Top" (bells solo), (E. Christie), Charles Daab; "The Song of Triumph—Easter Anthem" (I. H. Meredith), Edison Mixed Quartette. *Edison Standard Records*—"Windcliffe March" (J. Ord Hume), National Military Band; "Maisy Lou" (Arthur and Lawrence), Jack Charman; "Valse Decembre" (Felix Godin), Alhambra Orchestra; "I Should Like a Girl" (Bateman and Leigh), Bobbie Naish; "Love Is Responsible" (Burley and Scott), Miss Florrie Forde; "Punchinello" (banjo solo), (Cammeyer), Oly Oakley; "I Am Thinking of You, Bonnie Mary" (Edgar and Trevor), Andrew Macdonald; "My Father Was Born in Killarney" (Godfrey and Williams), Billy Williams; "I've Left My Heart in England" (Frank Leo), Stanley Kirkby; "Carambas! Intermezzo" (M. R. Steffner), National Military Band; "Florentiner March" (Fucik), Sousa's Band, and "Rum Tum Tiddle" (J. Schwartz), Billy Murray and chorus.

Trade Conditions in Russia.

Some interesting light upon the present situation in the talking machine trade in Russia was recently offered by J. D. Cumber, a prominent member of the talking machine trade on the Continent, and who was in London partly on business and partly for the purpose of renewing old friendships. Mr. Cumber stated that the trade in Russia had suffered to a considerable extent from the widespread practice of "dubbing," or duplicating the better class of records of all makes, and that it was of little use for a company to expend large sums of money to secure the services of renowned artists when, immediately the records were issued, they were duplicated by dubbers and sold at any



To H. M. the KING and QUEEN OF SPAIN



To H. M. the KING OF SWEDEN



To H. H. the KHEDIVE OF EGYPT



To H. M. the KING OF ITALY



To H. M. the SHAH OF PERSIA



BY APPOINTMENT TO H. M. QUEEN ALEXANDRA

ROYAL APPRECIATION.

"HIS MASTER'S VOICE"

the whole world over stands for
PERFECTION IN TALKING MACHINES

Branch Addresses:

FRANCE: Cie Francaise du Gramophone, 15 Rue Bleue, Paris.
GERMANY: Deutsche Gramophon Aktien Gesellschaft, 36 Ritterstrasse, Berlin.
ITALY: Compagnia Italiana del Grammofono, Via S. Prospero 5, Milan.
EGYPT: The Gramophone Co., Ltd., 13 Rue Stamboul, Alexandria.
SCANDINAVIA: Skandinavisk Gramophon Aktieselskab Frihavnens Copenhagen, Appelbergsgatan 52, Stockholm.
RUSSIA: The Gramophone Co., Ltd., Krasnaja Ploschjad; Mittlere Handels-Reihen, 312-322, Moscow; Fontanka 58, Petersburg; also branches at Riga, Kharkoff, Rostoff, Tiflis.
SPAIN: Cie Francaise del Gramophone, 56 Balmes, Barcelona.
INDIA: The Gramophone Co., Ltd., 139 Belliaghata Road, Calcutta, and 7 Bell Lane, Bombay.
AUSTRALIA: S. Hoffnung & Co., Ltd., Gramophone Branch, Pitt Street, Sydney.
EAST AFRICA: Bayley & Co., Lourenzo Marques.
SOUTH AFRICA: Darter & Sons, Adderley St., Cape Town; Mackay Bros., Rissik St., Johannesburg.



Great Britain: THE GRAMOPHONE CO., Ltd.
21 CITY ROAD, LONDON, E. C.

old price. Legitimate business was going from bad to worse, and at last, after much trouble, the government were moved to introduce a measure making all dubbing illegal. This law is fortunately now in operation, and as the penalties for breaking it are very severe, and knowing that the Russian police are not lightly trifled with, you may rest assured that the evil was quickly stamped out. Dubbing is now practically non-existent, and trade is recovering rapidly and satisfactorily. The business outlook he described as being excellent, and Russian manufacturers look forward to a time of unexampled prosperity. But as far as the retailers are concerned, the one great drawback is the lack of stability or price maintenance. Pretty well all classes of traders indulge in price cutting, and as a direct consequence retail dealers are not so well off as they might be, having regard to the fact that the average Russian—even the peasants—are fairly good purchasers of records. The average retail price of 10-inch double records is about 1s. 8d., but in some cases as low as 1s., while a fair wholesale price would be 9d. Exceptionally long credit is given, in some instances as much as twelve months or more. The German firms, who do a very large percentage of the business in Russia, allow six months' credit. The chief companies in Russia are the Gramophone, Zonophone, Stella, Beka, Syrenna, and the Orpheon Co.

DAYLIGHT MOVING PICTURES.

Next summer, if we can rely on the promise of an obscure German inventor and the moving picture interests that are behind him, we are to have outdoor moving picture performances in broad daylight. Patents have already been obtained for a new kind of "day and night" screens on which the pictures can be shown as plainly in daylight as in darkness. The background of the screen consists of scientifically prepared and dressed canvas absolutely impervious to moisture, a magic coating of silver-faced material, whose ingredients are a strict secret, and a matt surface on the outside which contrives, among other things, to give the picture a "depth" and "atmosphere" and a bold relief never attained in cinema reproduction.

This screen is chiefly remarkable for its almost entire failure to use up light by absorption, a characteristic which results in not only making daylight pictures possible but in an enormous saving of electric current.

Experiments with the new daylight moving picture machine have been conducted during the past few weeks at a secluded spot on the seashore near Dover, England. Representatives of the big moving picture concerns who witnessed the tests declare that the pictures shown under broad daylight conditions were in every way as clear and vivid as any in the most carefully darkened room.

PERTINENT AD TRUTHS.

Establishing a factory on a one-time advertisement is like catching a shark with a three-ounce trout rod.

Sending out cheaply printed literature is like throwing a dog a bone—it keeps him out of mischief, but he never grows fat on it.

Making advertising pay that has no selling plan back of it is like teaching microbes to perform tricks.

Some advertising is like whiskey—fine to look at but awfully hard to swallow.

An advertisement is like a person's mouth—it isn't the size, but what it says, that counts.

Advertising appropriations are like lemons, says Rusty Mike's Diary. It's all right to economize on them, but, for heaven's sake, don't squeeze 'em.

An advertisement campaign is like a watch. No matter how good it is, every day winding is all that keeps it going.

The hour just passed will never return, neither

will the one just passing. Are you getting out of each 60 minutes all that you can for your employer and yourself?

"Offer special leaders to attract purchasers to your store. Show them in your window. *And quote prices.*"

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

"Don't use too much display in your ads. Endeavor to make a neat display typographically. *And quote prices.*"

Never take up too much of the customer's time, as you may worry him; for if you do, if he comes in again he will be apt to call for another clerk.

Knowing the stock is very important. Every salesman should know where all of the goods are kept, what the prices are, and, above all, should know the goods, know them well enough to answer any question that may be asked about them. He should study all advertising matter, booklets, catalogues, etc., pertaining to the goods.

WHY THE GRUMBLER FAILS.

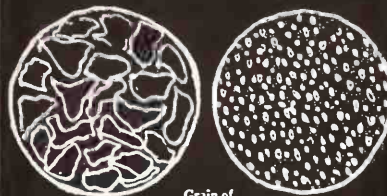
The Man Who is Always Complaining Does Not Tend to Inspire Confidence in His Customers and as a Result Loses Business.

Grumbling, that morbid and improper state of mind, is too prevalent among a great many people, and is responsible to a great extent for so many failures. It excites that nervous irritability which is so productive of pining regrets and fretful complaints. It makes that large class of fretters who enjoy no peace themselves nor permit others to enjoy it. Everything goes wrong with some people, because they make it so. Their business and duties trouble them as though such things were not good. A fretting, grumbling person is one of the most unlovable objects in the world. It is not work that kills a man; it is worry. Work is healthful—you can hardly put more on a man than he can bear; but continued worry and grumbling is rust upon the blade. It is not the revolutions that destroy machinery, but the friction; and just so will the grumbling habit destroy the prospects of anyone. The man who smiles aviates where the man who grumbles merely crawls, and the true blue, all-wool, pre-shrunk, non-fading optimist is the man who smiles not only before but after he gets his wallop.

The grumbling salesman, or the grumbler in the office, is not the one who wins customers or inspires confidence. When you go into a store where all the salespeople are strangers to you, you will invariably look them over and ask your questions or make your purchases of the man who smiles. The world has no use for a man in whose face the wrinkles turn down at the ends. Turn around and look at your face right now in the mirror. Does it have a grouchy appearance? If so, just smile; then keep on smiling. Example after example can be shown to prove that nine out of ten men who have risen from small salaries and positions to the management of large institutions are noted for never losing their smile. Optimists will tell you that not only are they courteous to preserve their own self-respect, but also to set an example to their employes; for it is obvious that if the head of an office is discourteous, or even curt, those under him will take the same demeanor, believing it to be policy of the office. Don't grumble.

A credit man should not expect a salesman to constitute himself a detective and go nosing around into the affairs of the customer, but he is expected to have his eyes and ears open at all times and be on the alert for any detrimental information that may be floating around, especially as it relates to the credit standing of the customer.

Don't Buy Needles That Damage Records



Bad Needles Cleopatra Needles

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

Consequence:

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

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

Finest Reproduction, No Ruin of Record.



Sole Manufacturer

JOS. ZIMMERMANN

Needle and Pin Works

AACHEN, GERMANY

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

CEMISCHE FABRIK E. SAUERLANDT FLURSTEDT bel Apolda i. Th., Germany

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

Play the April Columbia Record list right through. In fact, play *any one* record in it. That ought to be evidence enough for any man.



Columbia Phonograph Co., Gen'l
Tribune Building, New York

RECORD BREAKING MONTH.

February Made Quite a Showing in the Talking Machine Field in Indianapolis—The Managers of the Columbia Establishments Give Their Reasons for This Gratifying Condition, Which Applies to Victors, Columbias and Edisons Alike—Some Recent Changes in Sales Force—Other Happenings.

(Special to The Talking Machine World.)

Indianapolis, Ind., March 9, 1912.

The month of February was a record-breaking month of business for the talking machine houses in Indianapolis. It may appear that this is "spreading it on," but the managers of every house where the talking machine is sold declared that their houses had experienced twice as much business in the first two months of the year than they had in that length of time in the same period of last year. And all are predicting that the month of March will keep in line and give its share of prosperity.

Thomas G. Devine, local manager of the Columbia Phonograph Co., said his company had experienced the best month of business in years. Some have attributed the increase in business to the cold weather which has kept the people by their firesides and away from outside attractions, but the older heads are saying that there is no way in which to account for the condition of things except that the talking machine business has to grow whether it wants to or not.

The big selling records in the last month with the Columbia Co. locally was the New Pasquali and the New Zenatello records. The band records by the Creatore band were also in demand. The Favorite machine continues to lead all the rest in sales and the Baby Regent is also very popular.

William E. Ludlow of the talking machine department of the Wulschner-Stewart Co. also reports about three times as much business in the first two months of the year as in the same period of last year. The new catalog on Victor records issued recently is attracting much attention locally and many have commented favorably on the book. Besides giving the records put out by the Victor Co., much other valuable information about singers and composers is given. Mr. Ludlow says the people of Indiana have now become awakened to the possibilities of the Victor machines in studying grand opera. Records of the scores of entire operas are now available and orders have been coming in from all over the state.

Miss Wiltse, who for several years was with the Musical Echo Co., has been employed by the Aeolian Co. and is looking after the talking machine department.

Ben Feinberg, wholesale representative of the Columbia Phonograph Co., visited Indianapolis recently and while here took occasion to call on his many old-time friends. Mr. Feinberg was on his way East from the South and he reported excellent talking machine conditions in all parts of the territory he had covered.

Richard W. Craig, who appeared at the Empire Theater this week, featured a Columbia Grafonola in his act.

Lewis A. Moler, local manager of the branch of the Columbia Co. at Terre Haute, Ind., visited Indianapolis recently. Mr. Moler was very enthusiastic about trade conditions in his town and he predicted that 1912 would be a banner year in the talking machine business.

NEW HAWAIIAN RECORDS.

A Beautiful Volume Just Issued by the Columbia Phonograph Co. Containing a Large List of the Beautiful Music by Leading Composers of Hawaii—Something of the Peculiar Charm of These Compositions.

Hawaiian music harmonizes so well with the beauty and legendary romances for which the "Pearls of the Pacific" are noted, that the new Hawaiian records recently made by the Columbia should not only be appreciated in those islands, but should also prove of considerable interest to the purchaser of phonographic records in general, and particularly to those who have the good fortune to visit these beautiful isles.

It is music of a very lively and catchy type, not unlike our old-time Southern melodies, but, with all its simplicity, very interesting. Underneath its pronounced gaiety runs, however, a seriously sympathetic strain that is filled with poignant appeal.

The recording of native music of foreign islands is sometimes fraught with complications and expenditures of time, money and patience, which few others than phonographic experts realize. The field must first be gone over to determine the prospective demand for such records. When these investigations portend a profitable market, the best native talent is then secured, choice of selections made to be recorded, and decision as to the extensiveness of the recording decided.

Then comes the establishing of the recording laboratory. This requires the obtaining of a building which will permit of renovating to secure the peculiar acoustic properties that are essential to a perfect recording laboratory. The difficulty of this work can only be comprehended by one who knows the amount of complex paraphernalia and delicate mechanism which must be installed before the recording laboratory is complete, and it is doubly difficult, when, as in the case of Hawaii, it must be accomplished thousands of miles and many weeks from the base of supplies.

The last task, but by no means the least difficult before the actual recording, is to teach the native talent to render their selections with the perfect accuracy necessary for the recording. This requires time and patience, as their knowledge of physical laws controlling the recording process is usually not even elementary.

The original matrices are then shipped to the factory, from which test records are made to be passed on and sent to the country where recorded for O. K. before the manufacture of records is begun.

These difficulties have all been surmounted by the Columbia in Hawaii and they have been amply rewarded by being able to offer their patrons a well selected assortment of pure Hawaiian music, ren-

dered by a number of native glee clubs, singers and instrumental soloists.

The records were made at Honolulu in a specially constructed Columbia laboratory under the supervision of Columbia recording experts sent from New York and are such extraordinarily per-



COVER OF NEW HAWAIIAN RECORD CATALOG.

fect reproductions that they have lost none of the characteristic beauty and charm of these typical Hawaiian melodies.

In making these first records of Hawaiian music, the export department of the Columbia Phonograph Co., General, feel that they have made a most important addition to the already comprehensive repertory of Columbia records of "all the music of all the world."

CHANCES OF BEING PUNCTURED.

The man who lets a little authority puff him up like a balloon is simply enlarging his chances of getting punctured.

You might as well take your medicine bravely; if you don't some one will hold your nose and make you take it.

BALTIMORE TRADE VERY ACTIVE.

Excellent Record Made by Talking Machine Houses During February—New Agencies Established—Kranz-Smith Piano Co. Take on Columbia Line—Kunkel Piano Co. Add Victor Line—What the Various Local Houses Have to Report Regarding Business.

(Special to The Talking Machine World.)

Baltimore, Md., March 6, 1912.

There seems to be no indications of an end to the wonderful strides which the talking machine business has made in this city and surrounding sections during the past few months. While it was generally conceded that February would be an off month for several reasons it comes as a surprise to hear reports to the effect that sales during the 29 days of that period beat those for December in some cases as well as those during January. Yet such are the statements made by several of the dealers. And these men declare that the indications are for even better results during the spring.

A noticeable feature of the trade during the past month was the numerous sub-agencies established in various sections throughout the State and other points covered from this territory.

Thomas Gordon and Josie Fink, who have charge of the talking machine department for the Kranz-Smith Piano Co., announce that they have taken on the Columbia line in connection with the Victors. They report sales for February in both lines to have shown considerable improvement. The record business was also good.

Another piano firm that has also entered the talking machine field is the Kunkel Piano Co., Baldwin representatives, who have taken on a line of Victor machines and records. While young in the business the firm announces that it is encouraged with the outlook.

William Knabe & Co., who are newcomers in the talking machine game, are also elated with the prospects in the new field. They are handling the Columbia line. Several good cash sales of high-grade machines were reported for the week, while the demand for records is quite brisk.

Business has been very much on the go at both the Baltimore and Washington stores of E. F. Droop & Sons Co., according to Manager Roberts. Many fine sales of Victorolas and Victor records have been quoted in both cities. With the addition of the partitions in the local store, Mr. Roberts says the firm is enabled to handle more customers in less time and with more convenience and this has proved a great advantage.

Because of the big increase in business at the local stores, Cohen & Hughes, who handle the Victor, have found it necessary to add more sound proof music rooms for the convenience of buyers.

Four new booths, with glass partitions, have been placed along the right hand side of the sales rooms on the first floor and make quite an attractive appearance. Manager M. Silverstein has just returned from two out-of-town trips and reports business in the various sections to be in tip top shape.

Manager S. A. Denison of the local branch of the Columbia Phonograph Co. states that February has been a rousing good month, the figures showing an increase over the December and January business. A number of new Columbia agencies have been placed throughout the South, according to Mr. Denison, while the prospects are that more of these will be established before the spring sets in. Reports from various sections covered from the local office are all of a most roseate nature and promise well for spring results.

Hammann & Levin, who are Victor representatives, also have encouraging statements to make concerning the trade for the month of February. The record business has been particularly lively.

MAKING SOUNDPROOF WALLS.

Network of Wires Used Under Plaster in German Experiments.

Considerable attention has recently been given in Germany to experimentation with methods for rendering walls and ceilings capable of effective resistance to sound transmission. "One of the more recently devised methods," says Building Age, "involves the use under the ceiling, or parallel to the wall, as the case may be, of a network of wire stretched tightly by means of pulleys secured into adjacent walls and not touching at any point the surface to be protected against sound. Upon the wire network is plastered a composition formed of strong glue, plaster of paris and granulated cork, so as to make a flat slab, between which and the wall or ceiling is a cushion of confined air. The method is said to be effective."

NEW ELECTROVA CATALOG.

A new catalog is in preparation covering the electric line of players made by the Electrova Co., 117-125 Cypress avenue, New York. When issued this volume will tell many interesting things, not only about the Electrova line, but on the value of electric players for the dealer and owner. In a later issue will appear a complete review of the new publication.

Composer.—What do you think of the introduction to my new waltz?"

