

# The TALKING MACHINE WORLD



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



**The best-known trade mark in the world**

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

# Victor-Victrola



Main display room of Sol. Bloom, Inc., New York.

In awakening the public to a proper appreciation of the best music, the Victor-Victrola did what was inevitable—transformed the stores of Victor dealers into the thoroughly modern, handsomely furnished salesrooms you see today. And at the same time it put the entire music trade on a higher and better basis.

Steadily and surely the influence of the Victor-Victrola kept on growing, until now it is universally acknowledged as the greatest instrument the world has ever known—musically and commercially.

Great as its influence is at the present time, wonderful as are its achievements of the past, the Victor-Victrola is destined to accomplish still greater things—things that mean much to the prosperity of every dealer; things that no progressive dealer will want to overlook.

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

Berliner Gramophone Co., Montreal, Canadian Distributors.



Always use Victor Machines with Victor Records and Victor Needles—the combination. There is no other way to get the unequalled Victor tone.

# The Talking Machine World

Vol. 8. No. 8.

New York, August 15, 1912.

Price Ten Cents

## THE QUESTION OF TWO PRICES.

What the Jobbers Did Regarding the Matter at Their Convention at Atlantic City Last Month—Matter Left in the Hands of the Executive Committee Until the Proper Time for Bringing It Up—Companies Willing to Discuss Subject with Jobbers and Dealers.

Following the reports of the recent annual convention of the National Association of Talking Machine Jobbers, a large number of dealers and jobbers not in attendance have made inquiries regarding what formal action the jobbers took regarding the campaign for two list prices on all machines, one on a cash basis and the other for installment purchasers, thus increasing the volume of cash sales through the simple expedient of offering the prospect a substantial inducement to pay the cash at once.

As a matter of fact, the question was discussed at length in the sessions and was the subject of a long report made by J. Newcomb Blackman. Mr. Blackman stated that all three manufacturing companies—the Victor, the Edison and the Columbia—were willing to take up the matter with the dealers and discuss it from all sides, the companies sending committees to meet with the jobbers and the dealers for that purpose. Owing to the uncasiness prevailing regarding the outcome of the efforts to pass the Oldfield bill and the general unsettled patent situation, it was deemed a matter of simple prudence to let the price question rest for the time being and not stir up any public discussion of the question while more important and far-reaching matters were under consideration.

In accordance with the decision of the meeting, therefore, the price question was left with the executive committee of the association with instructions that it should be taken up and settled at a later date, when other matters were out of the way. There was much to indicate that the two prices were highly in favor and that there was much chance of them being finally adopted when the time is ripe.

## A HANDSOME EDISON FLOAT.

Entered in a Recent Street Parade in East Auburn, Cal., by the Auburn Music Co., and Which Won Second Prize.

That the decorative talents of the dealers handling the Edison phonographs and records is not

## NEW EDISON LINE ON EXHIBITION.

Visitors to New York Will Find It Worth While to Call at 10 Fifth Avenue—Great Advance Sale of New Disc Phonographs Reported by Mr. Dolbeer—Visitors to the Factory.

The exhibition of new Edison disc phonographs and records at the Edison building, 10 Fifth avenue, New York, which was duly chronicled herein last month, has been open since the first part of July and will remain open till further notice. No doubt visitors to New York city will be enabled to examine this line there till after Labor Day.

F. K. Dolbeer, sales manager, reports a wonderful advance sale of the new Edison disc machines and records, saying that many people who are not now Edison jobbers, or, in fact, jobbers of any line of machines, have come to Orange to intercede for the privilege. Mr. Dolbeer says that in justice to the present representation, many of these had to be refused. This is a sign that is especially noteworthy inasmuch as it shows that the merits of the new Edison line are appreciated.

L. C. McChesney, advertising manager, is forgetting that there are such things as types, slogans, displays, magazines, et al, being at present sojourning on the shores of Racquette Lake, N. Y.

Carl H. Wilson, general manager, has dropped cares, too, and is at Red Rocks Inn, Newfoundland, N. J., for a recreative period.

Visitors at the Edison plant since the last issue of *The World* are as follows: H. Paul Mann, Eilers Music House, Walla Walla, Wash.; H. E. Gruttemeyer, Springfield, Mass.; Wm. Keller, Louis Buehn & Bro., Philadelphia, Pa.; Daryl H. Kent, M. W. Waitt & Co., Ltd., Vancouver, B. C., Canada; J. N. Swanson, Houston Phonograph Co., Houston, Tex.; F. E. Bolway, Oswego, N. Y.; Miss L. Shepherd and Mrs. D. Shepherd, L. Shepherd & Co., Fort Worth, Tex.; J. N. Blackman, Blackman Talking Machine Co., New York; C. H. Short, C. H. Short Music Co., Pomona, Cal.; H. H. Blish, Harger & Blish, Des Moines, Ia.; J. M. Hayes and Mr. Bertcheri, the Hayes Music Co.,

Auburn, Cal., by the Auburn Music Co., that city, and with which the company carried off the second prize among the business floats. In view of the attractiveness of the Edison float, the winner of the first prize must have been exceptionally handsome and clever. The Auburn Co.'s float represented a "Horn of Plenty," with an Edison horn as chief factor. The large signs along side of the

Toledo, O.; H. E. Wurlitzer, the R. Wurlitzer Co., Cincinnati, O.; F. K. Babson, Babson Bros., Chicago, Ill.; L. Buehn, Louis Buehn & Bro., Philadelphia, Pa.; R. C. Kletchmar, J. Haines and S. S. Wenzell, the R. C. Kretchmar Co., Philadelphia, Pa.; F. E. Glover, Plainfield, N. J.; G. E. Ackerman, Ackerman & Co., Scranton, Pa.

## NEW MANAGER FOR CANADA.

A. G. Farquharson Succeeds James P. Bradt as Manager of the Canadian Interests of the Columbia Phonograph Co. with Headquarters in Toronto—Mr. Bradt's Long and Interesting Career in Europe and America.

(Special to *The Talking Machine World*.)

Toronto, Ont., Aug. 9, 1912.

The friends of James P. Bradt, who for nearly three years has had charge of the business of the Columbia Phonograph Co. in Canada and who has been connected with the same company in various important capacities for the past fifteen years, were greatly surprised to learn that he has resigned that position and will be succeeded by A. G. Farquharson, formerly special representative for the Columbia Co. in Los Angeles, Cal., and adjacent territory.

Since entering the employ of the Columbia Co., fifteen years ago, Mr. Bradt has represented the interests of that company in all parts of the world. In the course of his career in the talking machine trade he spent a year in Philadelphia, four years in charge of the Columbia business in the southern States, with headquarters in Baltimore; seven years in Europe as sales manager for Germany, Austria, Russia and England, and finally, almost three years as Canadian manager. At the present time Mr. Bradt has not made any announcement regarding his plans for the future.

## AN EDUCATIONAL DEPARTMENT

With Prof. Frederic Goodwin as Manager, Has Been Established by the Columbia Phonograph Co.—His Qualifications for the Position Are of the Highest.

It is interesting to note that the Columbia Phonograph Co., General, has established an educational department, with Prof. Frederic Goodwin at its head as manager. Mr. Goodwin is a professional musician and teacher, one of the State corps of the Department of Education of the State of Massachusetts, a man whose ideas are noted for their clarity and practicability of performance; of strong character, a self-made man, a close student of educational matters, well versed in theoretical pedagogy, with an artistic and poetic temperament, he seems equipped to an unusual degree to serve a broad and helpful purpose in the uplift of the child through systematic educational courses. Mr. Goodwin was one of the active officers in the recent convention, serving on the nominating committee of the N. E. A. representing the State of Massachusetts.

Nothing has occasioned more interest among teachers at the National Educational Convention, recently held in Chicago, relative to school apparatus, than the talking machine, with its vast library of recorded music. Its possibilities were only hinted at by the demonstration of the different companies. The unusual interest shown at these demonstrations furnish but a vision of its tremendous grasp upon the future in matters educational.

The scope of the department established by the Columbia Phonograph Co., General, it is announced, will be largely educational and developed along broad and comprehensive lines, both musical and literary. Didactic devices, based upon personal school and class room experience, are to be promulgated by Prof. Goodwin, but along lines of modern pupil study.



How the Auburn Music Co. Features the Edison Phonograph.

confined entirely to their window displays is proven by the accompanying illustration of an automobile float entered in a recent street parade in East

car precluded any possibility of anyone making a mistake that the line advertised was other than the Edison phonograph.

## ON THE SOUTH OF THE RIO GRANDE.

The Real Situation Brought About by the Mexican Revolution as Described by Texas Talking Machine Men—Want Decisive Action Taken by Federal Government to Protect Americans—Texas Rangers Confident of Ability to Settle the Trouble, Along the Border at Least, if Step Is Necessary.

To get a real line upon the situation in Mexico and to realize to a certain extent its importance as affecting American interests on or near the Rio



The Leaders of the Mexican Revolution.

Grande, one has but to talk with the talking machine and piano men or other merchants who do business in the Lone Star State. The feeling of the Texans against the Mexican revolutionists is running high, and judging from the conversation of those who have visited the East recently, the threat of the Governor of that State to take matters in his own hands and send the State militia against the Mexicans has been received with general favor by the people of that State.



Mexicans Dead on the Battlefield.



Juarez House After Bombardment.

At the recent convention of the National Association of Talking Machine Jobbers there were present J. M. Swanson, of the Houston Phonograph Co., Houston, and H. T. Walz, of the W. G. Walz Co., El Paso. Mr. Walz has necessarily kept in close touch with the situation over the border, especially in the neighborhood of Juarez, which is just across the river, and is of the opinion that the failure of the Federal Government to take decisive action in the matter, particularly after the battle of May, 1911, when several people were killed and a number wounded in El Paso by Mexican bullets, and it was not safe to traverse the streets of the latter city owing to the rifle fire directed against the town, has not emboldened the rebels and also the Mexican Federals that they will go to extremes to inflict damage to Americans



Burning Bodies After Battle.

when the opportunity offers. It is the opinion of Mr. Walz that a single field battery, properly manned by regulars, could make it so hot in Juarez that random firing from across the river would be forgotten in the effort to get clear of the danger.

Mr. Swanson is an old-time member of that world famous organization, the Texas Rangers, a body of soldier police who do not include the word fear in their vocabularies, and when the

threat of the Governor to call out the Rangers and other State troops to meet the impending danger reached him while at the convention he was all anxiety to be home and answer the expected call. The business of the State has felt the effects of the Mexican upheaval to a surprising degree and, what is more to the point, the pride of its citizens had suffered a blow.

Only recently a letter was received at this office from George W. Jordan, a piano tuner located in the State of Sonora, who writes that conditions have become so upset in his vicinity that he finds it unsafe to travel in the pursuit, especially in view of the fact that he is an American.

The accompanying photographs, showing the leaders of the Mexican revolution and some scenes in which are depicted the horrors of war, were obtained through the courtesy of Mr. Walz, who witnessed some of the tragedies personally.

## SOME LOUISVILLE BRIEFLETS.

Coming and Going of Traveling Men for the Leading Companies and the Local Houses.

(Special to The Talking Machine World.)

Louisville, Ky., Aug. 8, 1912.

Mr. Sigman, talking machine traveling salesman for the Wurlitzer Co., Cincinnati, O., was a recent visitor to this city.

L. J. Reid, of the selling force of the Columbia Phonograph Co., returned July 20 from a two weeks' vacation spent in St. Louis.

The Columbia Phonograph Co. reports a fine retail business for the month of July on the Lyric and Favorite outfits.

L. H. O'Bryan, of the Columbia Phonograph Co., spent a week recently in Breckenridge County.

A. C. Ireton, of the Thos. A. Edison Co. was in Louisville about the first of August demonstrating the new Edison disc product. A great deal of interest was manifested by the local dealers.

E. B. Walthall, manager of the Columbia Phonograph Co., left August 7 for a week's trip visiting the executive offices, New York, and Columbia factory at Bridgeport.

Miss L. A. Lopp, stenographer of the Columbia Phonograph Co., is spending her vacation at Fredricksburg, Ind.

The Columbia Phonograph Co. furnished a Nonpareil and a quantity of records in entertaining the monthly meeting of the real estate men in their new quarters in the Realty building. There were about 100 present.

J. W. Scales, late with the Columbia Phonograph Co., Atlanta, Ga., is now located in Louisville, with the Columbia Phonograph Co. at this place.

Are you prepared for the fall rush?

## During the Summer Months We Are Active

Preparing for the Fall and Winter rush. Receiving and storing machines, records and supplies to admit of our making prompt deliveries when the rush is on.

### Remember This Next Fall

when excuses are offered for non-delivery of your orders by your jobber and get acquainted with *Eastern Service*. It's different from others. Exclusiveness is the reason.

For Eighteen Years Talking Machines Exclusively

# EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET, BOSTON, MASS.

# Victor-Victrola

The Victor-Victrola combines all the best qualities of all musical instruments.

It is a leader of music and of all things musical—the vital force of the musical world.

Its unequaled tone and its artistic appearance have put the Victor-Victrola into homes of culture and refinement everywhere.