Critic.—Well, it sounds exactly as if some one were trying to sneeze and could not.—Fliegende Blaetter.

M. D. EASTON TO MEXICO.

Will Assume Charge of the Dictaphone Business in That Country, with Headquarters at the Columbia Store in Mexico City.

M. D. Easton of the Columbia Phonograph Co., Dictaphone department, sailed on February 21 for Mexico City, where he will assume charge of the Dictaphone business in Mexico.

The general Columbia store in Mexico is in charge of Senor Cabanas, who is a wide awake and progressive business man. The Dictaphone business in Mexico is conducted from Senor Cabanas'



M. D. EASTON.

store and Mr. Easton will be under his management.

Mr. Easton is well equipped for his new work. He is a university graduate and speaks several languages. His experience in the export department of the Columbia Phonograph Co., General, New York, has familiarized him with the business methods of the Spanish speaking Americans and a thorough Dictaphone course in the workshop and assembling department in the factory at Bridgeport, Conn., followed by a connection with the New York selling force, has put him in such command of the machine he is to exploit that the Mexicans will have a difficult time transacting business in the old way.

Mr. Easton has many friends in New York among the large Columbia staff, who regret to see him leave, but who are confident that he will be successful in his new position.

Is your name worth 30 cents a month?



Would you have a single solitary soul pass your store day or night and not know "who lived there" when you could have your name and business in letters of fire above your door at a cost of

ONLY 30 CENTS A MONTH?

Is valuable space going to waste that any enterprising advertiser would be glad to own and pay big money for?

We will furnish you with a *Pyro One-Light Electric Sign* that can be read for blocks up and down the street day and night, and only costs about *one cent. per hour* to illuminate brilliantly.

The Most Durable, Attractive and Inexpensive Sign on the Market

Sells for \$55 to \$150 Complete—According to Size

Send for Our New Illustrated Catalog To-day

EDWARD C. PLUME COMPANY

417-421 South Dearborn Street

CHICAGO, ILL.

IMPROVEMENT IN DETROIT.

Increasing Appreciation of the Talking Machine and the Perfection of Records Evident in the Increasing Sales Reported by Leading Houses—Advertising Campaign of the Manufacturers Brings Gratifying Results—Max Strasburg Co. Doing Large Victrola Business—Big Demand for Edisons at Grinnells—Columbia Co. Expands—Grand Opera Records Get the Best of Ragtime.

(Special to The Talking Machine World.)

Detroit, Mich., March 9, 1912.

More people are learning every day the degree of perfection which has been attained in the making of talking machine records and, as a matter of fact, the records are being made more perfect every month; that is the reason for the marvelous increase in the talking machine business," said Harry Rupp, manager of the talking machine department of Grinnell Bros., who are State jobbers for Michigan of Victors and Edisons. "In Detroit and throughout Michigan it looks like the best year ever for the talking machine business. We are compelled to enlarge our quarters here. Alterations will be commenced soon which will give us considerably more room, especially for records.

"We will double our stock of Red Seal records, though we carry a large one now. The enormous demand for them indicates how popular talking machines are with the people who own them. And every one is an advertisement for the business—the best kind of an advertisement."

The trade here feels the effects of the general advertising campaign being carried on by the manufacturers to a remarkable extent. Especially is this the case in the smaller cities. The keen competition, instead of being costly, actually makes business. In Detroit all the big firms are advertising extensively in the daily press, and almost everybody is talking about talking machines, owners and non-owners alike.

The merchants advertise the low priced machines, but when the public comes to buy it selects the topnotch goods. One firm last Saturday advertised an outfit for \$29.50. They did the biggest day's business in their history, not even excepting the rush of the last holidays, but not more than half a dozen of the cheap machines were sold. The remainder ranged from \$50 to \$200.

The Max Strasburg Co. last week sold more \$200 Victrolas than all other kinds put together. "One reason is that we have to push the kind we are sure of getting," said Mr. Strasburg. "We never have been caught up on our orders for the \$50 and \$100 machines since we began business." This is in spite of the fact that the Strasburg Co. confines its business strictly to retail, and can order from half a dozen jobbers whenever it runs short. The trouble is that jobbers, in other States as well as in Michigan, can't get the goods themselves.

Edison's are going in a gratifying manner up-State. Mr. Rupp had a memorandum on his desk when The Talking Machine World representative called, of forty-five Edisons to be shipped to-day, an average of more than two to each of the jobber's branch houses. Victors and Edisons are carried in twenty-two branch houses in Michigan. The cities are the very best ones, Kalamazoo, Saginaw, Bay City, Lansing, Jackson, Adrian, Battle Creek, Flint, Port Huron, Ypsilanti, Ann Arbor, the seat of Michigan University; Mt. Clemens, the famed health resort; Pontiac, Alpena, Petoskey, Traverse City, Sault Ste Marie, Ishpeming, Escanaba and Hancock, and in Windsor and Chatham, Canada.

There has been a rather peculiar run on Edisons in Lansing recently. There has been an insistent call for the \$90 model with the direct drive, air motor. Time after time the branch house in the State capital has ordered its stock of these renewed. This machine has been selling well in most of the other cities, though in Detroit it has not done so well.

The Columbia Phonograph Co. makes a greater effort to place city agencies than any of the other firms. S. E. Lind has charge of this work. He spends a good share of his time ferreting out sections of the city where there are few or no talking

The offices
of this trade
newspaper in-
stitution are
now located at

373
FOURTH
AVENUE

Near Twenty-seventh Street

Telephones
5982-5983 Madison Square

The Talking
Machine World

The Music
Trade Review

Trade and
Technical
Publications

machine stores and proceeding to fill the vacancies. Manager Johns is just as attentive to the cities up-State. The Columbia has been particularly aggressive in its advertising campaign.

One thing that has made a hit for the Columbia line has been the frequent announcement of new models. People have flocked to the store to see and hear them as soon as they were advertised. The \$100 Grafonola Regent has been a favorite, for in Columbias, as well as in Victors and Edisons, the trend has been to the higher priced machines.

The Columbia Co. manages to keep all its representatives in the city in possession of a good sized library of records. Columbia records are in many of the stores which handle other machines as well as in the exclusively Columbia stores.

Grand opera is putting ragtime to the bad in the Detroit market. Caruso has had a magnificent run, but everybody is getting supplied with the great tenor's voice now, and others are selling as well or better. Amato makes beautiful records. So does Mme. Gluck, the soprano. Another offering that meets popular acclaim is the medley. The artists are all first class, though who they are the listener has no means of knowing. Quartets and trios rank well up with the medleys. The records are now so perfect that these chorus effects sound like the real thing.

OUR FOREIGN CUSTOMERS.

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

(Special to The Talking Machine World.)

Washington, D. C., Feb. 9, 1912.

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

February 7.

Berlin, 181 pkgs., \$6,118; Bremen, 6 pkgs., \$305; Cape Town, 10 pkgs., \$282; Havana, 9 pkgs., \$273; Havre, 3 pkgs., \$380; Iquique, 10 pkgs., \$410; London, 151 pkgs., \$4,328; Singapore, 6 pkgs., \$235; Sydney, 389 pkgs., \$9,855; Tampico, 24 pkgs., \$775; Vera Cruz, 207 pkgs., \$4,745.

February 14.

Batavia, 15 pkgs., \$300; Berlin, 117 pkgs., \$1,933; Colon, 11 pkgs., \$333; Dominico, 7 pkgs., \$162; Guayaquil, 5 pkgs., \$238; Havana, 8 pkgs., \$210; Hong Kong, 47 pkgs., \$1,283; Limon, 14 pkgs., \$1,009; Manila, 40 pkgs., \$3,457; Naples, 4 pkgs., \$210; Pernambuco, 4 pkgs., \$143; Rio de Janeiro, 213 pkgs., \$16,002; Shanghai, 5 pkgs., \$105; Sydney, 614 pkgs., \$10,378; Vera Cruz, 107 pkgs., \$2,473.

February 21.

Batavia, 23 pkgs., \$373; Buenos Ayres, 130 pkgs., \$6,643; Colon, 6 pkgs., \$164; Corinto, 3 pkgs., \$385; Guayaquil, 3 pkgs., \$210; Havana, 21 pkgs., \$1,218; 4 pkgs., \$202; Kingston, 13 pkgs., \$1,212; La Guira, 8 pkgs., \$755; London, 70 pkgs., \$2,120; 34 pkgs., \$4,248; Rio de Janeiro, 17 pkgs., \$816; Santiago, 8 pkgs., \$250; Surinam, 2 pkgs., \$100; Valparaiso, 9 pkgs., \$1,547; 2 pkgs., \$338.

February 28.

Berlin, 19 pkgs., \$411; 29 pkgs., \$1,526; Guantana-
mo, 10 pkgs., \$295; Havana, 15 pkgs., \$426; 18
pkgs., \$1,362; Havre, 27 pkgs., \$797; London, 160
pkgs., \$3,577; Mazatlan, 10 pkgs., \$403; Para, 16
pkgs., \$1,383; Vera Cruz, 78 pkgs., \$1,709.

March 5.

Bahia, 9 pkgs., \$381; Beria, 6 pkgs., \$192; Berlin,
336 pkgs., \$7,086; Buenos Ayres, 496 pkgs., \$16,187;
Calcutta, 1 pkg., \$148; Callao, 13 pkgs., \$537; Cape
Town, 28 pkgs., \$590; Havana, 34 pkgs., \$1,830; 32
pkgs., \$1,369; 2 pkgs., \$163; Havre, 19 pkgs., \$1,
025; Kingston, 4 pkgs., \$157; London, 5 pkgs., \$338;
332 pkgs., \$8,291; Manila, 33 pkgs., \$1,402; 72 pkgs.,
\$4,297; Mazatlan, 11 pkgs., \$498; Pernambuco, 142
pkgs., \$13,809; Rio de Janeiro, 5 pkgs., \$221;
Santos, 14 pkgs., \$376; Singapore, 52 pkgs., \$2,186;
Tampico, 13 pkgs., \$300; Valparaiso, 10 pkgs., \$510;
Vera Cruz, 136 pkgs., \$4,601.

A "Rip Van Winkle" window display hurts the reputation of your store.

FROM OUR CHICAGO HEADQUARTERS

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

An Explanation as to the Comparatively Small Number of Dealers Handling Talking Machines—The Problem of Reducing Selling Expense—Some Experiments That Proved Successes—Talking Machine Co. Issues List of Best Selling Victor Records—General Conditions Reviewed—U-S Phonograph Co. Gaining Ground—Death of Charles A. Regan—New Victor Department in Peoria, Ill.—Music Carried Over Wires—Some Advantages That the Piano Dealer Can Enjoy Through the Handling of Talking Machines—The Talking Machine and the Player Piano an Ideal Combination—Other News Notes.

(Special to The Talking Machine World.)

Chicago, Ill., March 5, 1912.

It is frequently a matter of wonder in the trade that the number of piano dealers handling talking machines is not greater than it is. The topic is certainly an interesting one, and the Chicago representative of this paper has asked Byron von Elsner, a thoroughly well posted retail piano man, to give his views on the subject. Mr. von Elsner's article, which is born of wide experience as manager of piano houses, is as follows:

"What is a piano dealer in business for? For profit. How are profits made? By figuring cost, then adding selling expense and a reasonable amount for net profit. Figure it as you will, every instrument sold must bear its pro rata of fixed expense. That is the greatest problem that confronts piano dealers to-day, the immutable fixed expense. Warerooms must be well located; must be handsomely fitted up in keeping with the high tone of the piano business.

"How can fixed expense per sale be reduced? How can the net profit on each piano sold be in-

creased? Simply by adding another PRODUCING line that will bear its share of the BURDEN without ADDING to the fixed expense.

"What line? What line fits in most harmoniously with pianos? TALKING MACHINES! Rent, light, heat not increased, a small space, which can always be found in piano warerooms, utilized. Result, a new PROFIT maker; new customers; a steadily increasing 'record' business that brings dozens of musically inclined people to the ware-rooms weekly. Thousands of dollars are spent each year by the piano dealers in advertising 'schemes' to draw visitors to their stores. A well developed record business will bring in actual future buyers of pianos or player-pianos. A customer who has been sold such a satisfactory instrument as a talking machine becomes a friend of the 'house.' It is useless to argue, as some dealers do, that piano sales may be endangered by the presence of the talking machine. Experience proves otherwise. It has been thoroughly demonstrated that many a would-be purchaser of a talking machine has left the warerooms the owner of a player-piano. It works both ways BUT IT WORKS TO ONLY ONE END—the reduction of the pro rata selling expense.

"A prominent Ohio piano dealer, and an opponent of the talking machine, was induced to 'try out' the new line. His stock investment was small. It worked. To-day his 'T. M.' department is a splendid money maker, and his record business is equally productive. Despite his fears for the piano end, he found the first year that both piano and player-piano sales had consistently INCREASED each month. Instead of a heavy fixed expense, reducing net profits to \$25 or \$30 per piano, he found a larger share of selling expense borne by the new money maker, Talking Machines!

"Talking machines as an adjunct to the piano business have become a settled fact. They are easily sold; profits are fixed. They require little after expense, and the record sales are a constant source of income. Enlightened piano dealers everywhere are recognizing the importance of the talking machines, not only as a side line, but as actual promoters of interest in their pianos and 'players.' The talking machine in piano ware-rooms has come to stay!"

A Valuable Compilation.

The Talking Machine Co., of this city, exclusively wholesale distributors of Victor goods, has recently issued a folder containing a list of 500 best selling Victor records. It includes 250 ten-inch double face records, 50 twelve-inch double face records, fifty ten-inch single face records, fifty twelve-inch single face records, twenty-five Purple Label records and seventy-five Red Seal records. The explanation is made that the list is not the selection of any one man, but is a selection made from actual statistics, showing the Talking Machine Co.'s most popular selling records. It is pointed out that the pamphlet is of special value to one collecting a Victor record library. The company has received many inquiries from dealers for quantities of these lists for distribution to their customers.

Siemon on Conditions.

F. A. Siemon, assistant manager of the Chicago branch of the Rudolph Wurlitzer Co., who has particular charge of the wholesale talking machine department, conveyed the glad news that in spite of the most "blizzardy" weather that February has known for forty years the month showed a considerable increase over the same one last year. From the wholesale point of view there seems to be a considerable gain of late in the sale of high priced machines, the Victrola XVI, for instance, making quite a remarkable record. In their desire to cultivate all branches of the trade the Wurlitzer Co. is going to make a special campaign this month on the lower priced types of Victrolas, and has consequently brought its stock of such goods up to the maximum size possible considering the state of supply.

U-S Phonograph Co. Progress.

The U-S Phonograph Co.'s Chicago office is having a business of such size as to prove that the company's product is gaining great headway in Chicago and territory tributary thereto. A particularly encouraging tendency is the noticeably large demand for the higher class machines. The new style Peerless, the \$200 concealed horn instrument, is going particularly well.

Talker Man Goes to Orient.

A. Hartman, a progressive forty and ten Victor dealer of Oak Park, the flourishing western suburb of Chicago, will shortly leave on a trip to Japan and other sections of the Far East. He will return late in the Spring.

Brings Many Inquiries.

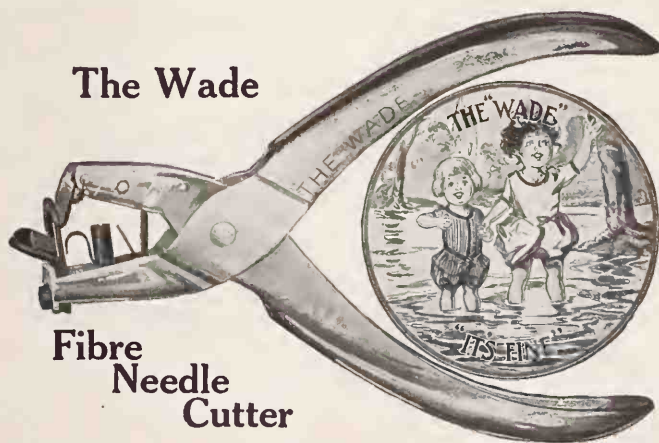
The illustrated article in the January issue of The World regarding the enlarged retail record department of Lyon & Healy has excited considerable interest throughout the country. Many letters have been received by Manager L. C. Wiswell asking for further particulars regarding various features of arrangement and systematization. Much interest is being shown also in the several unique selling schemes referred to in the article.

Good Retail Ad.

Dealers can get a mighty good suggestion from an advertisement recently placed by Lyon & Healy to large space in the dailies. It was particularly suitable to the after-holiday period when new and unfamiliar owners of machines are beginning to wake up to the fact that it is up to them to augment their record stock. "What Will a Victrola Play?" was the effectively displayed interrogative caption, and the answer, "Thousands of Beautiful Selections," was reinforced with a list judiciously

(Continued on page 40.)

"THE WADE"—"IT'S FINE"



The WADE FIBRE NEEDLE CUTTER is made from the very best materials the market affords. The cutting blades are best Swedish Tool Steel, scientifically ground and tempered to hold a cutting edge the longest time. We know the quality of all the other materials, hence our broad guarantee of even exchange of cutter for cutter in case of defective materials or workmanship.

Don't buy a cutter with the open groove for the needle to rest in. Insist on the cutter with the triangular guide which firmly holds the needle while the cut is made—The Wade (Plyer) Cutter. All the most desirable features are found in the "WADE." Your profits are protected—we sell to Jobbers only. Get in the ring and claim the "WADE" business of your territory.

WADE & WADE, 1227 East 46th Street
CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from Page 39.)

selected from the Victor catalogue and containing numbers suited to every taste.

Cabinet Novelties Coming.

Only a hint can be given at this writing concerning some new goods which will shortly make their appearance in the display rooms of the Salter Manufacturing Co., makers of talking machine record and music cabinets, of this city. There are some new cabinets of peculiarly handsome design and some especially valuable adjustable appurtenances for record cabinets which are likely to prove quite a revolutionary factor in the trade.

Death of Charles Ragan.

Charles A. Ragan, manager of the branch of the Columbia Phonograph Co. at New Orleans, La., died on Sunday, March 3, after a lingering illness which had rendered him incapable of active attendance to his duties for some months prior to his death.