The commercial triumphs of the Victor-Victrola have been in keeping with its musical successes. It has turned the stores of Victor dealers into the modern and impressive salesrooms they are today, and raised the entire musical industry to a higher and more substantial basis.

And the unprecedented opportunities for prestige and profits keep on growing larger and larger with every new development of this wonderful instrument.

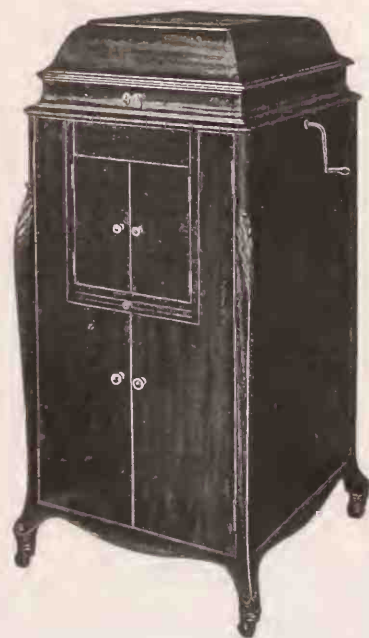
**Victor Talking Machine Co., Camden, N. J., U. S. A.**

Berliner Gramophone Co., Montreal, Canadian Distributors

Always Use Victor Machines with Victor Records and Victor Needles—the combination. There is no other way to get the unequaled Victor tone.



Victor-Victrola IV, \$15.  
Oak.



Victor-Victrola XVI, \$200.  
Mahogany or quartered oak.

## VICTOR DISTRIBUTORS

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

Elmira, N. Y. . . . . Elmira Arms Co.  
 El Paso, Tex. . . . . W. G. Walz Co.  
 Galveston, Tex. . . . . Thos. Goggan & Bros.  
 Grand Rapids, Mich. J. A. J. Friedrich.  
 Honolulu, T. H. . . . . Bergstrom Music Co., Ltd.  
 Indianapolis, Ind. . . . . Wulschner-Stewart Music Co.  
 Jacksonville, Fla. . . . . Florida Talking Machine Co.  
 Kansas City, Mo. . . . . J. W. Jenkins Sons Music Co.  
 Schmelzer Arms Co.  
 Lincoln, Neb. . . . . Ross P. Curtice Co.  
 Little Rock, Ark. . . . . O. K. Houck Piano Co.  
 Los Angeles, Cal. . . . . Sherman, Clay & Co.  
 Louisville, Ky. . . . . Montenegro-Richm Music Co.  
 Memphis, Tenn. . . . . O. K. Houck Piano Co.  
 Milwaukee, Wis. . . . . Wisconsin Talking Machine Co.  
 Mobile, Ala. . . . . Wm. H. Reynolds.  
 Montreal, Can. . . . . Berliner Gramophone Co., Ltd.  
 Nashville, Tenn. . . . . O. K. Houck Piano Co.  
 Newark, N. J. . . . . Price Talking Machine Co.  
 New Haven, Conn. Henry Horton.  
 New Orleans, La. . . . . Phillip Werlein, Ltd.  
 New York, N. Y. . . . . Blackman Talking Machine Co.  
 Sol. Bloom, Inc.  
 Emanuel Blout.  
 C. Bruno & Son, Inc.  
 I. Davega, Jr., Inc.  
 S. B. Davega Co.  
 Chas. H. Ditson & Co.  
 Landay Brothers, Inc.  
 New York Talking Machine Co.  
 Silas E. Pearsall Co.  
 Benj. Switky.

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

## VALUABLE SUGGESTIONS FOR THE FALL TRADE.

An Idea or Two for the Dealer Who Desires to Make This Autumn the Most Profitable of His Career—It Means Thinking and Acting—Taking Advantage of Opportunities.

There are a great many of your customers out of town, Mr. Dealer. Some of them are sojourning at the seashore, others enjoying the simple life of the country, while a number of the more fortunate, perhaps, are touring this grand old land of ours. No matter where they are situated, or what they are doing, if you have kept in touch with them as you should they will not be allowed to forget that you are still doing business at the old stand, and that their return to the metropolis will be considered an event well worth the consideration of the talker man.

Endeavor to ascertain approximately the time set for their return in order that you may entice them into your store while the spell of the good time just past is still upon them. Treat them as long lost friends, and entertain them lavishly.

One dealer of my acquaintance keeps a list of his temporarily out-of-town customers, with the dates of departure and return attached, and as the time draws near for their vacation to end he writes them a friendly personal letter, setting forth therein the things of interest which have transpired in talkerdom during their absence, and assuring them of his great pleasure at their anticipated early arrival in the city. At this particular time he is preparing a brochure to circulate among his customers who are upon their vacations. It will be a very attractive little booklet when completed, and just nifty enough to attract attention when left upon the library table of a hotel or country boarding house.

Do you realize, Mr. Dealer, that there is no better advertising method than the simple and easy one of scattering attractive circulars broadcast among people who are susceptible to anything catchy or unique? One talker enthusiast can infest a whole summer colony with the phonograph germ

if his dealer is clever enough to co-operate with him by placing a goodly amount of advertising at his disposal.

There is no reason on earth why each customer of yours now out of town should not submit to you upon his return a memorandum bearing the names and addresses of people who have expressed a desire to know more of the talking machine. Immediately upon receipt of this information you should send each person mentioned in the memo-



A Post-Vacation Poster.

random catalogs covering your entire line, and explain to them confidentially that as your talker shop is a little better equipped and more luxuriously furnished, your clerks a little more courteous, and your goods fresher and more tastefully displayed than the other fellow's, it will most certainly be to their advantage to patronize you. This line of talk will create curiosity. These people have already heard of you through the kindness of your customer, and when they receive a communication from you substantiating everything already told them, *and then some*, it is a sure, safe bet that you will be their host ere long.



## 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.

In a very little while, Mr. Dealer, the migratory human flood which has receded from the city during the torrid months will come surging back once more, bearing upon its crest a host of cheerful hearts, rejuvenated by their period of recreation, and eager to prolong their pleasure.

Now, this is where you get on the job, Mr. Dealer. Before the city gates have closed upon them, bring before their eyes, through the medium of signboard and newspaper advertising, and personal correspondence, a recipe for an extended vacation. In other words, inform them that no matter how royally they were entertained while at Atlantic City, Newport or Hainesport-on-the-Rancocas, the same great bands and orchestras that set their feet to dancing and blood to tingling while at these resorts, and the identical soloist who brought tears to their eyes with his golden voice, will be charmed to perform for them in their own homes, thus making the musical feature of their good time just past a permanent entertainment.

A leading manufacturer is bringing forth a new product this autumn, and if fate is kind it will make its debut at just the psychological moment. I refer, of course, to the disc phonograph. This instrument, combining as it does all the advantages of both the cylinder and disc machines, cannot but make a pronounced hit. To the chap who has always preferred a disc instrument, but who was of too indolent a temperament to engage in the arduous labor of needle changing, this new phonograph from the Edison laboratories, with its permanent diamond point, will fill a long felt want.

Do not wait for the public to come to you with inquiries concerning this product, but begin now, through whatever advertising mediums are at your command, to extol its virtues, explaining in detail its superiority—its special merits—and requesting the trade to call and inspect.

\* \* \* \* \*

There is a certain class of music lovers who are very fond of the talking machine, but who rarely number it among their possessions. You come upon them very often within the portals of the talker shop, listening rapturously to the latest rag or an *andante* of de Beriot's, but rarely, if ever, making a purchase. You know the type, Mr. Dealer, for you have them with you frequently. They are the nomads of the glistening rail-traveling musicians, vaudeville actors, lecturers and singers—all melody mad, but abstaining from the joy of owning a phonograph through the false impression that it will prove impracticable while en route. Inquire of a member of this cult why he has not joined the talker fraternity, and he will answer sighing, "Impossible! It is a wonderful instrument, but prohibitive in our profession."

When asked for an explanation he will hold forth voluminously upon hotels which register objections against unnecessary noise, the fragility of records, etc., and end by repeating that it is a wonderful instrument, but *impossible*.

Now, Mr. Dealer, you and I know this to be simply ignorance on the part of our friends, the nomads, and that a heart-to-heart talk upon the subject of sound modifiers and indestructible records will set all things right.

The next time a vaudeville star, during her engagement at the local playhouse, comes to hear one of her own songs, explain to her very carefully how easily the modern talking machine can be made to harmonize with her surroundings, show her that records can readily be transported from place to place with but a minimum of breakage, and that she can procure a really dependable instrument which will occupy no more room than the jewel chest which adorns her dressing table. Tell her of the great artists, Melba and Caruso, who are never without a talking machine, and you will not only make a satisfactory sale, but will establish the phonograph as her traveling companion ever after.

HOWARD TAYLOR MIDDLETON.

It costs me just as much per hour when you worry as when you work. I make my profit out of the work. Worry, and you'll create a cause for it.

Most of us want what we want until we get it, and then we don't want it.

**We are determined to have representation wherever Columbia product is not active—and the *best* representation in the business. Columbia money for somebody everywhere!**



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

### WORKING ON FALL REQUIREMENTS.

**Outlook Is for Good Fall and Winter Trade in San Francisco—Perfecting Sherman, Clay & Co.'s Talking Machine Department—Emporium Department Store to Handle Talkers—Edison Home Kinetoscope Being Pushed Throughout the Coast—Large Order Placed for Edison Phonographs—Budget of News from San Francisco and Environs.**

(Special to The Talking Machine World.)

San Francisco, Cal., August, 1912.

Dealers all over the Coast find things rather quiet at present. The sale of talking machines and records for vacation use is about over, and the majority of buyers through the country are too busy looking after crops to take much interest in talking machines. A good many dealers are beginning to estimate their fall requirements, and a few orders are coming in, but the general buying movement has not yet commenced. In fact, there is a tendency to buy rather sparingly in some lines, in anticipation of innovations in the market, though past experience has shown that it is usually difficult to get enough of the latest model machines to supply all demands. From all indications the season will be a good one in all lines, as most of the primary industries of the Coast are in better shape than for several years, and the modern types of talking machines are coming to be regarded by many people as almost a necessity.

#### Sherman, Clay & Co.'s Talker Department.

The principal item of news in the local trade is the complete remodeling of the retail talking machine department of Sherman, Clay & Co. This does not consist merely of a little renovation or the addition of one or two demonstration rooms, but the entire third floor of the building has been stripped of all woodwork, partitions, etc., and the department is being completely rebuilt, taking on much more space than was formerly occupied. The tearing down alone occupied several weeks, and the rebuilding is hardly half finished. This change, which had long been contemplated, necessitated temporary shifting of other departments, so the work was postponed to the quiet season. For the time being the department occupies the sixth floor, which is pleasingly rearranged, though not designed for this class of business. Nevertheless, Mr. McCarthy reports a very satisfactory run of business for this time of year. The third floor has been laid out so as to be almost entirely occupied by demonstrating rooms, with Mr. McCarthy's office in one corner, and a good-sized reception hall next the elevator. The rooms on two sides will be finely lighted from the street, and a special ventilating system will give an abundant supply of fresh air to all the rooms, permitting the absolute exclusion of outside noises. Many fine talking machine establishments have been fitted up on the Coast of late, but Sherman, Clay & Co. intend, at their home establishment, to surpass them all, both in appearance and business facilities. Allowing for all reasonable delay, the new rooms should be ready for use before the end of August, and the improved service is expected to increase the company's business materially during the fall.

Arthur Geissler, distributor of Victor goods at Chicago, is visiting Sherman, Clay & Co. at present. He was formerly associated with this house. Mr. Geissler will probably be in the city until about the middle of the month.

#### Emporium Store to Handle Talkers.

The Emporium department store in this city, which recently embarked in the piano business, being the only such house in the city handling this line, now plans to add a talking machine department. The need of this line has become very apparent since the piano department was opened, and the house has plenty of room on the same floor for the machines. So far no manager for the department has been named, and nothing is given out regarding the plans, except that all the leading lines will be handled, and a very complete stock of records will be installed.

#### Pleased with New Amberola III.

A. R. Pommer, head of the Pacific Phonograph Co., is still resting in the mountains, but makes occasional visits to the city, and seems to have about recovered his health. It is hoped that he will soon be able to resume his regular work. Meanwhile the business is being satisfactorily managed by Mr. McCracken. Mr. McCracken reports the arrival of the new Amberola III, with which he is very much pleased, saying that it is the finest Edison machine yet placed on the market. All the dealers who have received this machine, he says, are very enthusiastic over it. Business in general, however, he finds rather quiet at present. All the Edison dealers, he says, are looking forward to the arrival of the new disc phonographs, for which a tremendous demand is predicted on the Pacific Coast.

#### Pushing Edison Kinetoscopes.

The Pacific Phonograph Co., and, in fact, all Edison jobbers on the Coast, are now handling the new Edison home kinetoscope. This device is rapidly gaining in popularity, and contracts for them have been signed by some of the leading talking machine retailers of the Coast.