Mr. Ragan was accounted by his employers as one of the most valuable members of the company's great force. He entered the Columbia service in 1898, when he accepted a position at the St. Louis branch, of which District Manager W. C. Fuhri was then manager. He remained there for five years and in 1903 went to Memphis as manager of the store in that city. A year later he went to New Orleans to assume charge of the company's interests in that city and section, and has most successfully conducted their affairs there until seized with his fatal illness. He was 34 years of age, unmarried, but is survived by three sisters and two brothers. General Manager George W. Lyle of the Columbia Co. was in New Orleans and had a talk with Mr. Ragan only two days before the latter's death.

The Columbia branch in New Orleans is in excellent shape and a permanent manager will shortly be announced.

Goes to Iowa.

Ernest Leichter, formerly with W. F. Zilmer, Monroe, Wis., spent several days in Chicago on his way to Davenport, Iowa, where he will assume the duties of manager of the talking machine department of the extensive music business of A. P. Griggs.

Open Victor Departments.

The large department store of Shipper & Block, Peoria, Ill., has just opened a Victor department. This is in line with the action of a number of important department stores in this section of the country, such as Gimbel Bros., of Milwaukee, O.; T. Johnson, Galesburg, Ill.; Linn & Scruggs, Decatur, Ill., and Boesch Bros., Burlington, Ia.

Piano Store Gets in Line.

The retail branch store of the W. W. Kimball Co., at 3165 Ogden avenue, Chicago, in charge of Mr. Handiesman, has installed a Victor department.

Talker Music Over the Wire.

How would it suit you to have all your music furnished in your flat, home or hotel by your landlord, along with the light, heat and other conveniences?

That will be a possibility upon the perfection of an invention now being manufactured by the Automatic Enunciator Co. of Chicago. The manufacturers of the invention propose to establish, in fact have already established, a similar service in several downtown restaurants and cafes. The man whose soul yearns for a musical treat along with the more material satisfaction of his stomach has simply to drop a nickel in the slot of a booth in one of these places equipped with the new machine, and may then settle down to the consumption of his meal with the satisfaction of having the most talented singers, the most perfectly selected orchestras and the greatest hands at his service, via the talking machine. When the coin goes into the slot it causes an electrical connection to be made with a central exchange station, located blocks away, perhaps, where a young lady, employed solely for that purpose, puts a fresh disc record on a talking machine. By means of the enunciator, a very small, cylindrical contrivance, the sound is transmitted over telephone

wires to the consumer in the cafe, blocks distant.

The machines now in use are, of course, public. Anyone who cares to play them may do so by dropping the coin in the slot. The music, whatever it may be, vocal or instrumental, is reproduced over the wire as fully and with equally as good quality and tone as if the talking machine were at the hearer's side. The many possibilities of the invention are obvious.

By use of the enunciator, without the talking machine record, persons may be paged simultaneously at hotels or public places in all parts of the city by one man speaking into a telephone mouth-piece. In the same way trains at railroad stations may be announced and train dispatching may be done without the use of telegraphic instruments and operators.

By employing talking machine records the names of streets may be called in street cars with the talking machine instead of by conductors. Instruments for this use have already been made. Each one would be equipped with a megaphone horn and talking machine, the latter to be operated automatically. Other uses, no doubt, will develop as the machine develops.

The enunciator apparatus is being put to practical use daily in some business houses and factories of the city in issuing general orders to several departments, and in summoning departmental managers from wherever they may be, by giving a general call over the entire building at one and the same time, thus obviating the waste of time in locating the man wanted and bringing him to a 'phone to get into communication with the person who wants him. In this capacity the new apparatus may be spoken into by an employe on the first floor, and the enunciator will repeat his spoken words clearly and loudly in every department of the building and, if so desired, carry the message.

In school houses the enunciator is being put to test. The Marquette school is equipped with fourteen stations. From his office the principal can make a general announcement to the entire school all at a single effort. Or in intermissions music can be furnished throughout the building for the entertainment of students.

Mr. Herman Kiper of the company promises that in a very short time he will be able to reproduce at first hand, without the use of the phonograph, the music of voice and instrument as it is played and sung. He also expects an adaptation of the machine to be used in moving picture shows to reproduce the words of actors as their images are projected by the moving picture machine.

The machine attachments which go to make up the enunciator are owned and controlled by the Enunciator Co., 311 Rookery building. The invention has been in the experimental stage for about a year. It is original with the Enunciator Co. and not an adaptation for other apparatus on the market.

Advertising literature, fully explaining the system, is now being prepared. So far as it has been carried the invention is thoroughly practical, the manufacturers declare, and its improvement will continue until the device, for simultaneously reproducing in a number of places concerts and musicals as they are given is perfected.

An Ideal Combination.

Elsewhere in this correspondence appears an article showing the advantages accruing to piano dealers by handling talking machines. It is equally true that talking machine dealers can take on lines harmonizing with their original one, and which will greatly increase their business and prestige in the community. Many dealers have no doubt from time to time thought of putting in a line of player pianos, but may have feared that sales of such instruments will only kill the sale of talking machines, with which they are naturally more familiar, and thus simply cause a disorganization and no material increase in gross business. However, the arguments are strong on the other side and are here set forth at the request of the World by Charles Duncan Allen, traveling representative and demonstrator for the Farrand Co.

of Detroit, makers of the Cecilian player-piano:

"The talking machine and the player-piano are undoubtedly more closely allied than any other branches of the music trade, for they are not only both wonderful educational factors in the musical life of their possessors, but to-day are without doubt the best business getters for the live dealer who actually appreciates what an ideal combination these two instruments form to lure the 'elusive dollar' from the purse of the prospective purchaser. Many dealers in talking machines overlook the great advantage of having a good line of player-pianos in connection with their other line, possibly because they have never stopped to consider the intimate relations between these two branches of the musical industry.

"The average owner of a talking machine of the better grade will, almost unconsciously, become interested more and more in the better class of music. For a time the perfect reproduction of the voice or instrument by the talking machine will satisfy this budding musical nature, but soon, with the inherent desire of most mortals to accomplish things for oneself, there arises the ambition to possess some instrument by means of which one can give vent to one's own interpretive ability. Where is there an instrument to be found which combines all the essentials to such a degree as the player piano, and to whom will this individual turn more naturally than to the dealer who has been catering to his musical needs in the way of records, etc.? The successful dealer in player-pianos is the one who has followed out the same ideas in his music roll department as those which have made the talking machine department successful. He has felt that when the instrument was sold he had only gotten the 'principal,' and has immediately commenced to plan to get his 'interest' in the sales of records, and by that means has kept the customer's enthusiasm alive. Instead of saying: 'Well, I have closed that man and have his money,' he says, 'Now, I have one more account to nurse and to assist in increasing my business.'

"The dealer in talking machines can, without materially increasing his overhead expenses, add a line of player-pianos, and, if he will use the same methods in the conduct of the player-piano department of his business, find that he has not only largely increased his sphere of activity, but at the end of the year will notice a nice balance on the right side of his ledger. This latter condition will be largely due to the fact that he is better equipped to handle a business of this nature than almost anyone else, because of the training he has received along the progressive lines which are used in the sale of talking machines and records. Many a player-piano is 'dead' to-day because its owner has been allowed to become lukewarm on the music roll question. It is the dealer who is to blame, not the owner. Mighty few talking machine owners are permitted to lose interest in their machines, for the new records are continually called to their attention by the live dealer. There is no reason why the same methods if applied to the player-piano roll would fail to show equal results, and this without interfering in, the least with the talking machine business.

"The comparatively little used combination of the player-piano and the talking machine, i. e., the talking machine record accompanied by the player-piano makes an especial appeal to the music lover, and in many instances has been the means of selling one or both instruments to persons who had no thought of purchasing until after they had heard this most delightful combination. In this combination we again meet with the personal idea, as the operator on the player-piano is given an opportunity to accomplish something tangible as the result of his personal control of the player mechanism. The use of these two instruments is just in its infancy, and great strides are being made in the perfecting of accompaniment rolls, and it is only a question of a comparatively short time until the talking machine and the player-piano will be almost inseparable and both will be found in the

(Continued on page 42.)



We're Beginning to Squeeze a Machine Stock Out of the Factory

Plenty of Victrola IV's; plenty of Victrola VI's; plenty of Victrola XI's; plenty of Victrola XIV's and plenty of Victrola XVI's.

We're having a hard time filling orders on the Victrola VIII, IX, and X, but here's a scheme and a good one.—

Order a liberal stock of the Victrola IV's and VI's, at least five each. We will send you ON APPROVAL a "CABINET THAT MATCHES" each machine. If you like them, order more; if you don't like them, send them back.

Advertise these machines—push them hard—it will boom your record business.

If you are holding sales on the larger machines, loan your customers one of these "OUTFITS" until you get the stock.

The Talking Machine Company
 137 N. Wabash Avenue : : Chicago, Illinois



VICTROLA
NO 4 OUTFIT



VICTROLA
NO 6 OUTFIT

FROM OUR CHICAGO HEADQUARTERS—(Continued from Page 40.)

home of every music lover. Instead of trying to divorce these two lines why not use one as a feeder for the other, and thus conserve energy and time, and, heeding the knock of opportunity, move on to a bigger and better business."

Good Columbia Month.

The Chicago office of the Columbia Phonograph Co. reports an unusually good February, considering the untoward weather. It showed an increase of 50 per cent. on total business as compared with the corresponding month last year and 100 per cent. on the retail.

A. W. Roos, who has been acting manager of the New Orleans branch for the past three months, has returned to Chicago to take up his work as auditor, assisting District Manager W. C. Fulhri.

Retail Business Picking Up.

L. Keane Cameron, manager of the retail talking machine department of the Rudolph Wurlitzer Co., reports that while business was somewhat punk up to February 13, it commenced to show a decided improvement on that traditionally unfortunate date, and has been expanding in volume ever since. About the only thing that L. Keane is really sorrowful for at the present minute is the shortage of the Victrola IX.

A Record February.

"The best February in the history of department H" was the manner in which L. C. Wiswell, of Lyon & Healy, answered the usual question of "How's business?" "The machine sales were good," he continued, "but the demand for records was really phenomenal. The satisfactory phase of the situation is that the shortage on records seems to be largely a thing of the past and shipments are now coming forward in a quite satisfactory manner."

The Lyon & Healy fibre needle cutter, which is duly described in a page advertisement elsewhere in this issue, is proving one of the best selling specialties that the house has ever introduced. It is being handled in a large way by jobbers all over the country.

Distinguished Visitors.

George Ornstein, traveling manager for the Victor Talking Machine Co., and Sam W. Goldsmith, district manager, were in Chicago this week visiting the jobbers and conferring with the itinerant Victor missionaries in middle western territories. These were: C. H. North, who exports the brethren in Michigan; V. P. Taylor, apostle of the holy cause in Wisconsin and Illinois, and H. C. Baesh, minister to the Vikings of Minnesota.

Receives Personal Letter from Edison.

Here's one of those pleasant little incidents that occasionally occur between heads of great enterprises and those who are engaged in the selling end of the game which show that even men of the importance of Thomas A. Edison in his industry are appreciative of special efforts on the part of associates in the business. On the occasion of Mr. Edison's sixty-fourth birthday, February 11, the Chicago office force of the Business Phonograph Co., in the First National Bank building, sent a note of congratulation to the great inventor. Incidentally with the note, E. C. Barnes, local manager of

the Business Phonograph Co., sent in his sales report for January showing that by a special effort in an ordinarily dull season he had been able to make an unusual increase in the business for that month. In response the following personal letter was sent by Mr. Edison to Mr. Barnes, dated Orange, N. J., February 12, 1912:

"My Dear Mr. Barnes—It gives me great pleasure to acknowledge your splendid sales report for January and the kind wishes of your force of employes for my birthday. In making a sales record by a special effort at this time you have given me the most genuine satisfaction that is possible to a manufacturer and advocator of the dictating machine since its conception. Please convey this appreciation to each of your loyal assistants. With my best wishes for your continued prosperity, I am very sincerely, (Signed) THOMAS A. EDISON."

The signature to the letter is in Mr. Edison's own handwriting. The letter has been framed by Mr. Barnes and hangs on the wall of his office. Mr. Barnes also has in his possession an autograph copy of the electrical wizard's "Advice to Young Men," which was presented by the inventor to Mr. Barnes during the latter's visit to the factory some time ago.

DAVIDSON BROTHERS EXPAND.

New Evidence of Progressiveness of the Well-Known Victor Retailers of Chicago—The Talking Machine Shops Secure Entire Fourth Floor of Steger Building, with Handsome Display Space on Ground Floor—Will Be One of the Handsomest Talking Machine Ware-rooms in West.

(Special to The Talking Machine World.)

Chicago, Ill., March 8, 1912.

Chicago is to have an exclusive talking machine store, which will vie in space occupied, in equipment and arrangement with the best departments and stores in Chicago and the West.

The Talking Machine Shops, of which George W. and Cecil L. Davidson are the guiding factors, has leased the entire fourth floor of the magnificent eighteen-story Steger building at the northwest corner of Jackson Boulevard and Wabash avenues, and also will have part of the elegant display rooms of the Steger Piano Co. on the first floor of the building. When these new quarters are occupied, which will be about April 1, the two stores of the Talking Machine Shops at 222 South Michigan Boulevard and at 24 Jackson Boulevard will be discontinued, and the business of both establishments consolidated at the new location.

In the April World it will be possible to give a detail description of the new quarters. The showrooms on the first floor, which are among the handsomest in the Wabash avenue music district, will not be altered. Here will be a fine display of Victor machines. This will be primarily a reception room, where prospective customers may inspect the leading types of Victors and Victrolas, under the supervision of competent sales people. There are entrances, both from Jackson Boulevard

and Wabash avenue, and the private elevator runs from this "reception room" to the main quarters on the fourth floor. Practically every inch of the frontage on both streets is display window, and the lighting arrangements are superb. The fourth floor



C. L. DAVIDSON.

warerooms are also accessible by the several elevators running from the rotunda of the Steger building to the floors above. Ten booths of glass and white enameled woodwork will be erected on the fourth floor, and other parts of the floor will



G. W. DAVIDSON.

be devoted to space for the machines, record stocks, offices and shipping rooms. No change will be made in the personnel of the concern. C. L. Davidson will superintend the sales force and G. W. Davidson will have charge of the office business, advertising, etc. The head sales people will be W. E. Clark and Miss Pauline Tishler, both of whom are experts in the selling game and have been associated with the house for some time.

The "Davidson boys," as they are known by their friends in the trade, have developed a remarkable business in a very short time. Both of these young men got their start in the wholesale talking machine business, George in office work and Cecil as traveling salesman. They started in the retail business for themselves with the purchase of a store at 222 Michigan avenue four years ago. They later established the branch at 24 Jackson Boulevard. They have won their success by dint of hard, intelligent work and by due attention to exploitation. Their advertising policy has been an aggressive one, and the newspaper copy of the "shops" and the mail matter issuing therefrom has been of the highest type. The new deal, which they have just consummated, and which involves a good deal of money, furnishes proof positive of the size and profitableness of their business and of their progressiveness from the start.



Cut full size.

New Model "TIZ-IT" Tone Modifier

This new model straight tube horn connection and tone modifier will fit all Edison phonographs equipped with Cygnet or Music Master Horn and Model "O" or Model "S" reproducers.

This curved tube horn connection and tone modifier fits all Edison straight horn phonographs.

Price - - - 75c
Plain - - - 50c
(Without modifier.)

Pat. Applied for



Cut full size.

"TIZ-IT" COMPLETES THE EQUIPMENT!

Retail Price - - \$1.00
Plain - - - .75
(Without Modifier)
Regular discount to the trade. Send for circulars.

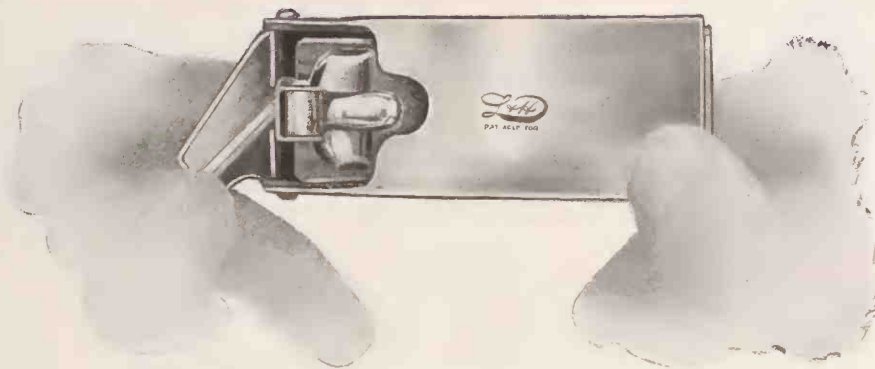
MANUFACTURED BY

Kreiling & Company

N. 40th Avenue and LeMoine Street
CRAIGIN STATION - - - CHICAGO, U. S. A.

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.

DEALERS, ORDER FROM YOUR DISTRIBUTOR

Lyon & Healy

VICTOR DISTRIBUTORS

CHICAGO

EDISON JOBBERS

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

TRADE GROWING IN PHILADELPHIA.

Business Thus Far This Year Shows Increase Over Previous Records—Shortage of Stock the Chief Difficulty—Lit Bros. Give Their Talking Machine Department More Prominence—What Other Large Departments and Stores Are Doing—Grand Opera Artists Visit Columbia Co. Store—Some Machines That Are Selling Well.

(Special to The Talking Machine World.)

Philadelphia, Pa., March 10, 1912.

The talking machine business in Philadelphia during February and early March has been most satisfying to the dealers. They still complain of shortage of stock, but acknowledge that the factories have been doing fairly well by them. All of the dealers agree that February of this year showed very much of an advance over the February of last year, and went considerably ahead of the January of this year.

As far as stock of records and machines are concerned the dealers do not look for a satisfactory condition for some time to come, but they are looking to the future with confidence. There are new conditions entering into the business which will develop before the fall and which they expect will ease up matters very considerably.

Lit Bros., who have had a talking machine department for a number of years, to which they did not devote very much special attention, have started to move that department up to a position where the business would warrant and in keeping with similar departments in other department stores. They have never had any soundproof rooms, but will have such rooms in a very short time, for already the manager who has charge of the musical instrument end of the Lit business has arranged to have four booths built at once and sufficient others to satisfy requirements as soon as necessity demands them. Harry Hovey has been placed in charge of the Lit talking machine department. He has been there for about three weeks and has started things moving at a business-like pace. Mr. Hovey has not been in this line before, but he is a young, active business man and the Lit Bros. could not have made a better choice. He has already put the department on a different basis altogether.