#### Romaine Giving Technical Instructions.

M. B. Romaine, of the mechanical department of the Edison factory, is doing a valuable work on the Coast in instructing the various dealers in regard to repairs, mechanical demonstration, etc., of the Edison machines, and especially of the later types, with the mechanism of which many dealers and repairmen have not had time to become familiar. Mr. Romaine spent several months this spring in southern California, making his office with the Southern California Music Co. at Los Angeles, and for about six weeks past has been visiting the Pacific Phonograph Co. in this city, and making numerous trips into the surrounding territory. His work in California is about completed, however, and he will leave shortly for Oregon, where he will make his headquarters for some time with the Graves Music Co. of Portland. His work in this State has been greatly appreciated by dealers, who would like to have him stationed here permanently.

#### Large Order for Edison Phonographs.

The Palace Drug Co., of Monterey, Cal., has placed a large initial order for Edison phonographs with the Pacific Phonograph Co.

#### Recitals Bring Many Customers.

P. H. Beck, talking machine manager for Byron Mauzy, has been holding daily recitals for some time and gets a good attendance, notwithstanding the vacation season. Mr. Beck has adopted an effective follow-up system in his record business, enabling him to inform regular customers of new records that would be likely to please them.

#### Returns from Vacation.

Andrew G. McCarthy, of Sherman, Clay & Co., recently returned from a successful hunting and weight-reducing trip in the mountains of northern California, accompanied by Mr. Douglas, of the Victor Talking Machine Co.

#### Visited Columbia Factory.

H. H. Hill, who has charge of the talking machine department of Kirk, Geary & Co., of Sacramento, Cal., made a visit to the Columbia factory early this month, and is now back at work. Kirk, Geary & Co. have the distributing agency for Columbia goods in northern California and Nevada, having covered this territory successfully for several years.

#### Wiley B. Allen's Victor Display Attracts.

The Wiley B. Allen Co. recently placed a Victor display in one of its windows, which was so attractive that it was allowed to stand for two weeks. The window was backed by pastoral scenery, a lake in the foreground being continued in the window itself, with a real tree and rushes, and a boat containing a young lady and a small Victrola, designed to show the convenience of such a machine on an outing trip.

#### Used Talking Machines for South America.

The local Eilers Music House has recently been advertising to the effect that, having an order for second-hand talking machine outfits for Central America, it would accept used Graphophones or Victrolas, with records, at full value as first payments on player-pianos.

### CHARACTER—CAPITAL—CAPACITY.

Frederick P. Vose of Chicago, general counsel of the Electrical Trades Association, made the following pertinent comments on credit before the Credit Men of Toledo, Ohio:

"Credit is the confidence reposed in the ability and purpose of men to meet future obligations. You grant credit on the three C's, namely: Has the customer Character, Capacity, Capital? If he lacks Character, but possesses the other two, beware! If he possesses Character and Capital, but lacks Capacity, beware! If he has Character and Capacity, the chances are that he will not long want Capital, and yet, we all know innumerable instances where the Capital never comes. Then, beware. If the customer possesses all three, you are safe. In the same way grant to your commercial lawyer Confidence, Consideration and Commensurate Compensation, and, behold, you are secure."

Trust more to work than to talent. Rely more on your own sweat than upon your friends' recommendations. Pin your faith to labor rather than to the short cut. The genius who works indefatigably is the only one his generation remembers.

# The Edison

## The Opera



This type has a powerful double spring motor, geared to body. It plays Amberol Records only, and is equipped with the new style Model L reproducer which is stationary, the mandrel feeding the record past. Furnished in mahogany or oak with self supporting wood cygnet, horn to match.

## All Edisons have

The right home tone.

The sapphire reproducing point.

The long playing, smooth running motor.

*Thomas A Edison*  
INCORPORATED

59 Lakeside Avenue, Orange, N. J.



# Phonograph

## Amberola



The finest sound reproducing instrument made. Furnished with cabinet of oak, mahogany or Circassian walnut, capacity 100 records. New style motor with double springs and improved suspension, direct drive, will play five Amberol records with one winding. Stationary reproducer, model L, plays Amberol records only. Automatic stop of new design.

## All Edisons render

Amberol Records.

Every kind of music.

The best talent.

Home recording with Triumph, Home, Standard Combination, Fireside, Gem and Alva types.

*Thomas A Edison*  
INCORPORATED

59 Lakeside Avenue, Orange, N. J.

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

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**J. B. SPILLANE, Managing Editor.**

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**NEW YORK, AUGUST 15, 1912.**

**R**EPORTS from correspondents of The Talking Machine World regarding trade conditions throughout the country are all couched along optimistic lines. This is attributed in the largest possible measure, not only to the great volume of trade which has been enjoyed by talking machine men throughout the spring, and which has lasted well into the summer, but also to the unusually excellent prospects that exist for a largely increased volume of trade the coming fall and winter, due to satisfactory crop conditions all over the country.

This year in some sections the farmer will enjoy the largest crops in history, while, broadly considered, the increase over last year is enormous. All this means, of course, a larger surplus for such necessities to comfort and enjoyment in the home as the talking machine.

During the prosperous years the farmers in Kansas and the Middle Western States were the largest buyers of high priced pianos, and judging from present tendencies the farmers are destined to become large purchasers of high priced talking machines. The American, whether he be a tradesman, a merchant, a farmer, or a financial magnate, wants the best, and that is why, as in no other country, articles of value are in greatest demand. Thanks to the talking machine, millions of homes throughout the country have been transformed from unattractive places into opera houses and concert halls, through being able to enjoy the greatest artists and orchestral organizations in the world.

Think of the value of this education!

Just realize what the talking machine means as an uplifting and educational medium throughout America!

It is simply marvelous—almost beyond computation.

The talking machine is rapidly coming into its own everywhere. The greatest educational leaders of the country are now realizing that it is a medium of the greatest importance in inculcating a greater love for music as well as the languages in the schools, while eminent teachers of the voice and of the piano are using the talking machine in their studios to enable the pupils to learn how the great artists interpret their numbers either vocally or instrumentally.

On every side the talking machine is receiving recognition. It has attained a place in public estimation that must be surprising to those who comparatively only a few years back characterized it as a toy.

The talking machine is really destined for greater and better things. It will continue to amuse as well as instruct in the home

and in the school, and be the means of disseminating a larger measure of musical appreciation and culture throughout America. As a factor in this connection no one to-day can overlook its mission and its success.

**I**T is quite evident that there can be no let-up in the fight against the proposed patent reform legislation which is now before Congress. It was thought that the vigorous campaign inaugurated by the talking machine men and other interests in opposition to this patent bill had successfully removed it from any prospects of passage this year.

But in the waning days of the present session a bold attempt has been made to bring patent legislation to the front through the introduction by Congressman Oldfield of a substitute for his previous patent reform bill, a complete résumé of which appears in another part of this issue.

The new bill embodies all the features of the old measure that aroused the opposition of the leading men in the talking machine and music trade industries—legislation which again imperils the whole principle of price maintenance, although there are some slight qualifications in regard to contracts which may lull the reader of the bill into the belief that it is not as drastic as the old one.

The new bill comes before the legislature with a certain prestige, having been recommended by the patent committee of the House of Representatives. It is much more brief than the old one, and concentrates in a few clauses the very ones, it appears, which must concern the business interests having to do with the manufacture and sale of patented articles.

It is clearly the duty of the trade to become fully awake to the situation which has now materialized, and the fight against this new patent reform bill should receive a fresh impetus.

Manufacturers and dealers alike must carry on an active campaign to the end that representatives in Congress and the Senate are bombarded with commands to oppose to the end this legislation, which, if passed, would nullify the rights of the manufacturer of a patented article to restrict the selling price of such goods.

It would bring about a chaotic condition of things in the retail field. The cut price dealer, or department store, for instance, after buying these goods would have a legal right to put the price at any figure chosen, demoralizing the market and making a football of the manufacturer who sought to protect his own rights and those of the merchant who believes in maintaining prices.

**W**ITH a great many dealers in this industry the sale of a talking machine is completed as soon as the instrument has been paid for, and the matter apparently holds no further interest so far as they are concerned. With such a dealer the instalment buyer receive the greatest consideration, for he must be kept satisfied and contented until the last payment is made, and through the collection department the dealer keeps in touch with him for a year or more.

There are dealers, however, and they are the dealers who can see their business growing year by year, who make it a point to keep in close touch with the customer as long as possible, and long after there is any possibility of financial benefit from the connection, on the theory first that the friendship of a satisfied customer is an advertisement, the value of which in future business cannot be computed on a cash basis, and secondly, there is the prospect of a continuous sale of records.

Every buyer of a talking machine should be a perpetual customer, provided he gets the proper treatment. The manager of the store should keep him acquainted with developments in the record field, send him all the new lists, invite him to a recital, or send a selected number of records to his home by one of the salesmen for his hearing and selection. When a dealer looks after these details he is best conserving his interests.

**R**ECENTLY a large piano house in the West took advantage of the dull summer season to send out several automobiles manned by salesmen, tuners and repairmen, who called upon a large number of people who purchased pianos from this house and put the instruments in first-class condition. They did not confine their work to pianos, but as this concern handled talking machines they also made inquiries about their condition, whether the machine was allowed to get into disuse, whether it needed repairs,

whether the owners kept in touch with the latest records, and other pertinent questions.

By means of this trip business was stimulated immeasurably. A great many new customers were secured and people who had lost interest in the talking machine became enthusiastic and a tremendous lot of good resulted from this stroke of enterprise.

There is certainly a lesson in this experience for talking machine men everywhere. If it means anything it means that it pays to keep in touch with purchasers of talking machines no matter where they are located. Do not allow them to get lukewarm in their appreciation of the talking machine. Find out why they do not buy records. Have a man call and supervise the use of the machine to the end that the best results are secured—in other words, manifest an interest in the customer, and the customer will manifest an interest in you.

**D**IFFICULT problems that occur from time to time in business are being solved daily by those who have the courage to face them and the intelligence to seek advice and counsel from those qualified to speak.

There are many men of recognized ability whose business careers have been spoiled because of spasmodic efforts. They seem

to do things by sudden impulse, instead of progressing orderly and quietly. One class of men seem at the moment quick and more powerful in propulsive force, which soon expends itself in the rush to get results quickly. The other class is slow, deliberate, step by step in advancing and generally wins out. It is the old story of the race of the hare and the tortoise, with the victory always in favor of the latter. "Patience and perseverance made a wig for his reverence," says an old Irish proverb, and these two qualities, added to systematic work and close study, invariably bring their own reward.

Some captains of industry are gifted with the faculty of selecting the right kind of men for the right place, a rare and valuable asset for business men. The market for ordinary help, both for office and workshop, is almost always overstocked, but the men who have the ability to successfully select, manage and supervise others, are scarce, but vitally needed in developing enterprises. When discovered and given fair opportunity under attractive conditions, they make good, and work out the problem of the largest possible output at the least possible cost. They are thinkers, besides being doers. No matter what their occupation, they accomplish what is desired, and displace the plodders who do little thinking and planning.

### PHOTOGRAPHS SOUND WAVES.

Dr. D. C. Miller, of Cleveland, Shows His Latest Invention to the American Society of Mechanical Engineers—How the Records of the Various Instruments Differ Demonstrated by Means of Photographs—A Topic of Interest to Acousticians.

At the convention of the American Society of Mechanical Engineers in Cleveland a few weeks ago Dr. Dayton C. Miller, of the Case School of Applied Science, of Cleveland, made a public demonstration before a large audience of his new invention, the phonodeik, which photographs sound waves and by an ingenious system of enlargement makes them visible.

Dr. Miller's work has long attracted attention in the music trade, and recently he was visited in his laboratory by President Harry B. Tremaine and Secretary Edwin S. Votey, of the Aeolian Co.

#### Violin, Flute and Other Tones.

With a horn, a sensitive diaphragm, a small bit of mirror, a flash of light and magnifying lenses, Dr. Miller gives the picture of the tone of a violin, a clarinet, a flute, a trombone, a piano and, best of all, of the human voice in every possible variation of pitch, volume and color tint.

You sing before the horn or long cone of metal, which gathers the sound, and you look over its edge at the dark screen some feet in front of your eyes. Wavy lines begin to appear—several of them—some in slight undulating curves, some in sharp zig-zags, which increase in height as the sound is swelled to larger volume, and in frequency of minute repetition, as the zig-zags record the higher pitch.

When Dr. Miller says that the sound picture of the voice one sees is two thousand times its actual size, one's ideas of the sound waves in an auditorium have to be entirely readjusted from the thought of vague floating things occupying an appreciable space, to a sense of fineness and minuteness that make it easy to comprehend why the presence of large hats in audiences not only mars the character of the sound waves but obstructs their passage to the ears of the listener.

#### The Sensitive Diaphragm.

The delicacy of the eardrum is also perhaps better understood when Dr. Miller tells you that the sensitive diaphragm that he uses is made of glass one-two-thousandth of an inch in thickness. One seems to deal in four figures in discussing the entire subject. Dr. Miller has made far more important experiments than any other scientist in this field, says a writer in Musical America, and his particular achievement is the analysis of tone-quality. The music world calls it by various names, timbre, tone color, klang-farbe, etc., but in scientific English it is simply "quality."

What is the secret of the tone of the oboe? What makes a melancholy note in music? Why is the tone of the violin so clear, so resonant? And

why is the clarinet the most capable of all the wood-winds? We may say it is because of the "partials" and the "over-tones." The violin has been said by Helmholtz to have eighteen of these component tones. Dr. Miller tells us, however, that in his experiments with the wood-wind instruments he has found twenty-six separate simple tones in the one resultant tone which we hear from the clarinet. Moreover, he shows them to us in a photograph.

#### Dr. Miller's Future Aim Is Scale Improvement.

In order to analyze the sound waves Dr. Miller found no adequate instrument for tracing the curve which corresponds to each peculiar motion of the particles transmitting the sound and his instruments, of his own invention, consists of a combination of little watch-like discs, each of which records measurements, while a device like a pencil draws the wavy line before your eyes. Agreements of divergencies in the curves signify accentuation of certain qualities in the tone, characteristic of the instrument played. Another machine recomposes the curving lines—the simple or partial tones—and recreates the picture of the voice of the flute, the bassoon, the human voice or even of the chorus or orchestra. The sound of an orchestra is one voice, though we rarely think of it as such,

and each of its component parts records its line in the analysis of its sounds. Its picture is a rough, "fuzzy" thing compared with the record of a boy's soprano voice, one of the simplest and least complicated of sounds. An animal's voice, a screech, or a scream, has a wilderness of zig-zags.

Of course, one of the dreams for the music of the future is that there shall, somehow, at some time, be a perfecting of our common diatonic scale. Such experiments as Dr. Miller's, which can definitely divide each note of it into its component parts, mean that there is already more than the "ghost of a chance" that this may be accomplished.

### CONTINUOUS ADVERTISING PAYS.

Advertising is a business proposition; it is not luck. It requires time to show results. Two or three advertisements will not make you rich, or cause a large increase in your sales, but a series will surely show results. If you are willing to build carefully and within your means, using space regularly and persistently, there will be no question about your success. Business is not built in a day or a week; it requires time, constant and unremitting efforts before the real effects or the real results of advertising can be felt and appreciated.

## 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!

**LIVER DITSON CO., Boston, Mass.**

**We have the merchandise, the merchandising policy and the discounts. Which is a triple combination never yet beaten in any line of business.**



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

### TRADE IN INDIANAPOLIS.

Conditions Show Steady Improvement and All Leading Houses Make Encouraging Reports.

(Special to The Talking Machine World.)

Indianapolis, Ind., Aug. 10.

Miss Lazarus, manager of the Victor talking machine department of the Aeolian branch here, made a record last month in the sales of Victrolas Nos. XVI. and IV. It was necessary for her to send in rush orders for these makes. A number of prominent people here bought Victrolas last month and had them shipped to the lakes. The out-of-town business of the Victor department was so good in July that Miss Lazarus said: "If it keeps up like this we won't need any city business at all. Of course, we want the city business along with it."

Harry B. Levy, the St. Louis manager of the Victor wholesale department of the Aeolian Co., stopped off at Indianapolis on his return from the talking machine jobbers' convention.

The local branch of the Columbia Phonograph Co., at 27 North Pennsylvania street, is giving a window demonstration of the dictaphone. The display attracts wide attention from the passers-by. C. P. Herdman, of the local store, dictates and the transcribing is done by a stenographer.

The dictaphone has come to stay with Indianapolis and Indiana business men, according to Thomas Devine, manager of the Columbia branch here. The Henderson Accelerator, a paper published by the Henderson Motor Car Co., of Indianapolis, praises the instrument. Fred E. Wilson, of the sales department, said: "I don't know what we would have done without the Dictaphone. It doesn't seem that we could have caught up had it not been for the wonderful little talking machine. As a result of the time-saving qualities of the machines and the expert operators, we are almost caught up with our mail in the sales department."

Walter E. Kipp, president and manager of the Kipp-Link Phonograph Co., wholesale and retail distributors of the Edison Phonograph, has just returned from a visit to the Edison factories in New Jersey, and is enthusiastic over the prospects of the new Edison disc machine. Mr. Kipp spent about an hour and a half with Mr. Edison and when he left the famous inventor he had an autograph photograph of his host which he prizes highly.

The Kipp-Link Co. is making preparations to handle the new Edison machine and is enlarging its quarters. Mr. Kipp believes the new machine is a wonder. The company will have a special day on which all the dealers throughout the State will be invited to come to Indianapolis and inspect the new machine, as soon as it is ready for the market. Mr. Kipp says the new disc records play longer and without any scratching. "It is the best ever produced in the way of disc machines," said he.

The talking machine department of the Wulschner-Stewart Music Co., which handles the Victor machines, reports good business conditions in the last few months.

### NEW COLUMBIA CATALOG.

Quarterly Edition, Just Issued, Is a Most Complete Publication—Admirably and Conveniently Arranged—Must Excite Praise and Admiration—Shows Skill in Book Making.

In the quarterly issue of the Columbia double-disc record catalog, which is now being mailed to the trade, the Columbia Phonograph Co., General, New York, has outstripped any previous attempt, so far as the publication of a complete, comprehensive book is concerned. It contains as wonder-

compared by a small half-tone cut of the artist, and the sizes and prices appear under the headings.

In this issue of the Catalog of Columbia double-disc records there are listed about fifteen new and famous artists, with a musical offering of 125 new records, or 250 selections. This in itself is a feature worthy of special mention.

The catalog is 72 pages larger than the last issue, having a total of 272 pages. On the last few pages of the catalog are illustrated and described the complete line of Columbia machines, which materially assists the dealers in exchanging old Columbia machines for new and higher priced ones.

The accompanying illustration shows the cover page. The design is unique and a fitting illustration of the Columbia Co.'s slogan: "All the Music of All the World."

### MOCKING BIRD AND NIGHTINGALE.

Mr. James E. Chase, of the Chase Furniture Manufacturing Co., of Dallas, Tex., a customer of the Dallas Talking Machine Co., purchased the record No. 64,164, "Song of a Nightingale," and after playing it over twice at home was surprised at an apparently very plain echo from outside the house, and upon investigation learned that a mocking bird which had its nest in a nearby tree was imitating the record, and since that time has been constantly around the house calling to the nightingale, and when the record is started the mocking bird comes to the window, perches on the vines and calls back to the nightingale and seems very reluctant to leave after the song is finished. It is evident the mocking bird believes there is a caged bird inside the house.

### "TALKER" DEALERS SHOULD MAKE NOTE.

To the question as to whether it is a good business proposition to keep the window lights burning until 10 p. m., an Eastern dealer informs the Hardware Dealers' Magazine that the expense is small. If a dealer has anything in his show windows it is advisable to keep the window lights on until 10 and perhaps 12 o'clock. Especially is this true in the summer time when the people are on the streets and they are looking for something to attract their attention. In a town where the stores are all closed and dark in the evening it is a pretty dead town. It is one of the best advertisements you can have. Keep your windows lighted in the evening.

A traveling salesman died suddenly in Kalamazoo, and his relatives telegraphed the florist to make a wreath, ordering that the ribbon should be extra wide with the inscription, "Rest in Peace" on both sides, and if there was room, "We Shall Meet in Heaven." The florist was out of town and his new assistant handled the job. It was a startling floral piece which turned up at the funeral. The ribbon was extra wide and bore the inscription, "Rest in Peace on Both Sides, and If There is Room We Shall Meet in Heaven."



Cover of New Columbia Catalog.

fully balanced a list of musical offerings as could possibly be compiled.

The arrangement of the catalog is exceedingly simple, making it an easy matter for one to turn immediately to the department desired and find the selection required. The alphabetical list covers the pages from 5 to 96. Following that and running through from page 97 to page 144, are the grand opera and concert selections. Page 145 contains the complete classified list. The index of records begins on page 171, and is arranged under the names of the artists. The sizes and prices of all records in the alphabetical list are plainly indicated opposite the titles of the selections. The grand opera and concert selections are arranged under the names of the artists, ac-

**THE RIGHTS OF RECORD-MAKING TALENT.**

**A Well-Considered Criticism of the Attempt Made by a New York Theatrical Firm to Place a New Construction on Its Contracts Covering Well-Known Singers Who Make Talking Machine Records—New Issue May Be Fought Out in The Courts—Interesting Review by Waldon Fawcett, Especially for The Talking Machine World.**

A movement fraught with rather formidable possibilities for the entire world of mechanical music and sound reproduction is found in the attempt of a well-known New York theatrical firm to place a new construction on its contracts covering the services of well-known vocalists. The contracts



Alice Nielsen, the Boston Prima Donna.

themselves, which are the basis of this radical innovation, are not, it will be understood, different in any essential from the form in general use for years past as compacts between operatic and theatrical managers on the one hand and the singing and dramatic artists on the other. Indeed, some of the contracts which are being utilized in this attempt to establish a precedent have been in existence for some time past.

The present turn of affairs is nothing more nor less than a startling if not high-handed new interpretation of existing agreements. The contracts of



Sammarco, the Famous Baritone.

the firm in question with their artists contain a stipulation, as do almost all such contracts, reserving to the managers the "exclusive services" of the artists engaged. The phrase "exclusive services" has always heretofore been interpreted as meaning the sole services of the artists in giving public per-

formances of any kind or private appearances for profit—although in some instances there has been no question of the right of an artist to appear at private residences at will (either for fees or gratuitously) so long as such engagements did not interfere with his or her public appearances or adversely affect box office receipts.

**The Question of "Exclusive Services."**

Now come the pioneers of a new movement and declare that the heretofore undefined, and seemingly elastic, term "exclusive services" covers the making of talking machine and phonograph records and they have notified their artists—including a number who are popular record makers—that they will not be allowed to make records in future and that any attempt to do so will be regarded as a violation of contract—with dire intimations of suits for damages, etc.

The outcome of this attempt to restrict the rights of record-making talent, and incidentally to cripple important branches of the music trades, will be watched with keen interest. Presumably the new issue will be fought out in the courts and the case probably carried to the highest tribunal in the land, so that some time may elapse ere the legal



Mesha Elman, Violinist, and Percy Kahn, His Pianist, Whose Records Are Among the Most Popular Issued.

status of the existing contracts is conclusively determined.

However, whatever the outcome of this prospective legal battle, and regardless also of whether or not other managerial firms attempt to follow the example of the New York house that has made the first move in this matter, there is no doubt but that this raising of the question will cause all artists who are in the habit of making talking machine or other records to exercise greater care as to the exact stipulations of contracts which they may in future enter into for public appearances. Singing and playing by proxy to country-wide audiences, millions strong, through the medium of the sound-reproducing instruments is much too profitable to the artists not only in financial returns, but also in fame, to be lightly abandoned.

It is predicted that if managers are found to have the legal right to thus expand the scope of the term "exclusive services" the time is not far distant when "stars" who have sufficient prestige to enable them to make a declaration of independ-



Victor Herbert Chatting to Mme. Cisneros.

ence will be found insisting upon the incorporation in their contracts of an explicit stipulation to the effect that they are permitted to make talking machine records. It goes without saying that the artists will be supported in such a stand not only by the manufacturers of phonographs and talking machines, but by almost all branches of the music trades, for this new proposal, if it were generally adopted, might extend to surprising lengths.

**How the Prohibition May Be Defined.**

For instance, the prohibition might not be confined merely to vocalists enrolled in the prominent operatic companies who make records as an incidental activity. It is quite conceivable that if there seemed to be sufficient incentive the managers of leading pianists might not only seek to prevent their stars from making talking machine records, but might even attempt to monopolize their services to the extent of denying them the privilege of producing autograph player-piano rolls, etc. Or—and this may be the crux of the whole situation—the artists under "exclusive contract" would be permitted to contribute their art through the medium of rolls and records only in case the manufacturers were willing to make liberal payment to the controlling managers as well as to the artists themselves.

There has been no end of speculation ever since the attempt at a new policy was announced, as to the animus of the action. Very few persons, of



David Bispham, American Baritone.



John Philip Sousa and His Favorite Horse.

course, take seriously the contention of the managers that they are prompted by fear lest the voices of their artists will be permanently injured by singing for record-making purposes. A much more generally accepted view of the situation is that the managers are eager to "get in" on the profits which are supposed to have accrued from the enormous growth in popularity of mechanical musical instruments during recent years. There has, indeed, been growing evidence of a spirit of unrest in managerial circles for some time past. Other managers had protested against their artists singing for records before the firm now in the limelight followed protests by threats of legal action. And several operatic managers have attempted (unsuccessfully thus far) to cut down the salaries paid

(Continued on page 14.)

**The dealer who slips up on a Columbia connection this Fall is in for a sore loss of good money.**



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

**THE RIGHTS OF RECORD-MAKING TALENT.**  
(Continued from page 13.)

to stars of the opera on the ground that such celebrities are deriving an enormous revenue—unknown in days gone by—from the talking machine and phonograph companies.