Gimbel Bros. in February have more than doubled their business over the same month of last year, and they are signing up now to do a very much bigger business in the future. They expect to make a considerable change in their department, adding considerably more space to it just as soon as the record buying season settles down, or about the first of May. Walter Fitzgerald, one of

the popular salesmen of the department, will shortly leave to again enter the baseball field as a member of the Rochester baseball team. He has been a first class salesman and he will leave with many regrets. One of the visitors to the department this week was Mr. Fulghum, of the Victor Co.

Jacob Bros. within the past ten days have added a talking machine department to their business. The past week they have had a liberal display of Victor machines of the various styles in their window, and they are about to have a number of hearing rooms built at the eastern end of their store, running back from their bookkeeping department. They are conducting the department themselves at present, but will shortly get an experienced manager. They will enter into the business with a full stock of everything connected with that line of the business.

The Heppie department has shown a big advance over last year and the talking machine business at that house is most gratifying. Manager Elwell has the general complaint of shortage of stock, and they have on hand lots of orders for goods which they are unable to fill on account of their not being able to get the machines and records from the factories. The talking machine department at the department store of M. Hager & Bro., Lancaster, Pa., in which they are more or less interested, they report has been having a most satisfactory business. William Keyes, of the Stoll Blank Book & Stationery Co., of Trenton, N. J., was one of the visitors at the Heppie store this week and he reports that business in the talking machine line in his city is most satisfactory.

Manager Henderson, of the Columbia Phonograph Co., reports that business has been splendid. It is much better than last year. Walter Linton, for several years their State traveling man, has severed his connection with the house and will take charge of the business of the Wilkes-Barre Music Co. Morris Housel will take Mr. Linton's place on the road for the Columbia, covering the same territory.

A number of the big operatic artists of the Philadelphia-Chicago company at present playing in this city are daily visitors at the Columbia store, and the past week Bassi, Zeppilli, Langona, Barado, Malatesta and a number of others happened to meet there and they amused themselves by making some records on the dictaphone of the company, with which the boys about the store are having considerable fun.

George W. Lyle, general manager of the Columbia, was in Philadelphia the past week, also C. W. Woddrop, assistant treasurer of the Columbia. They have been having a big run on the Carolina White records.

The Columbia Co has been having a large dicta-

phone business, and have furnished a number of these instruments for the Pennsylvania Railroad and the Hershey and the Wilbur Chocolate companies. W. S. Hollenbach, of Reading, was a recent visitor.

W. C. Holzbauer, manager of the Wanamaker talking machine department, reports that they have had a very good business in February; in fact, they are so busy at present that they cannot make the changes that they contemplate in the way of additional hearing rooms. Mr. Holzbauer, who is also in charge of the small goods department, said that that line had also shown a most satisfactory advance and that they had almost doubled the former amount of stock they handled.

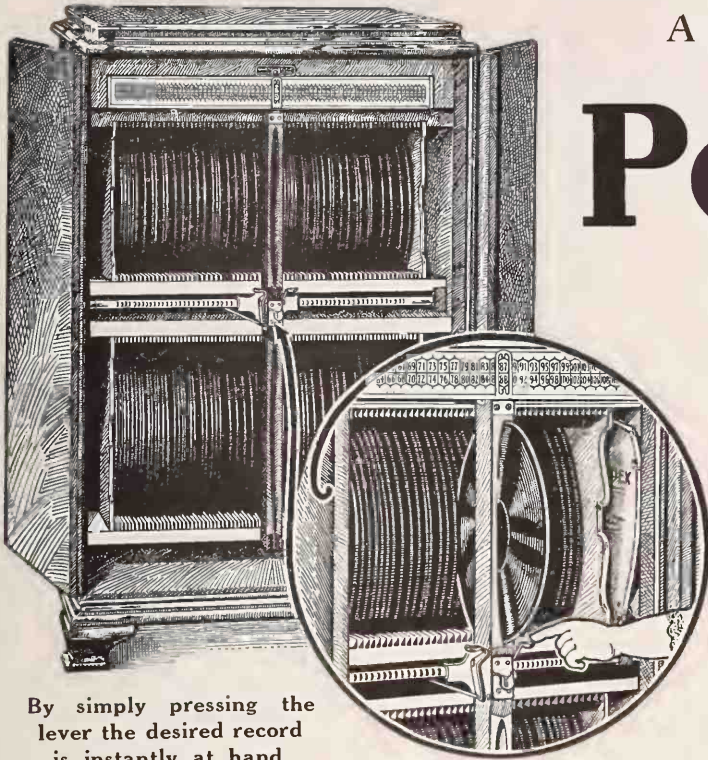
Louis Buehn, of Louis Buehn & Bro., reports that his business in February was the best that his house has ever had. It was way ahead of last year and they could have done a great deal more had they been able to get the stock to supply the demand. Mr. Buehn says: "The complaint now is the getting of the goods, and I don't see any outlook of this condition being improved. We have had shipments of various machines, but usually in small lots entirely too small for our needs. Things look rather problematical at this time and I question whether there will be any extraordinary improvement within the next few months."

They have been having quite a sale on the Victor \$25 and the sales on the \$50 machine has gone ahead of any other machine. "The outlook," Mr. Buehn says, "if we can get the goods, is way beyond anything we ever expected." Mr. Buehn has changed his offices about, moving them to the opposite side of the store, where he has considerably more room. They have four hearing rooms at present, but may add a few more, for business has been so brisk that on Saturday last not only were the four rooms going, but the main salesroom as well.

WIRELESS GHOST EXPLAINED.

Banjo Record Transmitted by Wireless Telephone Over North Sea.

According to a dispatch from London the mystery of the banjo playing and human voices heard by isolated wireless operators in the North Sea, which had caused them to christen the author of the weird sounds "The North Sea Ghost," is explained by the manager of the Marconi factory at Chelmsford. He declares that they were caused by experiments with wireless telephony being carried out there. In order to test the apparatus they had used a gramophone which played several banjo selections.



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

A Distinct Advantage of the

Pooley Record Cabinet

is the simplicity and perfection of the POOLEY FILING SYSTEM with its new and original principle of filing and locating records.

You owe your customers and yourself a duty to personally investigate and compare the

POOLEY CABINET

with those now on the market.

You do not have to invest any money to test our claim of superiority.

Write us to send one on approval.



POOLEY FURNITURE CO.

16th and Indiana Ave.,

PHILADELPHIA



Style No. 40



Style No. 50



Style No. 60



Some of the Columbia Grafonolas have no competition. All of them can stand any amount of it.



**Columbia Phonograph Company, Gen'l,
Tribune Building, New York**

CONDITIONS IN CINCINNATI.

Jobbers and Dealers Make Favorable Business Reports—Great Increase in Record Trade—Mrs. Clark Lectures at Wurlitzer Hall Upon Educational Value of the Victor—New Grafonolas Please Dealers and Their Customers—New Victor Catalog Proves Real Aid to Business—Other News of General Interest.

(Special to The Talking Machine World.)

Cincinnati, O., March 4, 1912.

The local situation is a very favorable one, the business during February having been exceptionally satisfactory, considering general conditions. All the houses report having either excelled or beaten the record during February, 1911.

At the R. Wurlitzer Co. the month of February was a record-breaker, both in the retail and wholesale business. In addition to the splendid showing which was made in both departments, lines were laid for future business, that will make trade boom right through the summer.

The wholesale business was exceptionally heavy in February, while the receipts on some styles of Victrolas were light, on those styles of which stock could be secured, a sufficient amount was on hand to meet all demands. The record situation is gradually clearing up and the shortage is giving away to heavy express shipments, which are being made up by the manufacturers.

In spite of the shortage on records, Wurlitzer service has not been impaired, as is proven by the satisfaction expressed by dealers.

The retail department is awaiting the arrival of the new record catalog with interest. A very small shipment has been received, but not enough for general distribution.

The record trade, which has already assumed immense proportions, is sure to double or treble, as soon as these catalogs get into the hands of Victor owners. The catalog is acknowledged to be one of the most wonderful pieces of literature ever distributed by a manufacturer of musical instruments, and the few which have found their way into the hands of the retail customers are being treasured among the valuable books in their respective libraries. The catalog is a regular encyclopedia on musical matters, and none can resist the temptation of reading and studying its contents.

Among the distinguished visitors was Miss Clark of the educational department, who gave a lecture in the Wurlitzer Hall to a big gathering of teachers and principals of the Cincinnati public schools. Other important concerts were given during the month, which together with a splendid line of newspaper advertising and beautiful and effective window displays, will go far toward increasing the immense demand for Victors and Victor records in Cincinnati.

The Aeolian Co. says: "Since February is now a back number and we are 'March-ing on' we can look back and figure up where we have had a most satisfactory month with a nice increase. We attribute the result partly to the placing of the new Victor catalog properly before the public. We figured out exactly at what time

to issue same and had announcements printed, which were put in the hands of every customer of our store and also all those attending our recital. Our supply was practically exhausted in one week. We want to compliment the Victor Co. on the wonderful thoroughness of its new catalog, as it is a decidedly original idea and greatly facilitates the immediate finding of whatever record wanted. We have had some bound in leather covers and added the regular catalog of Victrolas in the back. They make a permanent and complete booklet for ready reference."

Manager R. J. Whelen of the Columbia Phonograph Co. reports that February was the very best yet, business in every department running far ahead of any previous February in the history of the store. He stated: "The shortage of goods to supply this demand really reminded us of the holiday trade. The widespread advertising of the \$50 Grafonola 'Favorite' in February caused a real sensation in both the retail and wholesale departments, and the hardest proposition we had to face was to get the machines for actual bona fide orders. Many new dealers have been signed up exclusively and enthusiastic reports are being received from all over the territory. The dealers seem to never tire of praising the new models of Grafonolas and the large catalog of records offered them, both popular and grand opera selections. We have been pushing the proposition this winter of placing Grafonolas in Cincinnati's schools and our success has been very gratifying, having placed a number of them in the best schools in the city. The Y. M. C. A. have also installed a Grafonola in their handsome Cincinnati home.

Manager Stever, of the Lyric Piano Co., is well satisfied with his talking machine department. He now claims it to be self-sustaining and believes it will become one of the factors in the trade in a very short time. This house is making a business of displaying talking machines and records.

J. E. Poorman is advertising the sale of ten-inch records for twenty cents. He says he has no kick to make.

John Arnold is elated over the collection end of his business. This and the sale of records during February is causing him unusual satisfaction.

Manager Stodler of the Milner Musical Co. announces that the February sales were in excess of January's totals, the business being principally confined to high-class goods and records.

The A. F. Mengel Music Co. in their March letter to record customers announces the completion of two new sound-proof demonstration booths and asks: "Are you telling your friends of our excellent service and our plan for furnishing clean and unscratched records?"

Al Jolson's singing of "That Haunting Melody" and "The Crucifix," by Caruso and Journet, are among the best sellers of the month.

THOS. W. LAWSON BUYS FOUR VICTROLAS

(Special to The Talking Machine World.)

Boston, Mass., March 11, 1912.

Assistant Manager Chamberlain of the wholesale department of the Eastern Talking Machine Co. had a good customer the other day in Thomas

W. Lawson, the big State street financier, who spent considerable time in examining machines of the most approved Victor type. Mr. Lawson's order was for four high-priced Victors, two of which were sent to his Back Bay home and the other two to his country home, "Dreamwold," at Egypt, down on the South Shore. With the machines went a large quantity of the best records. Mr. Chamberlain has been putting an immense lot of time and hard work into his department of late, with the result that the business has about doubled itself since Christmas.

PARABLE OF A SALESMAN

Who Was Almost Nearly but Not Quite and the Moral Thereof.

There was once a salesman who seemed to have a face value of one hundred cents on the dollar, and who possessed the earmarks of the one best bet. His knowledge of his goods was such that he could talk them in his sleep; his preparation on a prospect was a thing of beauty and a joy forever; his demonstration was the admiration and envy of his fellows, and he had a line of convincing conversation that would make a Russell Sage quicken with the desire to spend. But, alas, alack and odds-gazook, he developed, upon trial, one great defect—at the crucial moment he could not guide the hand of destiny to the dotted line and get the John Hancock that copper-riveted the order. Time and again he played his part to the climax of the piece and departed in defeat from the prospect's office. The knack was not his. His wish-bone was where his back-bone should have been. It was indeed sad, not to mention somewhat peevish, to those who had backed him as a sure winner.

But it came to pass, upon a certain day, says the wise man in The Caxton, that this salesman awoke to his weakness, and set about to remedy the defect. Said he to himself, "Up to a certain point you seem to be the candy kid, but beyond that you're a lemon drop. You're almost nearly but not quite, and what you lack is decision. When you get down to quantities, prices and terms you develop a case of frigiditis pedal extremis, and it is infectious. It's you for a 'matter of course' attitude and an insistence that will make the dotted line draw the penpoint like a magnet. Forget yourself and go out and put it over like a real salesman, not a fancy imitation." And with this wise counsel in mind he straightway went out and lined up his prospects in green apple quick-step time. There was no getting away from him. He created the obvious and that was to sign. It was the triumph of decision over hesitation. He led to the last step and then assisted locomotion. Thus he lived happy ever after and waxed great in his line.

Moral—Which teaches that the dotted line is of more importance in business than the fatted calf.

It is one thing to recommend your goods highly and it is another and very different thing to brag about them. The recommendation you are willing to stand behind; the brag you want to hide behind,

GEO. W. LYLE IN BIRMINGHAM.

Visits Local Columbia Branch While on Annual Tour—Department Store Takes on Victor Line—Strong Window Display of "Spring Maid" Records.

(Special to The Talking Machine World.)

Birmingham, Ala., March 9, 1912.

George W. Lyle, vice-president and general manager of the Columbia Phonograph Co., was in Birmingham this week, stopping over here for a couple of days on his annual round of visits to the branch Columbia stores of the country. Mr. Lyle expressed himself as well pleased with the past year's business of his company and predicted big things for the coming year. He was particularly gratified at the showing made by the Birmingham store, which, notwithstanding the fire in January, took rank among the foremost Columbia branches for January and February sales.

The Talking Machine Co. have placed the Victor line with Drennen & Co., one of Birmingham's large department stores. Only recently the Talking Machine Co. had started the Drennen Co. in the talking machine game with a large stock of Edison goods, and this recent sale of Victor goods, makes this the prize order of the South.

Manager Blackstone of the Dictaphone Co. has had a particularly successful season so far. Several large department stores, two big real estate and insurance concerns, and the Birmingham Ledger are recent installers of complete Dictaphone service. The Ledger is one of the first, if not the first, newspaper to install these great little time-savers.

One of the most effective talking machine window displays ever seen here was made by Loveman, Joseph & Loeb, under the supervision of Manager Broyles. "The Spring Maid" was billed to show here, and just in advance of the show Manager Broyles had a thirty-foot window filled with Columbia and Victor machines, "Spring Maid" records and cut-out posters of scenes from the opera. Not only was the window successful from an artistic standpoint, but the commercial returns were large.

ENJOYING THE VICTROLA.

How a Cultivated Man Has Reared His Children to Appreciate the Best of Music.

A gentleman who bought a Victrola about ten years ago has just explained in detail how he has managed to secure a musical education for his family at small cost. He has five children, all of whom have inherited musical tastes from their parents. The father and mother sing. She can play the piano very well and he is something of a performer on the violin. Like many other cultivated people they were without large means to give their children all that they desired according to the old method, and so determined to make the best possible use of what they could afford.

They bought a Victrola on the instalment plan and the father assures us that he never missed the money. It is true that at times he felt a little pinched to make the monthly payment but feels confident that he never would have saved the money if he had not put it into the Victrola. He invested \$50 in records at the start and has spent \$5 a month ever since. He bought with discretion, securing the best of the red seal records and those of the purple and black records which seemed fitted to his plan of education.

His principal claim is that on its educational side these records have taught his children accuracy of pitch and the value of time in counting music on the piano. On the other hand his children love their home and stay in at nights, bringing troops of their friends with them.

Every teacher knows that unless a child is particularly gifted it will lose time and in singing will not keep at the pitch. Piano pupils of this man have learned accuracy and those who have taken singing lessons have, from the very start, learned how to keep the pitch. The mother has instructed the children on the piano—one of the girls plays the violin and all of them sing. The



SOLID WOOD (NOT VENEERED)

Mr. Dealer:

Beware of Imitations

NOTICE

**This trade mark
is placed**



on Every

**MUSIC
MASTER
Solid Wood Horn**

The *Trade Mark* you see marked MUSIC MASTER is your safeguard.

Imitations are on the market constructed of two veneers. The joints overlap with a layer of glue between the veneers.

THESE ARE NOT THE MUSIC MASTER HORNS.

Make a note now. See Jobber for Music Master Solid Wood Horns, or send direct for samples.

"STOP AND THINK!" The many thousands in use fully attest to the incomparably clear, beautiful, mellow tone quality, etc. It is the only Horn Guaranteed.

Should your jobber be unable to supply you, write us.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

father claims that it would not be easy to find as good a little band of amateur musicians as the parents and five children, the youngest of whom is seven years old. He has educated them in grand opera, in oratorio, in the classic songs, as well as popular music, with the result that all of them are enthusiastic and have made great progress. He insists that they are not only happier than most children, but that they make better progress at school because of the lessons and habits of accuracy they have learned from the Victrola.

He considers that his investment has cost him nothing that he could not easily afford, and that his children are developing into cultivated young men and women who are making better progress and giving finer promise than any others in his neighborhood. The Victrola did it.—Wanamaker's "The Opera News."

A man can get all the grouchy looks he desires by going home for lunch on washday, and when he comes into your store he welcomes a smile. Get it?

TO MAKE TALKING MACHINES.

The Mid-Eastern Holding Co., Augusta, Ga., has been incorporated with capital stock of \$100,000, for the purpose of manufacturing and dealing in all kinds of sound recording and producing instruments and also moving pictures. E. M. Leavitt is president and treasurer of the company.

* * * *

The American Automatic Phonograph Co., Augusta, Ga., has been incorporated with capital stock of \$2,000,000, for the purpose of manufacturing and dealing in all kinds of moving picture machines, phonographs, etc. President and treasurer, E. M. Leavitt.

The greatest thing a man can do in this world is to make the most possible out of the stuff that God has given him. This is success, and there is no other.

There is no road to success but through a clear, strong purpose. A purpose underlies character, culture, position, attainment of whatever sort.