**The Theatrical Man's Viewpoint.**

The state of mind of the theatrical and musical comedy managers is the more readily understandable in the light of business conditions in the amusement field during the past couple of seasons. No person contends, I presume, that, generally speaking, box office receipts have been satisfactory. And what applies to the theatrical field applies in lesser degree to the concert field, at least in certain sections of the country. Managers feeling the force of the revolt against the two dollar scale of theater prices have looked about for explanations. They have found them primarily in the vogue of motion pictures, but—with less tangible evidence to go on—they are equally suspicious that their receipts have been cut into heavily by the home entertainers—the player-piano and the talking machine. Hence a determination to handicap these competitors, if possible, or else force the accounting of a share of the profits.

Without venturing an opinion on the obviously mooted question of whether these "universal musical instruments" have actually cut into box office receipts, it is the opinion of many shrewd observers that certain managers are taking a short-sighted view of the situation. By and large, these home entertainers should in the long run prove a help rather than a hinderance in the amusement field. The situation seems to be, in the matter of misconception, very similar to that which existed in the transportation world when the interurban trolley lines first began to be constructed on an extensive scale. At the outset the companies operating steam railroads were bitterly opposed to the new lines and fought them tooth and nail, fearing that the electric roads, with their lower passenger rates, would capture the lion's share of the business. But, as time went on the operators of the steam roads found that, far from stealing their business, the long-distance trolleys were creating new business and were actually acting as "feeders" of the steam roads.

Something of the same result, in effect, is to be expected in the higher branches of the amusement field. Indeed, it has already come to pass. Any person who has made any study of the matter realizes full well that the tremendous awakening of interest in opera throughout the United States during the past few years has been due primarily to the educational "missionary work" performed by the talking machines and player-pianos. Similarly the country-wide reflection through these mediums of the art of eminent vocalists and instrumentalists has created a desire on the part of the public to hear the makers of the reproductions that have charmed them and, in consequence, an opera-growing and concert-growing public is being recruited more rapidly than could be done by any other means. An illuminating illustration of the marvelous efficacy of this form of introduction to the public was afforded during the recent trans-continental tour of John McCormack, the Irish

tenor. Prior to the time that he began making his matchless series of talking machine records, McCormack was by no means the best known tenor or the most admired before the American public, but when he recently made a coast to coast tour, singing the same songs that are featured in his talking machine records, he won a verdict phenomenal both in point of enthusiasm and box office receipts.

**Records as Publicity Promoters.**

Similar evidence as to the value of records as the most potent of publicity promoters is afforded by the experience of David Bispham, the eminent baritone whose records are among the most perfect ever produced, and by that of Alice Neelsen, the American prima donna who has made records of appealing quality for all the principal companies. It is such disclosures as to where their real interests lie that have stiffened the determination of many eminent artists to stand firm on their rights to make records.

And there is yet another consideration that influences the artist. This is found in the circumstance that a satisfactory repertoire of rolls or records may, in effect, constitute a pension fund, the income of which means a life of comfort and mayhap of luxury long after a golden voice has lost its sweetness or a virtuoso's hand has lapsed in cunning. For all that the business is comparatively new there is ample evidence that popular demand for an artist's records by no means diminishes when that artist retires temporarily or permanently. It may be even stimulated by such retirement, and the object lesson of Madame Emma Eames enjoying an almost ideal existence in France, largely as a result of the generous royalties derived from the sale of her talking machine records, has not been lost on artists who have a thought for the proverbial "rainy day."

Taking the most pessimistic possible view and granting that short-sighted managers are willing to lose the invaluable publicity that records and rolls give their artists, and that furthermore the courts hold that they are within their rights in their new interpretation of "exclusive services," it is impossible to see how the music trades can be really seriously inconvenienced. As has been intimated, the great artists of international fame will certainly not consent to be bound by such restrictions. All the artists from Caruso to Harry Lauder, who stand at the head of their respective lines, may be expected to change management ere they would submit to such dictation. On the other hand, there are for the talking machine companies several important sources of supply that cannot possibly be affected.

**There are Artists Still Left.**

For one thing, there are the great musical organizations, such as Victor Herbert's Orchestra and Sousa's Band, whose managers would neither attempt nor desire to enforce any such mandate. And then, again, there are the great numbers of gifted church singers and independent concert artists who are really the mainstay of the sound-reproducing field. From this source of supply the record-making companies have developed a force of record-makers who specialize in this work and whose counterfeit renditions are, by reason of their technical or mechanical excellence, often preferred

to those of artists of greater fame, but who do not manifest such grasp of the possibilities of the reproductive process.

There are wise men in the trade who predict that if this "closed shop" sort of policy does obtain to a limited extent for a time it will ere long be abandoned entirely. By way of "horrible example" of the effect of shutting out the player-pianos and the talking machines they cite the case of the opera, "The Girl of the Golden West." This work has, of course, manifested certain drawing powers (due in some measure, no doubt, to the American inspiration of the work), but who will contend that it has fared as well at the hands of the public as it would if a shrewder policy had acquainted the whole American public with the music through the medium of mechanical musical instruments.

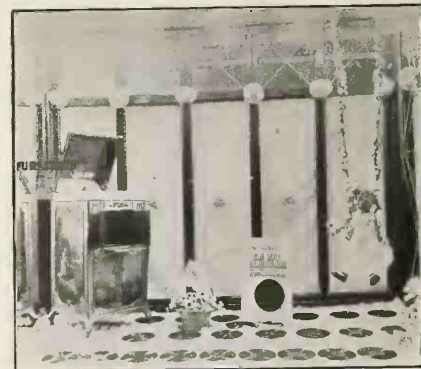
**VALUE OF THE SHOW WINDOW.**

**A Recent Record Display by R. Wurlitzer Co. Shows Its Advertising Worth.**

(Special to The Talking Machine World.)

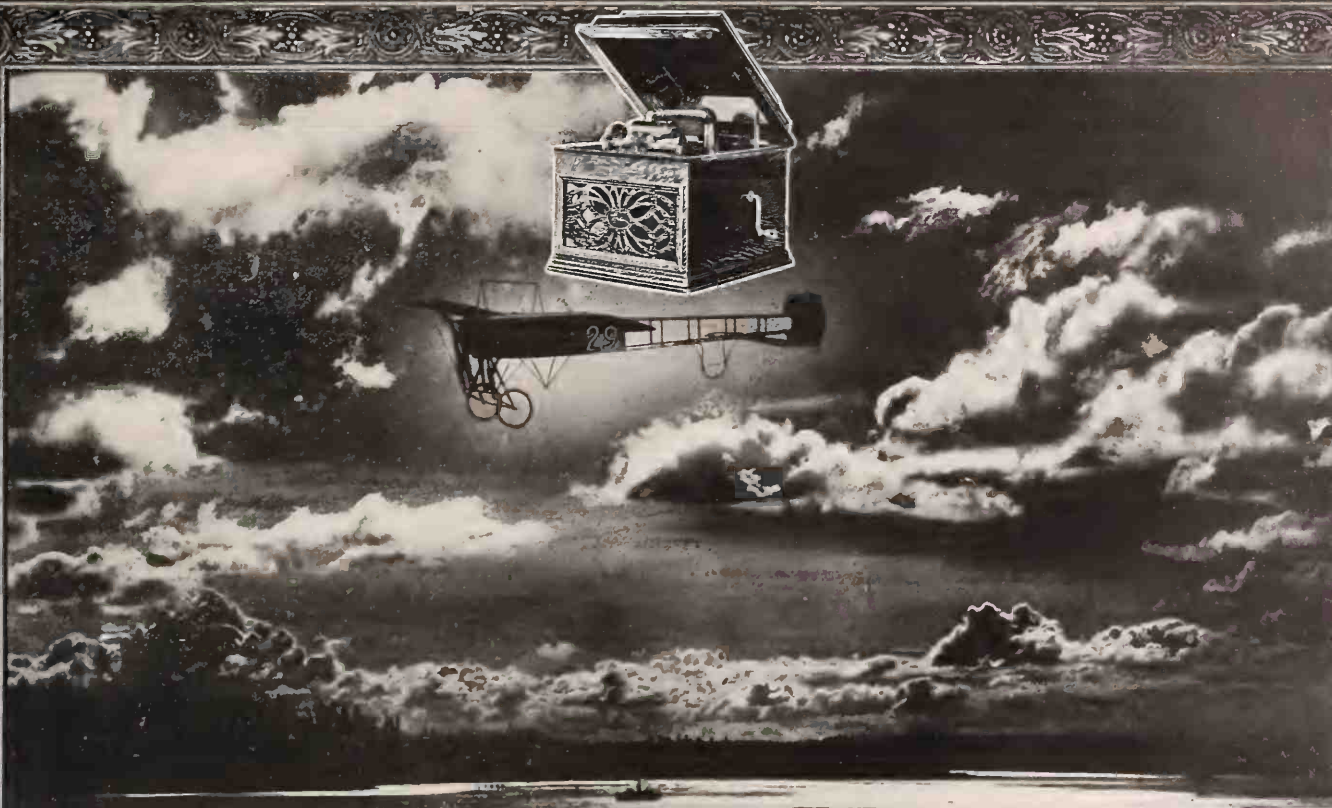
Cincinnati, O., Aug. 8, 1912.

A typical instance of the value of show window trimming and using the same as a medium of advertising is shown in the case of the R. Wurlitzer Co., when it recently gave some attention to the



**A Clever Wurlitzer Window.**

record, "Oh! You Beautiful Doll." It sold over 1,000 records in less than a week. The company attributes this tremendous gain in business solely to the window display. This was staged under the direction of H. C. Shillito, who does all this kind of work for the Wurlitzer Co. Shillito secured the largest doll in the city and placed it in a swing, facing a Victrola. Scattered about the show case were numerous records. The background was of the summer-like type and naturally the entire color scheme was extremely attractive. Just now the company is moving an extra accumulation of the records, "Moonlight, the Rose and You." The settings are appropriate for the title and the success will be almost as great as that of "Oh! You Beautiful Doll." Shillito, as a member of the National Association of Window Trimmers of America, was in Chicago on August 1 to attend the annual meeting of that organization.



# Above All Mr Dealer

## — GET THE PROFIT —

Don't be backward—get your share—step right in with the U-S Royal—sell it for \$50.00—it's worth more—big profit

### THE UTMOST FOR FIFTY

Plays either Two-Minute or Four-Minute Records with separate points and diaphragms. A simple turn of a thumb-screw engages the proper reproducer. Permanent, non-wearing Sapphire Reproducing Points last forever. No needles to change or adjust. Powerful, even-running Motor permits playing three Four-Minute or six Two-Minute Records with one winding and can be wound while running. The Flexible Tone Arm of nickel gives proper amplifying radius and improves quality of reproduction. Every actual improvement known to the industry may be found perfected on U-S PHONOGRAPHS.

### STRONGEST SELLING POINTS

The most superbly-equipped Phonograph made. Reproduces all the music and nothing but the music. The whispered harmonies so usually smothered in ordinary sound-reproducing instruments are most faithfully reproduced at their exact value. A marvel to musicians and a delight to all. Choice of Oak or Mahogany finish in finest hand work. Dimensions, 20½ inches by 18 inches. Height 16½ inches. Shipping weight, 110 lbs. The greatest value for the money ever offered. A chance of a lifetime for the live dealer.

U-S Everlasting Records are built for Eternal Service—Non-Breakable

## U-S Phonograph Company

ASSOCIATED WITH

### THE BISHOP-BABCOCK-BECKER COMPANY

1013 OREGON AVENUE, CLEVELAND, OHIO

219-225 W. Washington, Chicago    5-7 Union Square, New York    Portland and Chardon Sts., Boston  
 338-40 Minnesota St., St. Paul    58-60 W. Mitchell St., Atlanta    368-70 Broadway, Albany  
 210-12 S. Broadway, St. Louis    1106 Commerce St., Dallas

U-S EVERLASTING  
NON-BREAKABLE  
RECORDS

Fit any Phonograph

U-S EVERLASTING  
NON-BREAKABLE  
RECORDS

Fit any Phonograph

## NO COMPLAINT OF CLEVELAND TRADE

With Normal Summer Conditions Prevailing—Better Class Machines in Good Demand with Cheaper Models Increasing in Favor—Only Union Instruments in Labor Parade—Phonograph to Lengthen Life—Opening of W. H. Buescher & Sons Co.'s New Victor Store Interests Trade—U-S Phonograph Co. Factory Busy—G. M. Nesbitt Home from Canadian Trip—What the Various Jobbers and Dealers Have to Report About Prospects.

(Special to The Talking Machine World.)

Cleveland, O., Aug. 9, 1912.

July closed a very satisfactory month in the talking machine trade. The dealers generally more than averaged a normal midsummer volume of business, running largely to the better grade, highest-priced machines and records. Sales of the cheaper types, however, are increasing with the improvement in business in the various industrial lines, which affords the workman, as well as the boss, an opportunity and the means to purchase.

The Cleveland Federation of Labor has promulgated an edict that no band instrument will be permitted in the Labor Day parade unless it bears the union label. It doesn't matter if it has been handed down from the forefather, is prized for its memories, its melody and its magic touch—it has simply got to have that union label, notwithstanding it was made before unions were invented.