TO DOUBLE PLANT OF VICTOR CO.

Old Buildings to Be Enlarged and New Buildings to Be Erected to Meet Demands from Dealers—Plans Call for Expenditure of Million Dollars—Will Have Great Resources.

Despite the vastness of the plant of the Victor Talking Machine Co., its seeming ability to take care of a volume of business in talking machines and records, almost beyond conception, it is nevertheless a fact that the company has found it necessary to arrange for the enlargement of the plant to almost double its present capacity for the purpose of properly handling the business now on the books or in sight.

The matter of increasing the size of the plant

manufacturing department, through to Front street, which will make this one of the largest manufacturing buildings in America.

Buildings Nos. 6 and 7, now used entirely for storage, should be torn down to permit of building No. 8, cabinet factory, being carried through to Front street.

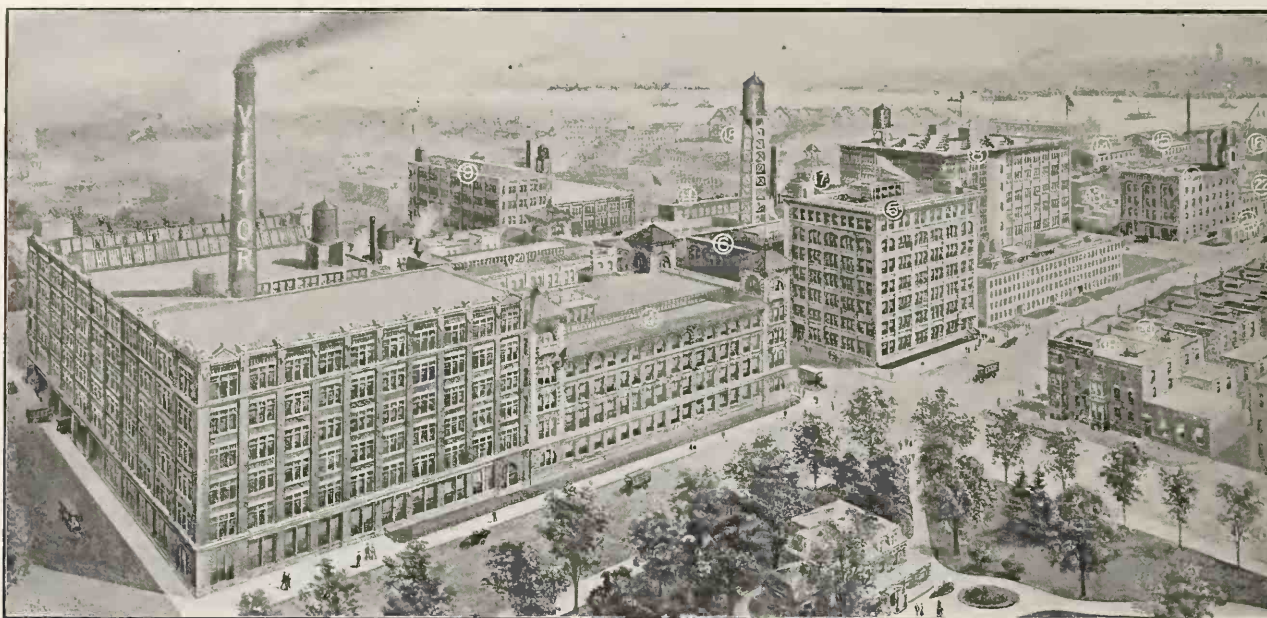
An entirely new building, specially constructed for the purpose of the shipping department, to take the place of buildings Nos. 9 and 10, to be erected on Market street, extending from Front to Second street. This new shipping department will save the company much loss and inconvenience now caused by having the shipping department so far removed from the factory.

After the removal of the shipping department to the proposed new building on Market street, build-

cover the requirements of this branch of the business.

In submitting these plans Mr. Johnson said:

"At first glance the changes enumerated above may appear to be radical and even extravagant, but I do not hesitate in stating that the suggested improvements and additions are absolutely necessary and should be completed as soon as possible. It is true that some of the buildings recommended to be torn down would be quite serviceable for ordinary manufacturing purposes, but the greatest economy and highest efficiency is so necessary to the future of the Victor Talking Machine Co. that there should be no hesitancy on account of the large outlay involved. I feel that the present time is the great opportunity to put ourselves in an impregnable position as not only the largest



THE PLANT OF THE VICTOR TALKING MACHINE CO., CAMDEN, N. J.

was taken up by the board of directors of the Victor Co. on and at the annual meeting of the stockholders of the company held on February 16, Eldridge R. Johnson, president of the company, announced the following plans:

Building No. 3 to be enlarged to six stories (as shown in accompanying illustration), to increase capacity of record plant.

Building No. 2 to be torn down and replaced by an extension of buildings Nos. 1 and 3, machine

ings Nos. 9 and 10 will be materially enlarged and rearranged to meet the requirements of an up-to-date warehouse where materials for all departments can be received and properly stored pending their use in the manufacturing departments.

A new building is needed immediately for the record material and grinding department, now located in buildings Nos. 14 and 15. Plans are under way for a building specially constructed to

and best manufacturers of talking machines, but as the most economical manufacturer."

"To you who are not familiar with the vast extent of these additions to the Victor factories," says the Voice of the Victor, "let us impress their magnitude on you by stating in cold print that on the completion of these buildings we will more than double the floor space of our present plant. Their completion and equipment will entail an expenditure of upward of a million dollars."

EDISON OPENS ELECTRIC SHOW

In Minneapolis by Pressing Button in Orange—Talking Machine Companies Who Will Exhibit—Jobbing Business Heavy, Is the Report—W. J. Dyer & Bro. Enlarging Talking Machine Department—Strong Columbia Trade—General News of the Month.

(Special to The Talking Machine World.)

Minneapolis and St. Paul, March 9, 1912.

Thomas Alva Edison, the creator of the talking machine from his laboratory in Orange, N. J., will press the button which will open the Northwestern electric show March 16 in the National Guard Armory, Minneapolis. Thomas A. Edison, Inc., will have three booths in the big show, one occupied by the Minnesota Phonograph Co., with business machines and the general line of instruments.

Lawrence H. Lucker, president of the Minnesota Co., reports a highly satisfactory retail and jobbing business in both the Victor and the Edison goods. "When a dealer in a little country town will order eight Amberolas at one time, you may know the talking machine trade is not languishing in the Northwest," remarked Mr. Lucker. "Such orders are not unusual. The Edison Opera machines are having tremendous sale. I can't describe the success any other way.

"It's fully as good with the Victors. We are

more than a hundred orders behind in the small Victrolas. This week we received a carload of the \$15 and \$20 machines and they will not last at all."

W. J. Dyer & Bro., the veteran St. Paul dealers, are altering the third floor of the big building so as to give the retail end of the talking machine department a floor space of 40x150 feet. The wholesale department long has been crowded and the house for months has been away behind in Victor orders because of inability to obtain instruments as ordered.

The Metropolitan Music Co. in Minneapolis finds that it must give more time and space to the talking machine department. This section is nicely housed in one of the most desirable quarters in the building.

"We have had the finest business in Columbia machines during the past four months that we have experienced since opening here," declared J. H. Wheeler, Northwestern manager for the Columbia Phonograph Co. "The jobbing trade literally is growing with leaps and bounds and we are giving it our best attention, as the collections are unusually sure and prompt. We are having much success with the Creator band records and the Zenatello records; they go just like hot cross buns in Easter." I understand that the retail store in St. Paul, of which A. W. White is the manager, is doing an exceptionally fine business.

F. J. Weyel, manager of the Dictaphone department of the Columbia agency in the Northwest has placed the Duluth agency with Chamberlain & Taylor.

GET A TRANSFER.

If you are on the gloomy line,
Get a transfer.
If you are inclined to fret and pine,
Get a transfer.
Get off the track of doubt and gloom;
Get on the Sunshine train, there's room—
Get a transfer.
If you are on the worry train,
Get a transfer.
You must not stay there and complain—
Get a transfer.
The cheerful cars are passing through,
And there's lots of room for you—
Get a transfer.
If you are on the grouchy track,
Get a transfer.
Just take a happy special back—
Get a transfer.
Jump on the train and pull the rope
That lands you at the station Hope—
Get a transfer.

MORE ATTENTION TO TALKERS.

San Francisco Houses Increasing Facilities for Handling the Business—Many New Branches Opened—Grafonola-Victrola-Amberola Club Organized in Oakland—Baseball Teams Organized by Talking Machine Men—J. Raymond Smith Co. Opens New Store—Emil Cruells Moves Store to Larger Quarters—Other Changes in the Local Trade—Girard Piano Co. Recovers from Effects of Fire.

(Special to The Talking Machine World.)

San Francisco, Cal., March 8, 1912.

There is somewhat more activity in the city trade than last month, as the demand for new machines is more in evidence than after the holidays, and the record business is keeping up in fine shape. Local music houses are giving more attention to the talking machine department all the time, realizing that there are still great undeveloped possibilities in this line, and that for the next few years it is likely to be more profitable than ever before. A good many new stores and departments have also been opened in the country lately, and up to the middle of February the outside trade showed considerable gain, but since then sales have fallen off in some districts. This is attributed to the lack of rain, which, with dry north winds for the last two weeks, has caused great anxiety throughout the state. If March brings the usual heavy showers a good season may be predicted, but meanwhile buyers are inclined to hold off.

New Talking Machine Club.

Talking machine men of Oakland, Cal., have organized the Oakland Grafonola-Victrola-Amberola Club, which met for the first time about the end of January, and now gathers about a luncheon table at an Oakland restaurant every Wednesday. The friendly feeling engendered by these meetings, and the discussion of important trade topics from various points of view, are regarded by all the members as a decided benefit.

Baseball Teams Organized.

The music houses of San Francisco and Oakland have organized rival baseball teams for the season of 1912, in which the talking machine men take a leading part. The first game of the season took place on Washington's birthday in Oakland, the Oakland team being the winner with a score of 11 to 2, owing largely to the expert twirling of Mr. Fallon, the Oakland pitcher. Captain James Clancy of Oakland played a fine game and Jack Clancy of the same team was the heavy hitter of the day. Captain Rothlin and Catcher Baker of the San Francisco team played good ball. The second game of the series will be played in San Francisco soon. The teams were as follows:

San Francisco—Rothlin lf, Dinkel lb, Baker c, O'Connor ss, T. Little p, Moore rf, S. Little cf, Bird 2b, Lydon 3b.

Oakland—James Clancy lf, Munjar 2b, Dougherty cf, Jack Clancy lb, Blodgett c, Henry ss, Bury 3b, Nichols rf, Fallon p.

J. Raymond Smith Co. Open New Store.

The most important development in the local trade is the opening of a new store by the J. Raymond Smith Co., which will occur in about a week. The store will be on Union street in the North Beach district, where most of the Italians of San Francisco reside, and for the present will have little nearby competition. While some piano, small instrument and sheet music business will be done, the place will be mainly a talking machine store, and is being fitted up especially for that purpose. The local Italians have always been among the most enthusiastic supporters of the talking machine business, and will doubtless patronize the new establishment in good shape. The store will also be near the Harbor View site of the Exposition, from which much additional business may be drawn.

Moving to Larger Store.

The Mission Phonograph and Piano Co., operated by Emil Cruells, formerly at 2687 Mission street, is moving into a large store at 2530 Mission street, which has been fitted up on up-to-date lines and will afford much more ample space than the old location. This company, which is one of

the leading talking machine concerns of the Mission district, also has a branch on Sixteenth street.

Improving Store Equipment.

Benjamin Curtaz & Sons have not yet completed the changes in their talking machine department, but have made some improvements, and will probably carry out alterations on a larger scale than was at first contemplated.

Byron Mauzy is taking more interest in his talking machine department than for some time past. He says things have started out in great style this year, and is making preparations for the future by fitting up several new talking machine rooms on the fifth floor of his building.

The Wiley B. Allen Co. has started the projected work of improvement in its local talking machine department, the principal change being the installation of an automatic elevator, connecting the volume of Victor business for February.

Visiting Sherman, Clay & Co. Branches.

Andrew G. McCarthy, head of the talking machine department of Sherman, Clay & Co., has been away for the last couple of weeks on one of his regular trips among the Northern branches, but is expected back early next week. Before leaving Mr. McCarthy expressed great satisfaction with the volume of Victor business for February, in both retail and wholesale departments.

E. W. Scott in New Quarters.

The fitting up of the new talking rooms for E. W. Scott, on the mezzanine floor of the Kohler & Chase building, took more time than was expected, but Mr. Scott is now moving down from the fifth floor, and will be comfortably settled in another week. He has had a steady rush of business all month, and expects to do much better in the new quarters, which are more accessible and in a more conspicuous position. He is justified in the opinion that he has the finest talking machine rooms in the city, as the place has been fitted up and decorated in highly artistic fashion.

Geo. W. Lyle on Coast Visit.

W. S. Gray, Pacific Coast manager for the Columbia Phonograph Co., has just left for Los Angeles, where he will meet George W. Lyle, general manager of the company. Mr. Lyle had special business which took him to the Southwest, and decided to continue to San Francisco. He will not make the Northern territory this trip, however, but will return East from here via Salt Lake City. Mr. Gray states that the February business locally has been considerably ahead of the preceding month. M. B. Sharp, for some time with the Columbia Phonograph Co. in this city, is now with Mr. Scott in the Kohler & Chase building.

Recovers from Effects of Fire.

The Girard Piano Co. of Oakland opened its new talking machine department only a little before the end of the year, and suffered a fire loss before the place was well established. Since then, however, everything has been put in good order, and the department has already proved itself a most valuable addition to the business. J. M. Wheat, manager of the department, is enthusiastic over the start made, and looks for a big business.

A. R. Pommer in Ill Health.

A. R. Pommer, head of the Pacific Phonograph Co., is still suffering from rheumatism, and is able to be at his office only about one day in the week. He is well satisfied with business conditions, however, and says collections are coming in extremely well. So far he is not worrying much about the dry weather, and believes that the outside business in California will revive by the end of the month, while his sales in the north coast district are fully up to expectations.

HONOR FOR MARCONI.

The Girard Pioneer Made Life Member of Italian Senate.

A dispatch from Rome states that Guglielmo Marconi, pioneer of wireless telegraphy and who is also keenly interested in the talking machine business, having been associated in a consulting capacity with the Columbia Phonograph Co., was on Monday made a life member of the Senate. This followed his refusal of the offer made by King Victor of Italy to elevate him to the nobility.

The offices of this trade newspaper institution are now located at

373
FOURTH
AVENUE

Near Twenty-seventh Street

Telephones
5982-5983 Madison Square

The Talking
Machine World

The Music
Trade Review

Trade and
Technical
Publications

We rather think we showed you in February that the Columbia dealer has the best end of the bargain. And we'll do it again pretty soon.



**Columbia Phonograph Co., Gen'l,
Tribune Building, New York**

SOUTHERN CALIFORNIA TRADE.

Business in Good Shape Despite Continued Drought—New Victor Catalog Proves Welcome Surprise—New Houses Which Have Taken on Lines of Talking Machines—Frequent Recitals the Rule—Pays Visit to Charles S. Tainter—Interesting Personal Items—News of the Travelers—New Record Stop Placed on the Market—What the Various Prominent Houses Are Doing—Plan to Form Club of Talking Machine Men.

(Special to The Talking Machine World.)

Los Angeles, Cal., Feb. 27, 1912.

Owing to the lack of rain the entire section of the Southwest is suffering severely; nevertheless the talking machine business is flourishing far more than expected. Many dealers state that the past month has been most satisfactory in all the distinctive lines—Victor, Edison and Columbia.

The new Victor catalog has created much interest among all Victor dealers. Even the public will be doubly interested when the market is supplied with a sufficient number of this up to date, long-looked-for publication.

The Wiley B. Allen Co., of San Diego, has been enjoying a very fine business. Mr. Harris, the local manager, has Miss Roby as manager of the talking machine department. They have lately featured the Grafonola Baby Regent, thus bringing splendid results.

Bowman Merritt, Edison dealer of Fillmore, Cal., is keeping up his record in selling Edison goods. He specializes on the Amberola.

T. T. Gardner, who has been connected with the talking machine department of the Southern California Music Co. for many years, has been transferred to the sales force of the piano department of the same firm. Mr. Gardner is not only a successful talking machine man, but a real live experienced piano man as well.

The Boston Piano Co., 700 West Seventh street, of this city, has installed a complete line of Columbia goods. Norman Turley, president of the firm, formerly connected with Frank B. Long's piano house for many years, states that it is a very desirable line to handle and is bringing the desired results.

An effort is being made in Los Angeles to start a social club among the many persons interested in the talking machine business. Messrs. I. H. Andrews and W. P. Carson have kindly taken in hand the calling of the first meeting, the purpose of such being to decide future ways and means. Nearly one hundred persons gave their signatures endorsing the project.

The Smith Music Co., Seventh and Hill streets, has added a complete catalog of Columbia machines and records to its Victor stock. This enables them to accommodate a greater scope of trade.

The Southern California Music Co. has added two more salesrooms to its large talking machine department, also adding more space to the office of the wholesale department. By this act the talking machine business must be increasing, not decreasing. The large shipment of the new opera machine lasted only two days; now nearly all the

Edison dealers are supplied according to their wants.

Through the kindness of Frank Lewin a very enjoyable Victor recital was given at the Hollenbeck Home February 15, 1912, which was much appreciated by the inmates and friends of the institution. Mr. Lewin, who is a Victor owner and a strong advocate of the same, has been giving many such recitals, with introductory remarks, in Los Angeles and vicinity. I. H. Andrews, of the Andrews Talking Machine Co., who is somewhat of a vocalist, assisted, together with Sibley Pease, of the same company, who is an accomplished pipe-organist. The recitals being composed principally of oratorio numbers rendered by the celebrated Victor artists.

E. Stewart Payne, an old time talking machine man of Little Rock, Ark., has joined the selling force of the Southern California Music Co. in the same line.

A. G. Farquharson, special representative of the Columbia Phonograph Co., had the privilege recently of visiting Charles Sumner Tainter in San Diego. Mr. Tainter, of "Bell and Tainter" basic patent fame, still takes a great interest in the talking machine business, and but for a long illness covering a number of years, this great and original inventor would doubtless, as of yore, have continued to astonish with new ideas and improvements.