The Cleveland News recently had a book lovers' contest, and among other prizes offered a \$200 talking machine. The lady who won it acknowledges its receipt and writes: "It is certainly a beauty, and I am, with my friends, passing many enjoyable moments in our home with this beautiful machine. Had I known what pleasure it affords I would have possessed one years ago."

Dr. G. H. Michel, of this city, has made discoveries that not only preserve the body but cause it to retain its natural color. He asserts that there

is now no reason why bodies cannot be preserved indefinitely to be viewed by descendants. For a time science marveled at the perfection of photography and the phonograph—inventions which permanently preserve the image of the body and the sound of the voice. Now Dr. Michel literally proposes to preserve persons themselves in a perfectly lifelike state, so far as appearance goes. "It would be interesting, to say the least," said the doctor, "if we could now see President Lincoln in a lifelike pose, with the full bloom of color on his cheeks, his eyes not those of the dead, while through a phonograph we heard his voice giving the famous Gettysburg address. That is too late now, but in a hundred years our descendants might view Theodore Roosevelt in this way." Experiments conducted for a period of a year show the perfection of Dr. Michel's preservation.

J. J. Bennett, Canadian representative of the U-S Phonograph Co., is on his way to the western part of the Dominion.

J. C. Button, assistant of Frank Dorian, of the Columbia Co., on his way from Canada to New York, spent a day at the company's store here. He reported business was good all along the line.

R. R. Gorham, formerly with the Victor Co. and lately with the Eclipse Musical Co., is now located at Saskatoon, Saskatchewan, Canada, and is doing well.

The chief feature of interest in the local trade this month was the opening of the new quarters of the exclusive Victor store of the W. H. Buescher & Sons Co. on Euclid avenue. It is considered the largest and most elaborately fitted and furnished store of the kind in this country, which was the consensus of opinion of a number of jobbers and dealers from all parts of the country, who stopped off on their way to and from the convention. The store has a frontage of 30 feet on the avenue and extends back 180 feet to an alley, where there is a large covered area, affording admirable facilities for shipping and receiving stock in large quantities. The stock room, 95 x 120 feet, is on the third floor, and with the large basement

affords room to carry a much larger stock than ever before. The entire wholesale and retail business is concentrated in the one location. The interior is finished in driftwood oak, the walls and ceiling beautifully frescoed, and lighted by the indirect system, and the floors are covered with Oriental rugs throughout. There are three large demonstrating rooms, with a separate record room conveniently adjacent, amply sufficient to carry the entire Victor list of records. Mr. Roberts stated business was good, and had opened with increased volume in the new quarters, and that the company was in better shape to do business than heretofore, especially in the wholesale department.

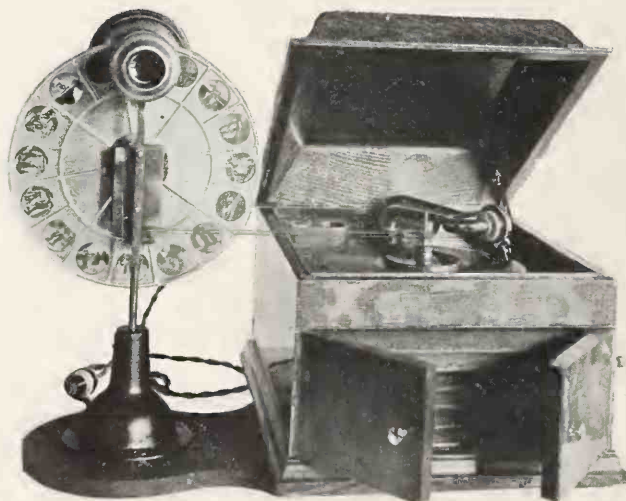
Conditions at the factory of the U-S Phonograph Co. are of the most satisfactory character. "We are running almost up to full capacity on both machines and records," said Geo. M. Nisbett, "and sales of our products continue with the most gratifying increase. We are, in fact, swamped with orders from all parts of the country for the Rex and Royal types—the \$25 and \$50 concealed horn machines. All of our branches are doing remarkably good business."

The American Multinola Co. claims to have now reached a point when matter of interest in talking machine circles will soon be made public.

Under the energetic management of P. J. Towell, brother of the president of the Eclipse Musical Co., a growing, large business is developing in the wholesale department. Daily increase of shipments indicates constant expansion of trade, and added customers to the company's lengthening list. "Business is very good," said Mr. Towell. "It is gradually improving, and gives promise of an unusually excellent fall and winter volume of trade. The demand, you might say, covers the entire line of Victor goods, but there is a more especial present demand for Victor IV and Victrola IX." In the retail department an excellent demand is reported for the better types of machines, as also good sales of the cheaper ones. The record trade was said to be large and included a large proportion of the higher-priced ones.

# ADAPTOR ILLUSTRATOR

Attaches  
to  
any make  
of  
Talking Machine  
in one second.



Let us tell  
you more  
about this  
wonderful  
machine.

*Three Distinct Machines in ONE*

Talking Machine Illustrator

Show-Window Advertiser

Home Stereopticon

PICTURE-DISC COMPANY

Los Angeles, Cal.



G. M. Nisbett, sales manager of the U-S Phonograph Co., has just returned from a trip to Toronto and other towns in Canada. He says business is booming up there and the outlook for fall and winter very encouraging, as the crop conditions are the best and largest ever known throughout the Canadian Northwest. The August list of U-S records affords a wide field to select from, by well-known composers, authors and musicians.

O. E. Kellogg, of the H. E. McMillin & Son Co., stated that the talking machine department receipts during the past month were more than double what they were a year ago. "We are making a special effort in pushing the foreign record trade," he said. "One of our employes, a fine musician, can converse in twelve different languages, and we are prepared to greet every customer in his native tongue. Present business in both the Victor and Edison lines is good, and the prospects are very promising. J. J. Anderson, Mr. Kellogg's able assistant, has just returned from his vacation, which he spent on a fishing expedition up the lakes.

Miss Ethel M. Volk, manager of the talking machine department of the May Co., is a devotee of the business. She insists that no issue of The Talking Machine World is complete unless mention is made of the May Co. and its prosperous trade. "Business in both machines and records," she said, "is exceptionally good, considering the season. It is much ahead of last year in both the Victor and Edison lines. Demand is specialized more particularly for Victor III, IV and VI, and we are having a fine record trade. I look for a good fall trade."

The Columbia store has been greatly improved. New silk and velvet window curtains have been hung, a Persian carpet laid, and artists have re-decorated the walls and ceiling. Speaking of trade, Mr. Madson said: "The Columbia business was very good last month throughout the Cleveland territory. Our July business showed a heavy increase over July of last year and June of this year. Conditions are very satisfactory." Clinton Routh, formerly manager of the player-piano department of the W. F. Frederick Piano Co., is now connected with the Columbia store as assistant manager.

The situation at the store of the B. Dreher's Sons Co. is one of satisfaction, not only with the handsome new quarters, but the pleasure universally expressed by customers at the magnificence of the new music emporium and the courteous, square deal accorded them. F. B. Guyon, manager of the talking machine department, said: "While we are not working overtime during this hot spell there is something doing every day. We are having inquiries daily regarding Victrolas and Victor machines, and there is promise of a good fall business. Increasing interest in the record trade is manifest by people who already own machines, and indications are that there will be a very marked increase this fall over last year's big business."

The W. F. Frederick Piano Co. enjoyed a very satisfactory business during the past month. "Every day throughout the usually expected dull season," said Norman H. Cook, of the talking machine department, "we steadily added to our list of pleased customers, and through their boosts and our earnest efforts with the best line manufactured—the Victor—see no reason for not enjoying a bright future in the talking machine department of our Cleveland store. Our Canton store, under the direct charge of W. H. Watkins, is more than fulfilling our most sanguine hopes."

The Bailey Co. is having its usual good run of business. "Trade is good," said Mr. Friedlander, "and since the first of the month has been improving. We are making sales of machines daily in goodly numbers. The demand is more especially for Victor III and IV, and Victrolas IX and XI; at the same time we are selling a good many of the cheaper machines. The record trade is very good."

The Victor machine and record parlors of the Caldwell Piano Co. are popular resorts and are usually thronged with customers. The company carries a full line of Victor goods.

Business is reported quite as good as it was last

month at the Edison store of Louis Lucker. Mr. Paterson said trade was keeping up remarkably good and that he and the customers were anxiously waiting the advent of the new Edison disc machine.

Charles I. Davis, music publisher, jobber and dealer, reports the talking machine business exceptionally encouraging, which he accredits to his prominent location on Euclid avenue, his attractive window displays and beautiful Victrola parlors. His Pittsburgh branch is showing an increase right along, he says, and it is his intention to remodel his building in Buffalo and devote an entire floor to the talking machine department, and as it is in a very prominent location, anticipates a big business there.

### CHANGES IN BALTIMORE.

Thomas Gordon Buys Out Half Interest of G. Fred Kranz in the Kranz-Smith Talking Machine Co.—Name of Company to Be Changed—General Business for July Reported as Being Very Good—News of the Vacationists—Other Trade Happenings.

(Special to The Talking Machine World.)

Baltimore, Md., Aug. 10, 1912.

Thomas Gordon has bought out the half interest of G. Fred Kranz in the Kranz-Smith Talking Machine Co. and will now conduct the business of that company by himself under the firm name of the Gordon Talking Machine Co. Mr. Gordon will continue to occupy the second floor of the Kranz-Smith building, but will make a number of up to date changes, including a new record and machine room and new furniture. Mr. Gordon has been manager for the Kranz-Smith Talking Machine Co. for the past two years and is thoroughly familiar with the trade and announces that he expects big results during the coming fall and winter, judging by the excellent prospects in hand. He will run a complete line of Columbia and Victor machines from the highest to the lowest price, and will also have a full line of the various styles of records.

William Knabe & Co. announce through Manager E. Fred Colber that the July business in Columbias, especially during the last week, showed up excellently and was far better than the same month of last year. To finish up the month the firm closed out the last week three high priced Columbia machines, the line the firm handles. Mr. Colber speaks very encouragingly of the prospects for the fall and winter.

The Hub Piano Co., which handles the Columbia line, reports a good July business, with the pros-

pects for the fall and winter being better than ever.

Similar reports are made by Manager Rosenstein, of the Rosenstein Piano Co., regarding the Columbia line, which this firm also handles.

Manager W. C. Roberts, of the E. S. Droop & Sons Co., speaks well of the July trade with the Victors and Edisons and declares the prospects indicate that the fall of 1912 will be one of the biggest and most successful periods for the talking machine industry in this section, as well as Washington. Mr. Roberts also manages the Washington store of the company. The record business has also shown a nice increase, with prospects for the demands increasing right along.

After a pleasant trip by sea to Savannah and Jacksonville, Manager S. A. Dennison, of the local branch of the Columbia Phonograph Co., General, is back on the job. Mr. Dennison was away for eight days and he said that he had a most enjoyable time during every moment of his trip. Mr. Dennison declared that what pleases him more is the fact that business for July has kept up in excellent shape and he has every reason to believe that the fall and winter months will show a big improvement even over the fine record made for the same periods of last year.

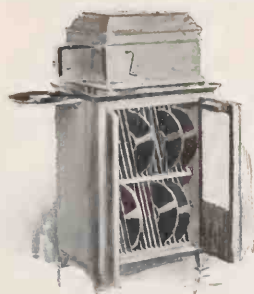
In order to equip himself physically for an arduous fall and winter battle, Manager W. C. Roberts is spending two weeks by the seashore and up around New York way. He left Friday for Atlantic City, where he will remain for the rest of the week, after which he will visit relatives who live along the Hudson River.

Manager M. Silverstein, of Cohen & Hughes, Victor and Edison dealers, is away on a business trip. It was announced at the store that the firm has enjoyed a very good trade for this season of the year.

H. R. Eisenbrandt Sons are having good warm weather results with the Victor line of machines and records. Manager Strohr has been a very busy man all summer, especially with the sale of popular records, and he is now preparing to take a well-deserved recuperation. Mr. Strohr has made no especial plans for his vacation, but will enjoy water trips to Washington, Philadelphia and other popular nearby towns.

### TO HANDLE VICTOR LINE.

The Hallet & Davis Piano Co. has completed arrangements for the installation of a complete line of Victor talking machines and records in the Harlem store of the company on 125th street, New York.



It isn't a gamble to stock a few attractive Udell Guaranteed Cabinets and Tables for Disc Records.

The styles are so attractive and the prices so reasonable that when you sell the Machine and Records it will be easy to sell a Udell Cabinet.

New Book No. 41 is being printed for you and it's your loss if you don't let us know your name.

Won't you send it today, sir, to

Catalog Department

Leading Styles in Cabinets and Table Cabinets for Disc Records to match all Victor-Victrolas.

THE UDELL WORKS  
INDIANAPOLIS

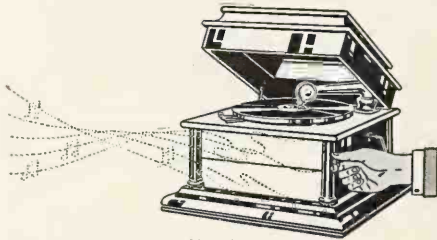
There isn't a knot-hole in the Columbia offering for the coming season—in the instruments or in the prices of them; in the records—quality, repertory, or retail price.