Geo. P. Austin, Edison dealer of Oxnard, was in the city for a few days and left a good order for Edison goods, which he favors very highly.

Barker Bros., one of the leading furniture houses of Los Angeles, are having splendid results in the talking machine line. F. E. McArthur, manager of the piano and talking machine department, reports business conditions are very good.

F. A. Anrys, general manager of the Wiley B. Allen Co., of San Francisco, is in Los Angeles for several days visiting the branch store in this city. He is accompanied by his wife and will spend a few days motoring in southern California in their large touring car, which they shipped down by boat, thus combining pleasure with business.

E. L. Bailey, dealer of Edison goods for Fallbrook, Cal., reports fine results from the canvassing of his district, making many sales of high grade instruments.

M. B. Romaine, mechanical expert from the Edison factory, is in southern California calling on all Edison dealers and giving general instructions regarding repairs and explaining the make-up of Edison motors in general. Mr. Romaine will continue his trip, covering the entire coast as far North as Seattle, calling on all Edison dealers. While in the South section Mr. Romaine is making his headquarters with the Southern California Music Co., Edison jobbers for the Southwest.

O. A. Lovejoy, manager of the talking machine department of the Southern California Music Co., in company with W. J. Raynard, traveling representative for the same firm, is making a trip in his new automobile visiting dealers in Burbank, Lankershim and vicinity.

E. A. Borgum, one of the oldest talking machine men on the Coast, is now located with the Wiley B. Allen Co., of this city. He has had a wide

experience in this line, being a pioneer salesman in Los Angeles, and was recently with the Eilers Music Co. in Seattle.

The Wiley B. Allen Music Co., of this city, is contemplating enlarging its talking machine department so as to occupy nearly the entire main floor.

A most economical little instrument is being placed upon the market by Geo. H. Hiles and Karl W. Thalhammer, of Los Angeles. It is economical because it saves nerves, time and money; besides this, it pays big dividends on the money saved in satisfaction and enjoyment.

At the end of a record every talking machine has to be stopped by someone or else a constant running of the machine, which might prove very detrimental to the record.

This new record-stop consists of a small battery concealed inside the cabinet part of the machine properly connected to a small apparatus used as a stop, placed at the back of the turntable with a small metal lever extended upwards, which touches the arm of the machine, thus making the contact and stopping the revolving of the turntable instantly at the end or at any desired place on the record. It is not complicated in the least and can be adjusted to all disc machines by any operator.

The retail price of this record-stop is very low and affords a good margin to the jobber and dealer. The advertisement of the record-stop in this issue of The Talking Machine World shows a cut to which this article refers.

VENDING MACHINES IN MEXICO.

United States Consul Marion Letcher, Chihuahua, writing of prospects for talking machines, self-playing pianos and other specialties, said:

"As to the steps necessary for the establishment of a slot-machine business in this city, and particularly as to the charges for license, etc., I find that machines for vending, weighing, etc., placed on the street or in any public place apart from a house of business pay monthly the equivalent of \$1 gold. Where a regular business is done, as, for example, such a general slot-machine business as is done in American 'penny arcades,' the charge varies from \$1 to \$5 monthly, the amount varying according to the number of machines up to the maximum charge of \$5.

"There appear to be in this city only two of the slot weighing machines. The owner informs me that he cleared the price of these machines the first month of their operation, they being then great novelties here, and that subsequently he has made a small profit each month. The same person is also the owner of eighteen kinetoscope slot machines.

"These, it appears, were purchased second-hand from a man who conducted here at one time a 'penny arcade,' which enterprise was very successful, and was only abandoned because of the expiration of the lease on the building in which the 'arcade' was conducted and the failure of the owner of the machines to secure a suitable substitute. I am of the opinion that a very good business could be established by setting up 'penny arcades' in different parts of Mexico."

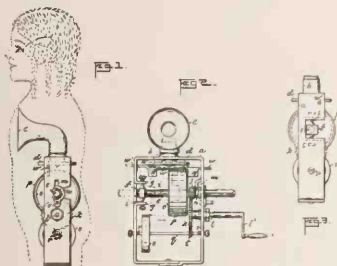
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

Washington, D. C., March 9, 1912.

PHONOGRAPH FOR DOLLS OR OTHER TOYS. Herman Ringel, Newark, N. J. Patent No. 1,015,587.

This invention relates more especially to phonographs designed to be placed in dolls or other toys, whereby they can be constructed in a manner so simple and inexpensive, as to be adapted to almost universal use in the production of articulate sounds, and especially short sentences or phrases of everyday speech.



In the accompanying drawings Figure 1 is a side elevation of an improved phonograph, showing the same in position in a dotted view of a doll. Fig. 2, is a front view of the phonograph, and Fig. 3 is another side view of the same.

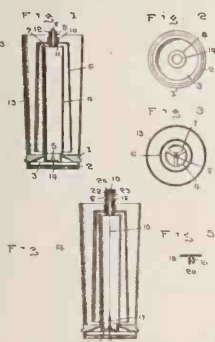
SOUND REPRODUCER FOR TALKING MACHINES, TELEPHONES, ETC. William N Hunter, Blanchester, O. Patent No. 1,015,622.

This invention relates to the new and useful improvements in sound reproducers for talking machines, telephones, etc., and is more particularly an improvement over former Patent No. 875,352, issued December 31, 1907, and the object is to provide means in connection with a sound receiving chamber for suppressing or eliminating all sounds other than the pure and finer tones produced by the diaphragm.

A further object is to provide means for intensifying the tone sound without affecting the quality of the tone.

A further object is to provide adjustable means for increasing or decreasing the intensity of the sound.

A further object is to provide means for preventing outside disturbances or noises from reaching the diaphragm, when the diaphragm is in use for reproducing purposes; and a further object is to provide means for adjusting the tension on the sound excluding or arresting mechanism.



In the accompanying drawings which are made a part of this application, Figure 1 is a vertical central sectional view through the device removed from the diaphragm. Fig. 2 is a bottom plan view thereof. Fig. 3 is a sectional view as seen on line 3-3, Fig. 1.

Fig. 4 is a sectional view similar to Fig. 1, showing a slightly modified form of device, and Fig. 5 is a detail sectional view of a disk used in connection with the device shown in Fig. 4.

NEEDLE HOLDER FOR THE SOUND-BOXES OF TALKING MACHINES. Clarence Vogt, Berlin, Germany, assignor by mesne assignments to Victor Talking Machine Co., Camden, N. J. Patent No. 1,015,363.

This invention relates to needle holders for the sound-boxes of talking machines, and more particularly to needle holders or stylus bars of the kind in which the insertion and securing of the needle is effected without the employment of screws or similar fastening means. For this purpose such needle holders are provided with clamping means, in which the needle is held by friction so as to be capable of being freely changed, addi-

tional spring pressure being provided if required. The needle is secured in its correct position by the pressure of the sound box on the record, and the clamping means are preferably oppositely located in the bore of the needle holder, so that the needle is grasped and held at the upper end by one and at the lower end by the other clamping means. It may be understood that the invention relates also to needle-holders having in the usual manner screws for fastening the needle, eventually in combination with clamping places.

An important feature of the present invention consists in that a lateral longitudinally-extending slot is provided in the needle-holder near the clamping means, through which slot the needle can be conveniently introduced into and removed from its operative position between the clamping means through the sides of the needle-holder, the said needle meanwhile moving parallel to its longitudinal direction.

This lateral insertion of the needle presents the advantage that, for the insertion and replacement of the needle, a mechanical device can be arranged whereby the needles are fed, moving parallel to themselves, into the lateral slot in the needle-holder, in the contradistinction to the known needle-changing devices in which the needles are moved along in the direction of their axes. The lateral insertion of the needle further presents the possibility of arranging the mechanical needle-changing device independently of the sound box and of its carrier-arm and of thereby relieving the sound box of the weight of the needle-carrying device. The needle-holder can be provided, on the side opposite to the inlet slot, with an additional slot which serves for the feeding out of the needles. This preferably takes place in such a manner that the new needle introduced laterally into the needle-holder automatically pushes out the already used needle still in the holder at the other side.

A separate locking or holding device may, if desired, be provided on the needle-holder, this device being constructed in such a manner that it holds

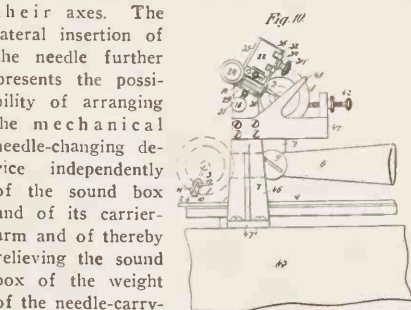


Fig. 11 is the plan corresponding to Fig. 10. Fig. 12 shows a sound-box with a needle-holder having two slots and an inserted needle in the operative position. Fig. 13 is an elevation of the sound-box looking toward the needle-holder. Fig. 14 is a transverse section on the line 1-2, Fig. 13. Fig. 15 is a plan corresponding to Fig. 13. Fig. 16 shows the needle-holder in section and similar elevation to Fig. 13. Figs. 17-20 show diagrammatically and to an enlarged scale how a needle is inserted into the needle-holder and the previously used needle removed. Figs. 21 to 23 are views of the needle-holder with two slots, in combination with a needle-changer in different operative positions of the latter. Fig. 24 is the corresponding plan and Fig. 25 a side elevation.

TONE-CLARIFIER FOR TALKING MACHINES. Frank Von Vleck Morse, Minneapolis, Minn. Patent No. 1,014,841.

This invention relates to improved means for clarifying and improving the tone of talking machines and other sound producers or reproducers. The general object of the invention is to provide a device of this character whereby the volume of

the needle elastically in the normal position, but automatically opens by the lateral pressure when a needle is inserted and replaced. The locking or holding means for the needle when the needle-holder is made with two oppositely-arranged slots is formed in such a manner that when inserting a new needle the previously used one is thrown out of the holder by a spring.

In the drawing, Figure 1 is an underside view of a sound box which is pivotally attached to the sound box arm and which has a needle-holder provided with clamping means and lateral slots, and which has a retaining spring for the needle. Fig. 2 is a side elevation corresponding to Fig. 1. Fig. 3 is a side elevation of a sound-box and needle-holder with a lateral slot and spring, in combination with a device whereby the needles are fed out of a needle magazine to the lateral slot of the needle-holder. Fig. 4 is a plan of this device for changing the needles, with the sound box depressed. Fig. 5 is an oblique elevation looking from the front with the sound box swung up, and with the needle magazine and the needle-changing device in section. Fig. 6 is a rear elevation of the needle-changer. Figs. 7 to 9 show an example of construction of the needle magazine in different kinds of elevations. Fig. 7 being a side elevation with the front wall somewhat drawn up, Fig. 8 a front elevation, and Fig. 9 a horizontal section of Fig. 7. Fig. 10 is a partial side elevation of a talking machine looking in the direction of the arrow A of Fig. 11. Fig. 11 is the plan corresponding to Fig. 10. Fig. 12 shows a sound-box with a needle-holder having two slots and an inserted needle in the operative position. Fig. 13 is an elevation of the sound-box looking toward the needle-holder. Fig. 14 is a transverse section on the line 1-2, Fig. 13. Fig. 15 is a plan corresponding to Fig. 13. Fig. 16 shows the needle-holder in section and similar elevation to Fig. 13. Figs. 17-20 show diagrammatically and to an enlarged scale how a needle is inserted into the needle-holder and the previously used needle removed. Figs. 21 to 23 are views of the needle-holder with two slots, in combination with a needle-changer in different operative positions of the latter. Fig. 24 is the corresponding plan and Fig. 25 a side elevation.

TONE-CLARIFIER FOR TALKING MACHINES. Frank Von Vleck Morse, Minneapolis, Minn. Patent No. 1,014,841.

This invention relates to improved means for clarifying and improving the tone of talking machines and other sound producers or reproducers. The general object of the invention is to provide a device of this character whereby the volume of

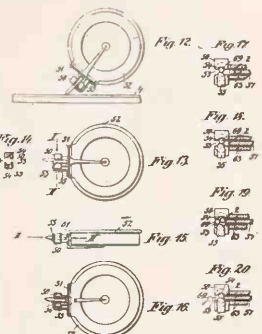
the needle elastically in the normal position, but automatically opens by the lateral pressure when a needle is inserted and replaced. The locking or holding means for the needle when the needle-holder is made with two oppositely-arranged slots is formed in such a manner that when inserting a new needle the previously used one is thrown out of the holder by a spring.

In the drawing, Figure 1 is an underside view of a sound box which is pivotally attached to the sound box arm and which has a needle-holder provided with clamping means and lateral slots, and which has a retaining spring for the needle. Fig. 2 is a side elevation corresponding to Fig. 1. Fig. 3 is a side elevation of a sound-box and needle-holder with a lateral slot and spring, in combination with a device whereby the needles are fed out of a needle magazine to the lateral slot of the needle-holder. Fig. 4 is a plan of this device for changing the needles, with the sound box depressed. Fig. 5 is an oblique elevation looking from the front with the sound box swung up, and with the needle magazine and the needle-changing device in section. Fig. 6 is a rear elevation of the needle-changer. Figs. 7 to 9 show an example of construction of the needle magazine in different kinds of elevations. Fig. 7 being a side elevation with the front wall somewhat drawn up, Fig. 8 a front elevation, and Fig. 9 a horizontal section of Fig. 7. Fig. 10 is a partial side elevation of a talking machine looking in the direction of the arrow A of Fig. 11. Fig. 11 is the plan corresponding to Fig. 10. Fig. 12 shows a sound-box with a needle-holder having two slots and an inserted needle in the operative position. Fig. 13 is an elevation of the sound-box looking toward the needle-holder. Fig. 14 is a transverse section on the line 1-2, Fig. 13. Fig. 15 is a plan corresponding to Fig. 13. Fig. 16 shows the needle-holder in section and similar elevation to Fig. 13. Figs. 17-20 show diagrammatically and to an enlarged scale how a needle is inserted into the needle-holder and the previously used needle removed. Figs. 21 to 23 are views of the needle-holder with two slots, in combination with a needle-changer in different operative positions of the latter. Fig. 24 is the corresponding plan and Fig. 25 a side elevation.

TONE-CLARIFIER FOR TALKING MACHINES. Frank Von Vleck Morse, Minneapolis, Minn. Patent No. 1,014,841.

This invention relates to improved means for clarifying and improving the tone of talking machines and other sound producers or reproducers.

The general object of the invention is to provide a device of this character whereby the volume of



sound will be increased, the tone clarified and the enunciation made more distinct and natural.

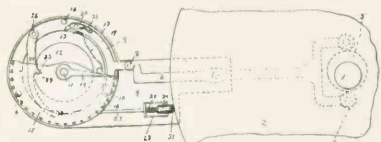
Another object of the invention is to provide a clarifier for this character which will be simple and inexpensive in construction and efficient in operation, and which may be quickly and easily removed from its operative position.



Fig. 4 is a detail perspective view of the clarifier. STOP MECHANISM FOR PHONOGRAPHS. Oscar W. Hartung, Detroit, Mich. Patent No. 1,016,563.

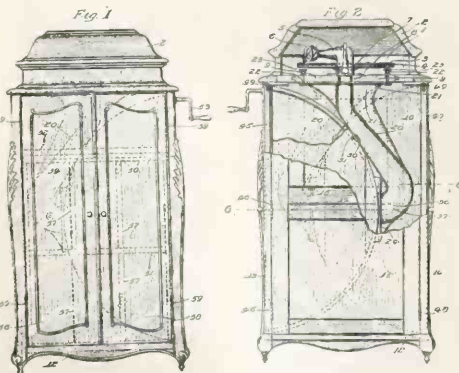
This invention relates to means for stopping the record-supporting table of talking machines after they have made a predetermined number of revolutions, and its object is to provide a stop mechanism which can be set for any desired number of revolutions within its range without the necessity of altering the adjustment of any of its parts, but by merely positioning an indicator on the number of revolutions desired.

This invention consists, in combination with a spring actuated brake adapted to engage the supporting table of a sound reproducing instrument and a lever to hold same in inoperative position, of a graduated dial, a pointer adapted to be swung over the dial to indicate the number of revolutions, a notched disc against which the lever presses and which holds the lever outward until the predetermined number of revolutions have been made by the table, a toothed wheel to turn the notched disc and pointer, and an operating device to actuate the toothed wheel, which device is operated by the mechanism which revolves the table that is to be stopped.



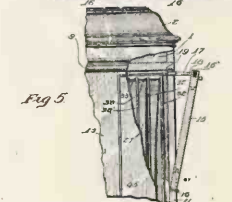
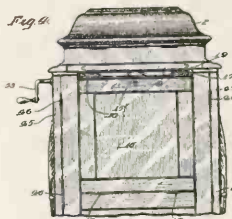
In the accompanying drawing Fig. 1 is a plan of the stop mechanism, a portion of the dial being broken away for clearness. Fig. 2 is an elevation of the same with the case broken away.

TALKING MACHINE. John C. English, Camden, N. J., assignor to the Victor Talking Machine Co., same place. Patent No. 1,016,255.



The main objects of this invention are to provide a talking machine having an inclosed cabinet provided with a plurality of openings, and an amplifier in the cabinet and adjustable to register

with any one of said openings; to provide a talking machine inclosed in a cabinet having a sound outlet in one side thereof and which is adapted for convenient operation in a corner of a room or in a similar position; to provide a compact, inclosed talking machine having a comparatively large storage space for records and comparatively large and efficient sound amplifying means; to provide a talking machine having a sound amplifier provided with an outlet in a casing, and in which means are provided to deflect the vibrations transmitted from the side of the amplifier upwardly or in a direction different from that in which the vibrations are delivered from the outlet of the amplifier.



In the accompanying drawings Fig. 1 is a front elevation of a talking machine, constructed in accordance with this invention; Fig. 2 a rear elevation partly in section of the same; Fig. 3 a side elevation of the same partly broken away to show the amplifier; Figs. 4 and 5 a rear elevation and a fragmentary side elevation partly in section of the upper portion of the same, showing the rear door thereof open; Fig. 6 a fragmentary horizontal section on the line 6-6 of Fig. 2, and Fig. 7 a side elevation partly in section of the amplifier.

RECORD FOR TALKING MACHINES. Eldridge R. Johnson, Merion, Pa., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,016,271.