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

### TONE-CONTROL SHUTTER

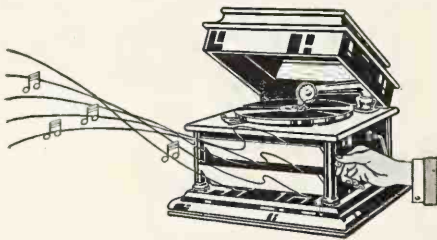
Used in the Columbia Hornless Machines Is Well Liked by Trade and Public.

The following illustrations show some of the new features with which the Columbia Phonograph Co., General, hornless machines are



No. 1.

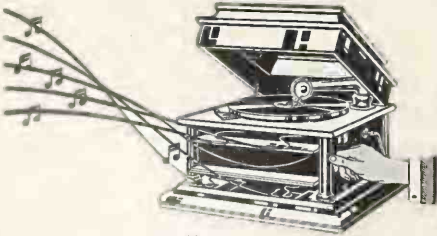
equipped. The Columbia tone-control shutters replace the two small doors, providing more sightly, more effective and more convenient control of tone volume. With a slight turn of the knob at the side it is easy to partly or completely close the



No. 2.

tone-control shutters at the opening of the sound chamber, regulating the volume of music without affecting in the least its tonal integrity. Cut No. 1 shows the shutters closed, cut No. 2 partly open, and cut No. 3 wide open.

The tone-control shutter has been on the mar-



No. 3.

ket only a short time, but it has proven most popular and is growing more so as the public becomes better acquainted with its meritorious points.

### HERE'S A TRUE PROGRESSIVE.

Give me the man who can hold on when others let go; who pushes ahead when others turn back; who stiffens up when others weaken; who advances when others retreat; who knows no such word as "can't" or "give up," and I will show you a man who will win in the end, no matter what obstacles confront him.

### THE COMMISSION FIEND.

An Important Letter Sent Out to the Trade on the Commission Evil Which Is Worthy of the Closest Consideration.

The following timely and important letter has been sent out by the Victor Talking Machine Co. to Victor dealers under date of July 31:

"From time to time our attention has been called to instances where our dealers are tempted and duped by what is known in the music trades as the 'commission fiend.'

#### "Fiend" Described.

"Specifically, this microbe may be described as one which lives upon commissions wrung from dealers through the claim that certain sales by the dealer are consummated primarily through the efforts or influence of the 'commission fiend.' Claiming this, he demands a remuneration in the form of a commission.

#### A "Fiend" Disconcerted.

"We have in mind an incident which came to our notice in the automobile trade a few weeks ago. The manager of an auto firm was approached by a party who claimed to know of a 'live prospect' for the Autoplex car, and agreed to bring him around to the garage the next day providing, of course, a sufficient number of the 'almighty dollars' was forthcoming. The commission seeker turned pale and red in turn when the manager replied that he could not see the prospective customer the next day, for he was going to New York City with Mr. X for the purpose of bringing over the new Autoplex car sold him that morning. (Mr. X was the 'live prospect' referred to by Mr. Commission Man).

"So it goes.

"The chances all are that by legitimate advertising you will pick up your 'live prospects' without the aid of commission men.

#### Our Contract Provision.

"Knowing the evils of the system and the blood-sucking propensities of the parasites under discussion, we incorporated a paragraph in the Victor contract which, if followed, will successfully bar the undesirables from our line of business. This paragraph reads as follows:

"No commissions on sales of Victor goods must be granted in any form, except in lieu of a regular salary to salesmen whose services are employed regularly and exclusively."

"It will be noted, however, that we have provided for the legitimate giving of commissions to regular employes in lieu of a regular salary, or as an incentive to promote interest in sales.

#### Honest Clerks Necessary.

"This plan of giving a bonus for extra effort and results has been advocated by us, and we know it to be a potent influence in increasing sales, but even this system is fraught with pitfalls, of dire consequence, and unless thoroughly honest and reliable clerks are employed the Victor dealer will find price cutting existing in his organization unbeknown to himself.

#### Usual Methods Employed.

"The system as usually worked by the dishonest

clerk receiving a commission is this: A few extra records are given the customer with other goods which are properly paid for, and although a regular entry appears on the firm's books for all goods leaving the store, the clerk goes down into his own pockets and makes up the difference between the amount received from the customer and the proper retail price. If the sale is large enough and the commission worth while, he can well afford to do this.

#### A Warning.

"Let us right here warn all proprietors paying clerks by this method that dealers must be held responsible for not only their own acts, but also the acts of their agents, i. e., their sales people.

#### Bond the Unreliable.

"If you cannot trust your clerks, then your only alternative is to bond them, thus protecting yourself from their illegitimate acts in connection with the sale of one price goods. As long as we do not govern the matter of hiring your employes we cannot be expected to suffer unrequited for their misdemeanors.

#### Guaranteed Profits Endangered.

"Price cutting to us means a chopping at the very tap root of our existence. Our successful business has been built, to a great extent, upon the foundation of reasonable prices to the public and guaranteed profits to our dealers. These profits can only be secured by the maintenance of corps of reliable sales people by our dealers.

"Reiterating: It is 'up to you' to purge your business and our business of all suspicious or questionable vendors of Victor products.

#### Your Responsibility.

"Finally and sincerely: If price-cutting is exposed in your establishment—although such is unknown and unsanctioned by you—we must hold you absolutely accountable for the same. It therefore behooves each and every dealer to look well into the personnel of his organization, with the object in view of weeding out those who may cause trouble, or, at least, bond them as a guarantee of their good faith.

"Above all, warn all of your employes that they have in their hands the very permanency of your Victor representation. Yours very truly,

"Victor Talking Machine Co."

### OFF ON VACATION.

George P. Metzger, advertising manager Columbia Phonograph Co., General, left Saturday, August 10, for two weeks' motor trip through the hills of New England.

Marian Dorian, treasurer of the Columbia Phonograph Co., General, returned to his desk this week after a sojourn at Atlantic City. His sturdy appearance would indicate that the rest produced good results.

An American consul in Germany reports to the Bureau of Manufactures in Washington that there appears to be no market in his district for high grade American phonographs, but an important firm manufacturing and exporting musical instruments, with branch houses in Russia, intends to import high grade American machines into that country.

**THREE NEW VICTROLAS WILL SOON BE READY.**

New Styles Which Have Aroused So Much Enthusiasm Throughout the Trade and of Which Much Is Expected During the Fall and Winter, Illustrated Herewith for the First Time—Attractive Qualities of the Instruments and Their Respective Prices Prove Especially Interesting to the Retailers—Shipments to Begin August 15 and New Models to Be Placed on Sale on September 15—Dealers Advised to Prepare for Holiday Demands in Advance.

It is safe to say that the greatest enthusiasm displayed during the recent convention of the National Association of Talking Machine Jobbers at Atlantic City was on the occasion when, at the banquet, Louis F. Geissler, general manager of the Victor Talking Machine Co., announced the three new Victrolas which are to be placed on the

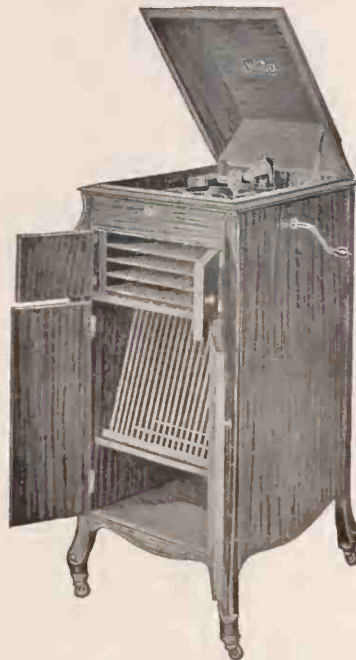
which are known as Victrola X, XI and XIV, respectively, and each of which is a complete upright instrument, are introduced by the company as offering the purchaser the best value for his money in the history of the Victor line, and those who are to sell them apparently coincide in the opinion. The new models retail at \$75, \$100 and \$150, and an

ducing qualities are fully up to the Victor standard, as has already been demonstrated.

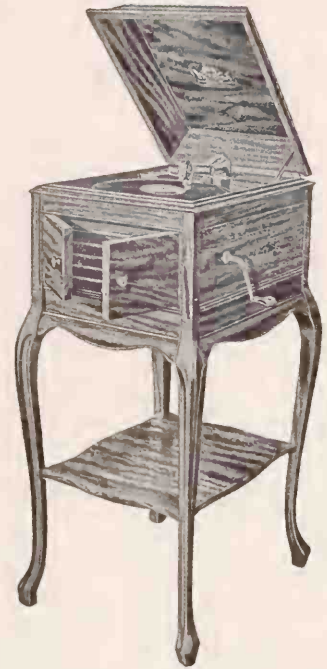
Before this issue of The Talking Machine World reaches all its readers the Victor Co. expects to begin the shipment of the new Victrolas in response to the large volume of orders which began to pour in as soon as the new machines were announced. The new Victrolas will be placed on sale on September 15, and the leading distributors and dealers have already made arrangements for a sufficient stock to meet the demand which they feel will develop immediately upon the advertising and exhibition of the new models, and to enable them



Victrola XIV.—Open for Playing.



Victrola XI.—Open for Playing.



Victrola X.—Open for Playing.

market on September 15 this year. The first samples of the instruments themselves, when displayed during the dinner at Fort Side Inn the fol-

lowing day, called forth further praise from the Victor distributors, and the dealers, in their turn, were equally enthusiastic. The new Victrolas,

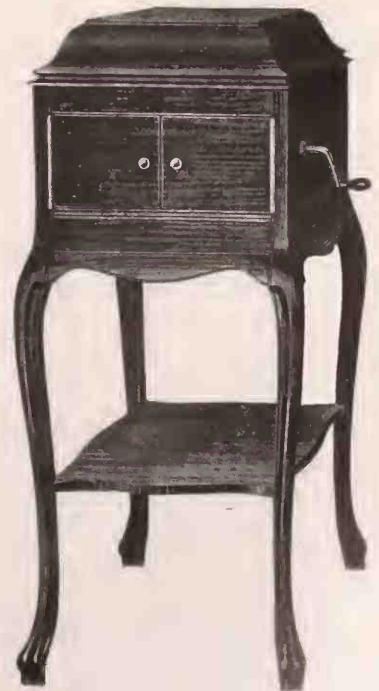
chief difference between the new styles and the other higher priced models lies in the interior arrangement of the cabinets and the sound repro-



Victrola XIV.—Closed.



Victrola XI.—Closed.



Victrola X.—Closed.

lowing day, called forth further praise from the Victor distributors, and the dealers, in their turn, were equally enthusiastic. The new Victrolas,

place their orders to the limit of caution and their faith in the future with a view of avoiding disappointment during the busy season,

place their orders to the limit of caution and their faith in the future with a view of avoiding disappointment during the busy season,

# The Talking Machine Trade in New England

## LOOK FOR RECORD-BREAKING FALL.

F. H. Silliman, Manager of the Pardee-Ellenberger Co.'s Boston Store, Tells a Story of Progress and Good Cheer That Is Encouraging—Kinetoscope Possibilities.

(Special to The Talking Machine World.)  
Boston, Mass., Aug. 7, 1912.

"Present indications prompt us to believe that this fall will be the best ever enjoyed by the New England trade," comments F. H. Silliman, manager of the Boston headquarters of the Pardee-Ellenberger Co., Inc., of this city and New Haven, Conn., jobbers of Edison phonographs and records, as well as the new Edison home kinetoscope. Continuing, Mr. Silliman explained: "For the first time in the history of the country the steel industries did not shut down for repairs during this summer; they have sufficient orders on hand for a year; crops in the South are reported as excellent; wheat crops are bountiful; the general run of manufacturers have a good business and find a scarcity of skilled labor; railroads are prosperous and the election of a President does not seem to be the disturbing element this term as it has been in former years.

"In New England particularly, the general report is that this summer's business is a trifle ahead of last summer. Most every line of commercialism is enjoying this prosperity. All this prosperity reflects upon the home owner, or, I should say, the home enjoyer. There the head of the house wants things as entertaining as possible, and it is in this niche that the Edison home kinetoscope is filling a want that has been long felt. Give a home this machine and an Edison phonograph and it has a joy combination of tremendous power. As this is the season for purchasing—the long nights make entertainment imperative—it is up to the kinetoscope dealer to get busy. These machines only cost \$65 to \$88—a nominal sum—and they permit a good profit. Films cost but little, with an endless exchange for new ones. The low price has helped wonderfully in the distribution of Edison kinetoscopes."

Mr. Silliman will take the last two weeks in August and exchange them for a lot of recreation and rest, the exchange taking place at Narragansett Pier. Mr. Silliman is original, in his vacation



F. H. Silliman.

respects, because he is one of the few men who can go to the seashore, come home and not burst ear drums with tales of highly magnified fish.