Heretofore in the manufacture of flat disc records for talking machines it has been the practice to stamp out the record discs from a suitable material by means of a die containing a matrix upon the surface of which has been engraved or otherwise placed the record grooves, which grooves, in connection with the sound box are adapted to reproduce the sounds impressed upon the original record. The record discs formed by so impressing the matrices have usually been of some durable material which softens under the influence of heat, but which is hard and firm under normal conditions of temperature. The material usually employed for making these records has been in the form of flat sheets which have been of uniform thickness throughout the entire extent of the disc with the possible exception of the central portion, where the label has been impressed or countersunk into the material during the pressing or forming of the record. This material, in many instances, has been the substance called "duranoid," which consists of shellac and certain other coloring pigments and strengthening ingredients. Other similar materials which have been used are hard rubber and celluloid. It will be realized that these

compositions are expensive when used in large quantities, especially in view of the fact that talking machine records now employed in this art have been steadily increasing in size.

The object, therefore, of this invention is to produce a record which may have all the advantages of a flat disc record of uniform thickness, but which will at the same time be much lighter and therefore less expensive in original cost and also will be easier to handle and less expensive in transportation either by mail, freight or express.

A further object of the invention is the production of a record which will have strengthening means applied in such a manner as to give a stiff and firm backing for the reproducing surface without the necessity of employing the larger amount of material required in a disc record made entirely of duranoid or other similar substance.

Briefly, this invention comprises a disc record having upon its under side a metallic plate or backing made in different forms so as to retain the record material firmly in position and at the same time, to protect the record material from injury to which it would otherwise be liable owing to its reduced thickness. The metallic backing may also extend across the central portion of the record not occupied by the record grooves and may form a centering means for the record when placed upon the turntable. The central portion of the record may also be occupied by an independent disc of metal or other material which forms the centering means and which is fixed in position during the stamping or forming process.

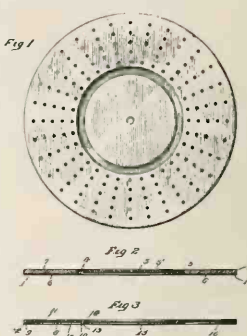


Fig. 1 is a reverse plan view of a talking machine record having the strengthening plate applied thereto. Fig. 2 is a transverse sectional view of the form of record shown in Fig. 1 and Fig. 3 is a transverse sectional view of a modification showing the centering disc placed in position independently of the metallic backing.

OPENS TALKING MACHINE STORE.

I. M. Bame, Former Victor Co. Traveler, to Handle That Line at Retail in Atlanta, Ga.

(Special to The Talking Machine World.) Atlanta, Ga., March 4, 1912.

I. M. Bame, who has been well known to Atlanta for a number of years as a traveling representative for the Victor Talking Machine Co., has severed his connection with this company and will go into business for himself here.

He has organized the I. M. Bame Co., which will occupy commodious quarters at 72 North Broad street, where the most elaborate talking machine parlors in the South will be opened about February 22. Mr. Bame will handle the Victor line exclusively.

You would object to another placing a limit upon your business ability. Why place any upon your own?

60 YEARS' EXPERIENCE

PATENTS

TRADE MARKS
DESIGNS
COPYRIGHTS & C.

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

Scientific American.

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

MUNN & Co 361 Broadway, New York
Branch Office, 525 F St., Washington, D. C.

RECORD BULLETINS FOR APRIL, 1912

THOMAS A. EDISON, INC.

- EDISON AMBEROL CONCERT RECORDS.
 28011 Hymn to the Emperor—Kaiser Quartet.
 Olive Mead String Quartet
 28012 Beloved, It Is Morn.....Charles Hackett
 28013 Sing, Smile, Slumber.....Marie Rappold
 950 I've Got the Mumps.....Irene Franklin
 With Burt Green at the piano.
 951 The Talkative Waitress.....Irene Franklin
 952 I Want to be a Janitor's Child.....Irene Franklin
 953 Waldmere March.....New York Military Band
 954 Run Tum Tiddle.....Billy Murray and Chorus
 955 Maybe That Is Why I'm Lonely.....Anna Chandler
 956 By the Light of the Jungle Moon.....
 Walter Van Brunt and Mixed Chorus
 957 Nothing To Do Until To-Morrow.....Evan Baldwin
 958 An Easy Job on the Farm.....Golden and Hughes
 959 The Old Church Hymns and Edison Mixed Quartet
 960 Hornpipe Medley.....Charles D'Almaine
 961 In a Little While.....Campbell and Gillette
 962 Moonlight Bay.....Premier Quartet
 963 Mollie Darling.....Will Oakland and Chorus
 964 The Harbor of Love Medley.....
 National Promenade Band
 965 Love's Sentence.....Ada Jones and Billy Murray
 966 Ragtime Violin.....Premier Quartet
 967 Dancing on the House Top.....Charles Daah
 968 The Song of Triumph—Easter Anthem.....
 Edison Mixed Quartet
 969 Ye Merry Birds, That Sweetly Sing.....
 Elizabeth Spencer
 970 Angels' Serenade.....Venetian Instrumental Trio
 971 Your Smile.....Elsie Baker
 972 The Broken Melody.....American Standard Orchestra
 973 I Will Magnify Thee, O God.....
 Agnes Kimball and Reed Miller
 974 Second Polonaise.....Edison Concert Band
 EDISON STANDARD RECORDS.
 10546 Florentiner March.....Sousa's Band
 10547 Way Down East Where I Belong.....Byron G. Harlan
 10548 Run Tum Tiddle.....Billy Murray and Chorus
 10549 Queen of the Barlesque.....Oily Oakley
 10550 Moonlight Bay.....Premier Quartet

COLUMBIA PHONOGRAPH CO., GEN'L

- Double disc. 12-IN. SYMPHONY DISC RECORDS. Single disc.
 A6370 II Trovatore—Al nestrì monti (Home to Our Mountains)—Verdi. Contralto and Tenor Duet in Italian, orch. accomp. Maria Gay and Giovanni Zenatello 30892
 II Trovatore—Periglianti ancor languente (While yet in Languishment)—Verdi. Contralto and Tenor Duet in Italian, orch. accomp. Maria Gay and Giovanni Zenatello 30895
 A5369 Samson and Delilah—Mon coeur s'ouvre a ta voix (Softly awakes my heart)—Saint-Saens. Contralto Solo in French, orch. accomp. Rosa Olitzka 30836
 Samson and Delilah—Printemps qui commence (Joyous now doth spring down forth)—Saint-Saens. Contralto Solo in French, orch. accomp. Rosa Olitzka 30835
 A5362 The Yeoman's Wedding Song—Prince Poniatowski. Baritone Solo, orch. accomp. D. Bispham Who Knows?—Max Heinrich. Baritone Solo, orch. accomp. D. Bispham
 A5368 Jocelyn—Berceuse (Lullaby)—Godard. Baritone Solo in French, orch. accomp. William Beck Elgie—Massenet. Baritone Solo in French, orch. accomp. William Beck
 10-INCH DOUBLE-DISC BLUE LABEL RECORDS.
 A1126 The Ragtime Mocking Bird—Irving Berlin. Contralto Solo, orch. accomp. Dolly Connolly (Mrs. Percy Wenrich) Alexander's Ragtime Band—Irving Berlin. Prince's Band
 A1127 O Wert Thou in the Cauld Blast—Mendelssohn. Soprano and Contralto Duet, orch. accomp. Grace Kerns and Bessie Volkmann Wanderer's Night Song (Wanderer's Nachtleid)—Rubinstein. Tenor and Bass Duet, orch. accomp. Reed Miller and Frank Croxton
 A1128 Moonlight Bay—Percy Wenrich. Contralto Solo, orch. accomp. Dolly Connolly (Mrs. Percy Wenrich)
 Honey Love—Geo. Meyers. Vocal Quartet, Female Voices, unaccomp. "That Girl" Quartet
 12-INCH DOUBLE-DISC BLUE LABEL RECORDS.
 A5360 New World Symphony—Largo—Dvorak..... Russian Symphony Orchestra
 Entrance of the Bojaren—J. Halvorsen..... Russian Symphony Orchestra
 A5307 La Forza del Destino—La Vergine degli Angeli (The Angelic Virgin)—Verdi. Soprano Solo, and Chorus, in Italian, orch. accomp. Grace Kearns and Grand Opera Chorus
 Tales of Hoffmann—Selections—J. Hoffenbach. Prince's Orchestra
 10-INCH DOUBLE-DISC RECORDS.
 A1118 The White Wash Man—J. Schwartz. Banjo Solo, orch. accomp. Fred Van Eps Black and White—Ragtime Two-Step—Botsford. Xylophone Solo, orch. accomp. El Cota
 A1119 Rigoletto—How Fickle Woman Is (La Donna e mobile)—Verdi. Tenor Solo, in English, orch. accomp. Jose Erard Rigoletto—In My Heart All Are Equally Cherished (Questa o quella)—Verdi. Tenor Solo, in English, orch. accomp. Jose Erard
 A1120 Chanson D'Amour (Love Song)—Sart. Violin Solo, string quartet accomp. George Stehl Trio in C—L. von Beethoven. Instrumental trio (flute, clarinet and bassoon) Marshall Lufsky, Thomas Hughes and Geo. Gill
 A1123 Everybody's Doing It Now—Berlin. Vocal Quartet, male voices, orch. accomp. Columbia Quartet
 The Young Guard March—Appel. Prince's Band
 A1124 That Haunting Melody—Geo. M. Cohan. Baritone Solo, orch. accomp. Andrea Sarto That Mysterious Rag—Snyder. Prince's Band
 A1125 You've Got Me Hypnotized—Berlin. Baritone and Tenor Duet, orch. accomp. Arthur Collins and Byron G. Harlan
 Defenders of the Flag—S. P. Harris. Prince's Band
 A1129 In a Little While—G. Christie. Tenor Duet, orch. accomp. Albert Campbell and Henry Burr Lingerling Love—Harry Armstrong. Soprano and Duet, orch. accomp. Ada Jones and Walter Van Brunt
 A1130 Welcome, Happy Mornings—J. B. Calkin. Vocal Quartet, mixed voices, orch. accomp. Columbia Mixed Quartet
 Hosanna (Easter Song)—J. Granter. Bass Solo, orch. accomp. Frank Croxton

- 12-INCH DOUBLE-DISC RECORDS.
 A5361 Die Lorelei—Silcher. Chorus in German..... N. Y. German Liederkrantz (A. Claassen, Cond.)
 Verlassen—Koschat. Chorus in German..... N. Y. German Liederkrantz (A. Claassen, Cond.)
 A5363 Turkish March—Mozart.....Creator's Band
 Pour la Victoire (To Victory)—March—Ganne. Creator's Band
 A5364 Nearer, My God, to Thee—Lowell Mason..... Creator's Band
 The Messiah—Hallelujah Chorus—Handel..... Creator's Band
 A5365 Poet and Peasant, Part I—Overture—Von Suppe. Creator's Band
 Poet and Peasant, Part II—Overture—Von Suppe. Creator's Band
 A5366 Laughing Love—H. Christine.....Prince's Orchestra
 The Wedding Trip—Waltzes—R. De Koven. Prince's Orchestra

VICTOR TALKING MACHINE CO.

- BLACK LABEL RECORDS.
 No. Record Title. Size.
 31856 Gems from "The Count of Luxembourg"..... Hood-Ross-Lehar 12
 31857 Widmung..... Rosario Bourdon, 'Cellist. 12
 5861 Let Us Have Peace..... Reinold Werrenstrat, Baritone. 10
 60070 Tosca—Love and Music, These Have I Lived For (Vissi d'arte e d'amore) (Act II) In English..... Agnes Kimball, Soprano. 10
 17036 Jimmy Valentine (Descriptive Burglar Specialty) (Madden-Edwards)..... Peerless Quartet 10
 The Rooster and the Hen. (McKenna)..... Collins and Harlan 10
 17044 Ragtime Violin—Turkey Trot (including Mysterious Rag) (Snyder) For Dancing..... Victor Military Band
 Surprise Medley Overture (O'Hare)..... Arthur Pryor's Band 10
 17045 Dixie Moon (Ehrlich-Gumhle)..... Collins and Harlan 10
 17046 Mine (McGee-Benedek-Solman)..... Billy Murray Good Night, Mr. Moon (Dawson-A. Von Tilzer) American Quartet 10
 17048 Play Me a Good Old-Fashioned Melody (Grant-Morrissey)..... Elida Morris The Trolley Car Swing..... Elida Morris 10
 17049 Piouette (Pas Seul) (Finck)..... Victor Military Band 10
 Father Rhine March, from operetta "Miss Lorey-Studentina Waltz (Waldeufel) Xylophone..... William Reitz 10
 Gretchen's Dream Waltz (Wappam) Whistling..... Guido Gialdini 10
 17051 Ring Ting a Ling, from "Over the River" (Jerome-Schwartz)..... Ada Jones Huckleberry Pie (Havez-Botsford)..... Ada Jones 10
 17052 Bring Back My Lovin' Man (Berlin)..... Ada Jones Hear the Pickaninny Band (Vauderveer-Funth) Peerless Quartet 10
 17053 The Long Day Closes (Chorley-Sullivan) unaccompanied..... Orpheus Quartet Ho! Jolly Jenkin! (Schnecker-Sullivan) unaccompanied..... Orpheus Quartet 10
 17054 If It Wasn't for the Irish and the Jews (Jerome-Schwartz)..... Billy Murray Alexander's Baggpie Band (Goetz-Berlin-Sloane) Billy Murray 10
 35216 Antony's Address Over the Body of Caesar—Part I (Shakespeare)..... Frank Burbeck Antony's Address Over the Body of Caesar—Part II (Shakespeare)..... Frank Burbeck 12
 35217 Chocolate Soldier Selection (Straus)..... Vessella's Band 12

- Woodland Whisperings—Idyl (Czibulka)..... Pryor's Band 12
 NEW RED SEAL RECORDS.
 12-in. in Italian.
 Enrica Caruso; Luisa Tetrazzini; Pasquale Amato; Marcel Journet; Josephine Jacoby; Angelo Bada.
 96201 Lucia di Lammermoor—Chi mi frena (What Restrains Me) Sextette, Act II.....Donizetti
 Enrica Caruso, Tenor.
 87095 Love Is Mine.....Teschemacher-Gartners
 Enrica Caruso, Tenor.
 88348 Manon—"Ah! fuyez, douce image!" (Depart, Fair Vision) Act III.....Massenet
 (Preceded by the Recitative, "Je suis seul" (Alone at Last)
 Enrica Caruso, Tenor.
 88347 Tarantella Sincera—Neapolitan Song..... Vincenzo de Crescenzo
 Pasquale Amato, Baritone.
 88097 Cavaleria Rusticana—Canzone Alfio (Alfio's Song) with Metropolitan Opera Chorus..... Mascagni
 10-inch.
 64239 The Low-Back'd Car.....Samuel Lover
 12-inch.
 74286 Pensée Amoureuse.....Victor Herbert
 Vladimir de Pachmann, Pianist.
 12-inch.
 74284 (1) Impromptu, Op. 29, A flat; (2) Prélude, Op. 28, No. 23, F major.....Chopin
 74285 (1) Spring Song, A major, Op. 62, No. 6..... Mendelssohn
 (2) The Prophet Bird (Vogel als Prophet) Op. 82, No. 7.....Schumann
 Maude Powell, Violinist.
 12-inch.
 74283 Cavatina, piano accomp. by Mr. Geo. Falkenstein..... Raff
 Edmond Clement, Tenor.
 64233 Jocelyn—Berceuse (Lullaby).....Godard
 Marcel Journet, Bass, and Metropolitan Opera Chorus.
 12-in. in French.
 74275 Huguenots—Benediction des Poignards (Benediction of the Swords) Act IV.....Meyerbeer
 Pasquale Amato, Baritone; Marcel Journet, Bass, and Metropolitan Opera Chorus.
 12-in. in French
 89055 Faust—Scene les Epes, Scene of the Swords, Act II.....Gounod
 Marcel Journet, Bass, and Metropolitan Opera Chorus
 12-in. in Italian.
 74273 Favorita—Splendon più helle in ciel le stelle (In Heavenly Splendor, Act IV).....Donizetti
 Johanna Gadski, Soprano.
 10-in. in German.
 87009 Auf dem Kirchhofe (In the Churchyard) Op. 105, No. 4.....Johannes Brahms
 87098 Die Gotterdammerung—Zu neuen Thaten (Did I Not Send Thee?) Scene I.....Wagner
 Ernestine Schumann-Heink, Contralto.
 12-in. in German.
 88343 Erlkonig (The Erlking) Op. 1.....Fr. Schubert
 88343 Traume (Dreams).....Wagner

FOUR NEW RECORDS

- By Cantor G. Sirota (of the Warsaw Synagogue), Synagogi Warsz. Hehrew Records.
 10-in. Red Seal.
 64228 Bircho Kohanim (Benediction of the Priests)..... Cantor G. Sirota, z chorem
 64229 Weseeraw olecho (May I Be Acceptable)..... Cantor G. Sirota, with orchestra
 64230 Oompinch Chatoenu (Make Our Sins White)..... Cantor G. Sirota, with organ
 64231 Kawokores Rohe Adre (Like a Shepherd)..... Cantor G. Sirota, z chorem

U-S PHONOGRAPH CO.

FOUR-MINUTE RECORDS.

- 4215 Polish National Dance.....U-S Symphony Orchestra
 1445 Oh, That We Were Maying.....Elsie Baker & F. Wheeler
 1384 How Sandy Proposed.....Ada Jones and Len Spencer
 1374 Don Juan's Serenade.....Henri Scott
 1451 The Hills O'Skye.....Margt. Kayes with Orch. accomp.
 (Continued on page 54.)

Getting The Most Out Of The Talking Machine Sale



No. 451-C.

This illustration shows one of our 1/2 dozen interiors. Cabinet shipped in Mahogany or Quartered Oak. Any Mission Finish. With this interior it has a capacity of 12 1/2 10 and 12-inch Disc Records. Will hold Victrolas IV to XI.

After the sale of the machine comes the selection of the records and then something to set that machine on and to put those records in.

A UDELL CABINET GUARANTEED AS TO WORKMANSHIP AND FINISH

is unquestionably the solution. Why, sir, the necessity of having a cabinet will be obvious to your customer.

In fact, if presented by you in the right way he will appreciate that he just must have a cabinet.

Our designs are so attractive, the range of prices so comprehensive and our stocks so generous that we are sure you will want our catalog by return mail.

JUST SAY TO

THE UDELL WORKS.

Indianapolis, Ind.

CATALOG DEPT.

Send Your Record Cabinet Catalog.

RECORD BULLETINS FOR APRIL.

(Continued from page 53.)

- 1454 Rcpulj Feeskem (scene de la Cárda) (Violin solo with piano accomp.)
Dr. Al. Popper acc. by Mrs. Popper
420 You've Got Me Hypnotized..... Collins & Harlan
1423 I Want What I Want When I Want It..... W. H. Thompson
1470 Comfort Ye My People, from "The Messiah"..... Reed Miller
1471 Every Valley Shall Be Exalted from "The Messiah"..... Reed Miller
1398 Powder Rag and Dope Banjo Solo..... Fred Van Epps with Orch.
1466 Two Dirty Little Hands..... Lillian Homesley
1404 'Lizabeth Ann..... Henry Burr & Albert Campbell
1418 Honey Man (My Little Lovin' Honey Man)..... Collins and Chorus
1414 Dream of Autumn Waltz (Songs D'Automne)..... U-S Symphony Orchestra
1472 There Is A Green Hill Far Away..... Margaret Keyes with Orch. Accomp.
1442 Dance of the Hours, ballet music from "Gioconda"..... J. Louis von der Mahden, Jr., and His Orch.
1444 I'll Meet You When the Sun Goes Down..... Peerless Orchestra
1427 U-S Minstrels No. 3..... U-S Minstrels
1437 Medley of the Ted Snyder Co.'s Popular Songs..... U-S Military Band
- TWO-MINUTE RECORDS.**
447 With "The Last Rose of Summer, I'll Come Back to You"..... Wm. Thompson and F. Coombs
457 That Opera Rag..... Bob Roberts
459 In the Land of Harmony..... Arthur Collins
461 Pearls (A Novelette) Bells Solo..... Albert Benzler
463 Hear the Pickaninny Band..... Peerless Quartet
462 The Young Guard March..... U-S Military Band
- TWO-MINUTE GERMAN RECORDS.**
5163 Rheinlied..... Emil Muench
FOUR-MINUTE GERMAN RECORDS.
21255 Die Grenadiere..... Emil Muench
21256 Dich Theure Halls from "Tannhauser"..... Miss Inez Barbour

THE UNIVERSAL TALKING MACHINE.

ZON-O-PHONE DOUBLE RECORD DISCS.
10-inch.

- ZON-O-PHONE CONCERT BAND.**
5874 A—On the Neva (Auf der Neva) March..... C. Gleich
B—Lumb'rin Luke—Two-Step..... J. A. Silberberg
- ZON-O-PHONE ORCHESTRA.**
5875 A—Dawn—Idyll..... A. E. Matt
B—In Balm Night's Waltz..... C. Ziehler
- BANJO SOLOS WITH ORCHESTRAL ACCOMPANIMENT.**
Fred Van Epps.
5876 A—A Ragtime Medley of Favorites..... F. Snyder
B—Powder Rag..... R. Birch
- MISCELLANEOUS WITH ORCHESTRA.**
5877 A—Alexander's Bagpipe Band, as sung in Weber & Field's Jubilee Production of "Hokey Pokey"..... (Billy Murray with Orchestra)
Goetz, Berlin & Sloane
B—The Country Postmaster (Byron G. Harlan and Steve Porter)
5878 A—Here's to the Friend in Stormy Weather (Harry McClaskey with Orch.)..... Geo. Botsford
B—Belle Brandon (Frank Coombs and W. Thompson)
5879 A—I'm Going Back to Dixie (Arthur Collins and Byron G. Harlan)
B—Mammy's Little Pickaninny Boy (Ada Jones with Orchestra)
5880 A—Good Night, Good Night, Mister Moon (Al Campbell and Henry Burr)
B—The Ferry for Shadowntown (Inez Barbour)
K. de Koven
5881 A—Gee, I Like Music with My Meals (Billy Murray) from "The Million"..... Brown & Ayer
B—There'll Never Be One Like You (Harvey Hindermeyer)
5882 A—The Island of Roses and Love (Helen Clark)
Lillian Russell's song hit in Weber & Field Jubilee Production..... Jones and Moret
B—Thora (James F. Harrison)
5883 A—Jerry Moran (The Fearless Fireman) (Bob Roberts)
B—Hush, Don't Wake the Baby..... E. Newton
5884 A—I Live Uptown (Ada Jones and Billy Murray)
Geo. Meyer
B—I'd Give All My Life For You (Geo. Ballard)
David Halle
5885 A—On the Road to Mandalay (Wm. F. Hooley)
Dyneyley Prince
B—Pickaninny's Lullaby (Elsie Baker)
5886 A—Dear Old Sally (W. Thompson)
B—Parted or Near (Wm. Wheeler)
5887 A—By-and-By (Anthony & Harrison)
B—O Wert Thou in the Cauld Blast (Florence Smith and Helen Clark)
F. Mendelssohn.

TO AMEND COPYRIGHT LAW

In So Far as It Applies to Moving Picture Shows.

(Special to The Talking Machine World.)

Washington, D. C., March 6, 1912.

Representative Edward W. Townsend, of the Seventh New Jersey District, has introduced a bill annulling the copyright law so far as it applies to moving picture shows. The measure, according to Mr. Townsend, afforded ample protection to the owners of copyrights and "is designed to prevent strike suits." Discussing his measure Mr. Townsend said:

"As the law stands to-day, if the proprietor of a moving picture theater exhibits a film made from a copyright story he is liable to a penalty of \$100 for the first performance and \$50 for each subsequent performance. As there are usually at least six performances daily at which the same film is thrown on the screen, the proprietor of a moving picture theater is liable to a penalty of \$350 if he used a scenario from a copyrighted story. As there are produced from forty to fifty reels for

each film made, it can readily be understood that strike suits may bring ruin to the moving picture business.

"My bill provides that if suit is brought for the violation of a copyright the proprietor of a moving picture theater must prove that he had no knowledge of the existence of copyright in the story on which it was based and had no reasonable means of ascertaining that copyright existed. The burden of proof is upon the violator of the copyright. If he can prove innocence he must pay one penalty only, provided he ceases upon notification to continue the performance. Should he fail to heed the notice he is still subject to the penalties provided in the present law. At the same time it is specifically stipulated that a plea of innocence shall not be considered in any case where a drama or play has been produced is concerned."

NEW RECORD ENVELOPES

With Novel Features in the Way of Publicity Sent Out by the Victor Talking Machine Co.

The Victor Talking Machine Co., of Camden, N. J., is now shipping all records in the new record envelopes, which are made of substantial craft paper. On the backs of the new envelopes the Victor Co. is advertising a list of 248 new records, divided so there will appear on the back of each ten-inch and twelve-inch double faced record envelope about twenty records, and on the back of each single faced envelope from fifty to sixty records.

This new advertising departure is bound to create a heavy additional demand for the records listed. The company has very carefully divided the records into special classes for the convenience of Victor owners, and it goes without saying that if these records are called to the attention of Victor purchasers it will greatly increase the sales of these particular selections.

The Victor Co. is also sending to the dealers two new special order sheets, one for the records listed on the new envelopes containing the titles of the entire 248 selections, and one in which are listed the Victor records in French, Italian, Spanish, Portuguese and Greek. The records shown on the foreign order sheets are also listed in the January General Record. With these records the dealer is well equipped to go after the foreign population, most of whom are great lovers of music and to whom the music of their native land in their native tongue would strongly appeal.

ERA OF "GOOD FELLOW" IS PASSED.

Being Popular Is All Right in Its Way, but Does Not Add to the Bank Account.

Being "a good fellow" may make one "popular," but it does not add to the bank account. Successful merchants are rarely ever "mixers." Most of them are dignified, courteous and cordial to a degree, but they always maintain a certain amount of reserve. Many of the successful ones are undeniably cold, gruff and unapproachable.

There is a very good reason for the failure of the too-gentle man in merchandising. Good nature is usually imposed upon. The jolly man, the cordial man, may be liked, and even admired, but he does not command such respect as does the man of

reserve. Folks like to meet socially the "good fellow," but they prefer to do business with the serious man. Too much cordiality does not go with executive ability. The man capable of driving a business to conspicuous success is seldom a "mixer." Though he be gruff, he is usually honest; he renders his customers superior service; he gives them a square deal all the time; his establishment serves them so well that they recognize through it his superior business ability.

THE "VELVET TONE" NEEDLE BALANCE.

Of the many devices evolved for the betterment of tone reproduction, the article which is known by the above descriptive title certainly calls for great praise. It is an American production, and is made to fit all machines fitted with a detachable goose-neck. The idea of the "Velvet Tone" Needle Balance is to counterbalance the weight of the sound box, thus permitting the needle to float more freely, and reducing friction and wear on the record considerably. The method of fixing and working this device is best conveyed by the illustration. Easily and quickly fixed, this ingenious invention does not in any way hold the sound box rigid, and the swivel goose-neck is as free in movement as without it. Letter A indicates the counterbalancing weight which, by releasing a screw, will slide up and down the lever, the other end of which passes under and supports the sound box just so much according to the adjustment of the weight.

We have personally tested the "Velvet Tone" Balance, and must say that the manufacturers' claims are not in any way exaggerated. It is a most excellent and useful invention, one of real merit, and we can thoroughly recommend it as being a line which will appeal very strongly to the gramophone enthusiast. Terms of trading, literature, and other particulars may be obtained direct from Mr. A. D. Macauley, Columbia, Pa., U. S. A.—The Talking Machine News, London, England.

VICTOR RECORDS BY SIROTA.

The recent visit to the United States of Cantor G. Sirota, the famous Cantor of the Warsaw synagogue, whose reputation extends throughout Russia and in fact throughout the world, attracted special attention in this country owing to the statement made to the effect that though the Cantor possesses a voice said to rival Caruso's he has steadily refused to appear in grand opera, despite the flattering offers made him. When the Victor Talking Machine Co., therefore, announced that it had secured the services of Sirota for the purpose of making Victor records, the announcement received the attention it deserved. In the March list of the Red Seal Victor records there are four by the Cantor, all said to reproduce his unusual quality of voice with remarkable faithfulness.

The man who wins is the man who is ready and is willing and is working. Complaining may make lots of noise, but does not more towards making things go than the steam that escapes from the crevices of the boiler.

Don't get into a groove and stay there. even if it is easy. Easy things are not the best things.

Leading Jobbers of Talking Machines in America

Paste This Where You Can Always See It!

MR. DEALER:

We refer all Talking Machine inquiries coming from towns where we are represented by dealers to the dealer or dealers in that town.

VICTOR and EDISON JOBBERS

CHICAGO

Leading Jobbers of Talking Machines in America

HARGER & BLISH

JOBBERS

**VICTOR
EDISON**

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

Dubuque, Des Moines and Sioux City
IOWA

Try Our Hurry-Up Service



on VICTOR,
EDISON and
REGINA.

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

The Rudolph Wurlitzer Co.

Cincinnati and Chicago

Two points of supply; order from the nearer

CHASE & WEST

Eighth Street, between Walnut and Locust

DES MOINES, IA.

Victor Distributors

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

The best
service in IOWA

SOLE JOBBERS OF ZONOPHONE GOODS
IN GREATER NEW YORK

Greater New York Phonograph Co.

Phone, 3425-3426 Orchard 308-310 Grand St., N. Y.

Repairs and Parts For Dealers in All Lines A Specialty

IF YOU'RE IN WESTERN MICHIGAN
it will be money in your pocket to order

Victor Machines and Records

... of ...

JULIUS A. J. FRIEDRICH

30-32 Canal Street, Grand Rapids, Michigan

Our Motto: Quick Service and a Saving
in Transportation Charges

PERRY B. WHITSIT

L. M. WELLER

PERRY B. WHITSIT CO.,

213 South High Street,

Columbus, Ohio.

Edison
Phonographs
and Records

JOBBERS

Victor Talking
Machines
and Records

**OLIVER
DITSON
COMPANY**

BOSTON

Largest VICTOR Talking
Machine Distributors East
of Chicago.

Creators of "The Fastest Victor
Service." Let us tell you more
about our service.



Where Dealers May Secure
Columbia Product

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

Distributors

- Atlanta, Ga., Columbia Phonograph Co., 82-84 N. Broad St.
- Baltimore, Md., Columbia Phonograph Co., 204 W. Lexington St.
- Birmingham, Ala., Columbia Phonograph Co., 2025 Second Ave.
- Boston, Mass., Columbia Phonograph Co., 174 Tremont St.
- Buffalo, N. Y., Columbia Phonograph Co., 622 Main St.
- Chicago, Ill., Columbia Phonograph Co., 101 N. Wabash Ave.
- Cincinnati, O., Columbia Phonograph Co., 117-119 W. Fourth St.
- Cleveland, O., Columbia Phonograph Co., 918 Euclid Ave.
- Dallas, Tex., Columbia Phonograph Co., 1403 Main St.
- Denver, Colo., Columbia Stores Co., 505-507 Sixteenth St.
- Detroit, Mich., Columbia Phonograph Co., 114 Broadway
- Hartford, Conn., Columbia Phonograph Co., 719 Main St.
- Indianapolis, Ind., Columbia Phonograph Co., 27 N. Pennsylvania St.
- Kansas City, Mo., Columbia Phonograph Co., 1112 Grand Ave.
- Livingston, Mont., Scheuber Drug Co.
- Los Angeles, Cal., Columbia Phonograph Co., 422 S. Broadway.
- Louisville, Ky., Columbia Phonograph Co., 425 South Fourth St.
- Memphis, Tenn., 91 South Main Street.
- Milwaukee, Wis., Albert G. Kunde, 516 Grand Ave.
- Minneapolis, Minn., Columbia Phonograph Co., 424 Nicollet Ave.
- New Haven, Conn., Columbia Phonograph Co., 25 Church St.
- New Orleans, La., Columbia Phonograph Co., 933 Canal St.
- New York City, Columbia Phonograph Co., 89 Chambers St.
- Omaha, Neb., Columbia Phonograph Co., 1811 Farnam St.
- Philadelphia, Pa., Columbia Phonograph Co., 1109 Chestnut St.
- Pittsburg, Pa., Columbia Phonograph Co., 101 Sixth St.
- Portland, Me., Columbia Phonograph Co., 550 Congress St.
- Portland, Ore., Columbia Phonograph Co., 871 Washington St.
- Eilers Piano House, Portland, Ore.
- Providence, R. I., Columbia Phonograph Co., 119 Westminster St.
- Rochester, N. Y., Columbia Phonograph Co., 88 South Ave.
- Sacramento, Cal., Kirk, Geary & Co.
- Salt Lake City, Utah, Daynes-Beebe Music Co., 45 Main St.
- San Francisco, Cal., Columbia Phonograph Co., 334 Sutter St.
- Seattle, Wash., Columbia Phonograph Co., 1811 First Ave.
- Eilers Piano House, Seattle, Wash.
- Spokane, Wash., Columbia Phonograph Co., 618 Sprague Avenue
- Springfield, Mass., Columbia Phonograph Co., 208 Worthington St.
- St. Louis, Mo., Columbia Phonograph Co., 1008 Olive St.
- St. Paul, Minn., Columbia Phonograph Co., 20 E. Seventh St.
- Toledo, O., Columbia Phonograph Co., 229 Superior St.
- Washington, D. C., Columbia Phonograph Co., 1210 G St., N. W.
- Wilmington, Del., Columbia Phonograph Co., 610 Market St.

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

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

Headquarters for Canada:

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

You should
get this
sample package
of
Puritone Needles
sent free

Puritone Needles should pay you a good profit. It costs nothing to sell them because you have your organization.

To help you we will print special envelopes with your name and business; every envelope gives you profits and free advertising.

You will be advertised, too, by the satisfaction-qualities of the needles; owners of machines will regard yours as the best needle store; this will build your business.

Get this sample package, telling us who's your jobber, and find out the goodness of Puritone Needles, built of experience, material and brains.

JOHN M. DEAN
PUTNAM, CONN.



PACIFIC COAST DISTRIBUTORS OF

Victor Talking Machines and RECORDS

STEINWAY PIANOS—LYON & HEALY

"OWN MAKE" BAND INSTRUMENTS

Sherman, Clay & Co. San Francisco Portland
Oakland Los Angeles

NEW ENGLAND

JOBBER HEADQUARTERS

EDISON AND VICTOR

Machines, Records and Supplies.

THE EASTERN TALKING MACHINE CO.

177 Tremont Street BOSTON, MASS.

Edison Phonograph Distributors
for the SOUTHWEST

All Foreign Records in Stock

Houston Phonograph Co., HOUSTON, TEXAS

STANDARD TALKING MACHINE CO.
PITTSBURGH, PA.

Exclusive Victor Distributors

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

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the April List.

This is the way we are reaching boys and girls all over the country, by extensive advertising in St. Nicholas, American Boy and other youngsters' publications.



Band! Come on Boys!

If Sousa's Band came marching down the street you'd be out and after it in half a minute. The chances are that Sousa's band *won't* come down your street, but you can hear it just the same—as often as you like—on your

EDISON PHONOGRAPH

— not only Sousa's, but other great bands, such as the Garde Republicaine Band, U. S. Marine Band, and New York Military Band. And band music is only one of the many kinds of entertainment that the Edison has in store for you.



Think of hearing Harry Lauder in one of his droll Scotch songs, Victor Herbert and his orchestra playing one of the pieces for which they are famous, Nat M. Wills telling a funny story, Slezak singing a great aria from opera, and all the other best artists in every line, *whenever you want them*. And think of the fun of making records yourself. That's what it means to own an Edison Phonograph—entertainment for every member of the family—entertainment that you never tire of and that never tires.

Write us, to-day, for a catalogue and complete information.

Edison Phonographs from \$15 to \$200; sold at the same prices everywhere in the United States. Edison Standard Records 35c; Edison Amberol Records (play twice as long) 50c; Edison Grand Opera Records 75c to \$2.00. We have a large, handsomely illustrated catalogue showing all types of Edison Phonographs, with descriptions and prices, which we will send free to any boy or girl who will write for it.

Thomas A. Edison
INCORPORATED

81 Lakeside Avenue
Orange, N. J.

Children exert a big influence, and they are particularly susceptible to the entertainment of the Edison.

We are arousing their interest. What are you doing to center that interest on your store and turn it into profit? Write your Edison jobber.

Thomas A. Edison
INCORPORATED

59 Lakeside Avenue, Orange, N. J.