## NEW ENGLAND CONCERNS

Making Good Showing with Columbia Line.

(Special to The Talking Machine World.)

Boston, Mass., August 9, 1912.

Manager Erisman, of the Columbia Co., has lately been in close touch with several distant New England concerns which are doing wonders with Columbia outfits. Goodwin & Derby, of Peterboro, N. H., a small town, has been able to sell fifty-two machines within the past five weeks. Another house to order large shipments through Manager Erisman is the Denholm & McKay Co., of Worcester, which concern is stocking up for a big fall trade. Forbes & Wallace, a large establishment at Springfield, also has been sending in large orders. A Boston concern that is doing a big business is Navin & Kelley, of 757 Washington street, a large installment house.

## IMPORTANCE OF STORE SERVICE.

A Well Considered Article on the Character and Quality of Service by Chas. C. Cessna in The Hardware Dealers Magazine Which Applies Forcefully to the Talking Machine Trade.

Business to-day revolves around the customer, and the character and quality of the service any business renders regulates the success of that business. This is true in all businesses, because all have something to sell. It depends on the service which the business itself or the article sold yields whether the customer returns a second time, becomes an enthusiastic advertiser for the concern, or never returns and is forever condemning the concern and its wares.

Someone asks, "What constitutes good service?" Taking the retail store for example, it means selling merchandise that is trustworthy; representing that merchandise to the customer exactly as it is so that the customer will not have a wrong idea of what she is getting and expect too much. Especially is this true of the less expensive goods, and it frequently leads to an unfortunate misunderstanding. Salespeople often in their zeal to close a sale will exaggerate the values or the quality, with the outcome that the customer is disappointed and condemns the store.

In these days of close competition, taking two stores catering to the same classes of people, there can be no great difference in the quality and value of their merchandise at given prices. On some things one may have the advantage, on some the other, but on the whole they will average alike. As to which store is the better, then, becomes a matter of service, and this service depends entirely on the salespeople who come in contact with the customers.

How customers are greeted; how promptly they receive attention; how merchandise is shown; how attentively and thoughtfully customers are waited on; how capable the salespeople are to make helpful suggestions; how the merchandise is wrapped; how it is delivered—all have an important bearing on service. The smile and the kindly greeting as well as the pleasant "Thank you," or "Come in again," are part of the service. It is not always the big things, they are generally all right, but it is the little things, little attentions that count most.

It is a pleasure when entering a store to be met with smiling faces and pleasant greetings. It makes you feel welcome and at home, and it goes a long way to overcome any other shortcomings the store may have. It is gratifying when you step up to a clerk and ask a question to receive a bright and intelligent answer. It is gratifying that when you ask to see a certain article the salesperson is eager for the opportunity and seems anxious, without overdoing it, that you should know what a large assortment he or she has. It makes you feel as though you want to buy, and that is the attitude the customer must be in before he does buy.

So many salespeople fail to catch the spirit of the store; they fail to understand just what the store is trying to do; fail to grasp the importance of the little things. It's not always their fault if they do not realize all the possibilities of their position. Teach them how through business meetings. Teach them the importance of having customers leave the store fully satisfied. Teach them what not to say, what to say, and how to say it, and to avoid actions or expressions that will wrongfully affect the customer. Teach them to be frank and honest and to say nothing that will lead the customer to expect more than he will get.

Too many stores' rule books are merely lists of "Don'ts" and "Musts" on conduct. They should be more on the order of a text-book on what to do and how to do things under certain circumstances. Remember, all business revolves around the customer. The store depends on the customer's trade; salespeople depend on the store, therefore it's "up to" the salespeople to make the most of every customer.

**Y**OUR coat of tan will soon be hidden by sleeves; schools will open and there will be long Fall and Winter evenings to be spent at home.

This is the time that you can sell the greatest number of *Edison Home Kinetoscopes*; you'll soon make your biggest profits.

Provided, of course, that you are a Kinetoscope dealer. If NOT, you had better write to us today for an unusual proposition that means more money for you.

**The Pardee-Ellenberger Co.**

Kinetoscope Jobbers in New England

NEW HAVEN

BOSTON

The Edison Home Kinetoscope retails from \$65 to \$88, with the right profit to you. Films correspondingly as cheap. Simple in operation, durable.

# FROM OUR BOSTON HEADQUARTERS

324 WASHINGTON STREET, JOHN H. WILSON, MANAGER.

(Special to The Talking Machine World.)

Boston, Mass., Aug. 7, 1912.

With the beginning of the fall rush the Victor department of the Henry F. Miller Co. in Boylston street will be better able than ever to care for the growing business in Victor outfits, for during the past month there have been great changes under way. The second floor has been considerably rearranged through the taking out of partitions. At the front of the establishment there are two large demonstration rooms, one tinted in a soft buff, the other a Pompeian red. Both rooms are handsomely furnished, and the polished floors are covered with beautiful Oriental rugs. An outer room, whose walls are a soft green, contains desks for Francis T. White and Warren A. Batchelder, while Ubert Urquhart, the manager of the depart-

ment under whose personal supervision the changes were made, has a private office at the rear of a larger room at the rear through which visitors first enter. In the apartment occupied by Mr. White and Mr. Batchelder are kept the records, one whole wall being devoted to the shelves. Manager Urquhart has returned from his vacation, a part of which was spent in New York. Mr. Batchelder goes away the last two weeks in this month.

#### Some Notable Victor Sales.

An expensive Victor outfit was sold to Charles H. Allen, vice-president of the American Sugar Refining Co., at the Miller Co.'s place the other day and it was shipped to Mr. Allen's Lowell home. Another outfit was sold to E. B. Hefler, and as he was in a hurry to use the machine that same night he had the \$200 machine placed in his auto, which

stood outside, but it was only by the removal of the shield at the front that it could be got in, and the operation of loading caused quite a lot of interest in the vicinity.

#### Henry Rosen's Educational Vacation.

Harry Rosen, of 3 School street, is leaving in a few days for a trip that will keep him away from his place of business for at least a fortnight. From Boston Mr. Rosen will go to Bridgeport, Conn., to pay a visit to the Columbia factory. Then he will continue on to New York, where he will pay his respects to the trade. Likewise he will visit the leading establishments in Philadelphia, following this with a visit to Camden, N. J., where he will inspect the Victor factory. Atlantic City and the Edison plant also will be visited before he returns. Mr. Rosen, who reports a very good trade during the summer thus far, has added language and business machines to his large line, which included the Victor, Edison and Columbia outfits.

#### Rearranging Quarters at Eastern Co.

Extensive changes are under way at the Tremont street headquarters of the Eastern Talking Machine Co., and when they are finished, which will be in ample time for the fall trade, the patrons of this store will be served in a more expeditious and more adequate manner than ever before. Heretofore most of the rear of the ground floor has been given over to Edison demonstration rooms. All of these compartments are being torn out and hereafter the larger part of the third floor, formerly the hall where the Eastern Talking Machine associates use to have their assemblies, will be devoted to the uses of the Edison outfits. There are four sound-proof demonstration rooms installed and finely furnished. In the front will be an exhibit of horn machines including the Victor goods, and at the rear there will be a large storage room for the Edison cylinders and a good-sized repair shop. The second floor will remain much the same as it has been, but the ground floor will have some mahogany-finished demonstration rooms, mainly for Victor uses, and there will be a large rack the length of one side large enough to hold nearly 12,000 discs. Thus will there be the best possible service for the patrons of the Eastern Co. The improvements were made under the personal supervision of A. W. Chamberlain, the assistant manager of the company.

#### Where They Are Vacationizing.

W. J. Fitzgerald, Mark Read and George Reese, of the Eastern Co., are enjoying their vacation at Capital Island, Me. Later M. J. Price will start, probably going to Maine which is a favorite resort of his. Miss C. L. Collins, the treasurer of the local headquarters, left on Aug. 3 for her vacation, and Mr. Chamberlain is starting soon for New Found Lake, N. H., where he will enjoy angling for trout and salmon. Mr. Chamberlain will be accompanied by his wife and they will make the trip by their automobile.

#### F. K. Dolbeer in Boston.

F. K. Dolbeer, general sales manager for the Edison Co., Inc., in New York, was a visitor to the Boston trade lately, calling upon several of the leading houses of the city.

#### F. H. Silliman's Outing.

Manager Silliman, of the Boston headquarters of the Pardee-Ellenberger Co., is leaving town on Aug. 17 for a fortnight's vacation at Narragansett Pier. Mr. Silliman reports the Edison business as unusually good during the summer and this applies equally to the new kinetoscope for which there is a large demand all over New England.

#### What Mr. Pardee Reports.

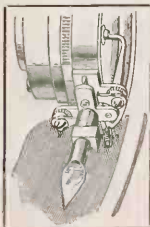
W. O. Pardee, of the Pardee-Ellenberger Co., was in town for a few days early in the month. He states there is a great amount of enthusiasm among dealers for the new Edison disc machines which are to be put on the market early next month.

(Continued on page 22.)

**I**F you could get Duplex-weather—hot or cold at will—you would jump for the chance. In your own line is a chance for jumping—two tones with the same needle—the

## DUPLEXETONE Talking Machine Needle

This is the position for **LOUD** playing; the best position for band and recitation records.



For **SOFT** playing this is the position, invaluable for solo singing and stringed instrument records.



A little twist either way secures all intermediate tones from **LOUD** to **SOFT**.

Write us to-day for samples of this wonderful Duplexetone Needle, together with a booklet telling about the Bagshaw Service in detail.

**W. H. BAGSHAW**  
SOLE MANUFACTURER  
LOWELL, MASS., U.S.A.

The exclusive Columbia feature of tone-control shutters—did you ever see anything take hold as they have? And at that we haven't been quite ready to push them until our dealers had opportunity to move their stock of instruments equipped with the doors.



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

FROM OUR BOSTON HEADQUARTERS.  
(Continued on page 21.)

#### H. L. Royer Visited Canada.

Manager Herbert L. Royer, of the Arch street Victor quarters of M. Steinert & Sons Co., has been enjoying a vacation up in Canada and returns well rested and ready for the big fall business that is confidently looked for. The summer business which this house has had, especially in furnishing outfits for summer homes, has been very large indeed.

#### Far in Advance of Last Year.

Manager Arthur Erisman, of the Columbia Phonograph Co., General, states that business has continued uninterruptedly good all summer and that the 1912 business up to August 1 was considerably in advance of the whole twelve months of 1911. This is an unusual showing, says Mr. Erisman, in view of the fact that there are several of the best months of the year still ahead. Manager Erisman has not been able to get away on any uninterrupted vacation, because so many of the establishments are away. So he is contenting himself with afternoons at the beach. He is stopping at the Hotel Pemberton, Hull, coming up early in the morning and leaving the office each day about 2 o'clock.

#### Prof. Goodwin a Visitor.

Professor Frederick Goodwin, who has lately accepted the post of director of the educational department of the Columbia Phonograph Co., was in Boston for several days the first of the month. He came here to plan out a campaign of publicity by which the Columbia outfits may be more widely known. Professor Goodwin formerly was a supervisor of schools at Westfield.

#### An Attractive Victor Window.

Charles F. Atwood, of 207 Tremont street, has an attractive window display of Victor goods. He has arranged the summer camp, which is familiar to most people, as one of the season's best advertisements in an unusually attractive manner.

#### Movements of Columbia Men.

At the Columbia Phonograph Co.'s establishment one misses Fred Erisman, the assistant manager of the concern, who is enjoying a vacation at Wildwood, N. J. R. C. Sylvester, one of the busy salesmen, has just returned from New York, where he spent most of his vacation. John O'Hara had a pleasant time at Cazenovia, N. Y., and J. A. Holohan has returned from Manomet, down on the Cape.

#### Making Rapid Strides.

The talking machine department conducted by F. C. Henderson at the Shepard-Norwell Co.'s place in Winter street and running through to Temple place, is making rapid strides under the personal supervision of J. G. Widener, who now is vice-president for the F. C. Henderson Co. This department now handles both the Columbia and Victor goods and it is a busy place all of the time.

#### Visited Nantasket Beach.

Chester J. Sylvester, manager of the talking machine department of the C. E. Osgood Co., is taking a fortnight off from work and, with his young wife, is spending a vacation at Nantasket Beach. When he returns to business, Frank Jenkins, his right-hand man, will go away.

#### Sign Miss Jeska Swartz.

Manager Erisman reports that the Columbia Co. has just signed Miss Jeska Swartz, of the Boston Opera Company, and she will be at the laboratory shortly to make records of some of her best numbers. Miss Swartz has been winning favor at the opera house for the past three seasons and this year she is to sing more ambitious roles than ever before.

#### Concert Room Nearing Completion.

The concert room on the second floor of the Columbia Co. is rapidly nearing completion and will be ready by September 1. The lettering is on the wide expanse of windows, the painting is done and a new dictaphone room has been installed at the rear. When the floor is polished, the rugs down and the fine furniture put in the room promises to be a thing of beauty. Manager Erisman is planning to have regular society days.

#### Large Victor Trade at Ditson's.

Henry Winkelman, manager of the Victor department of the Oliver Ditson Co., says he has no kick coming, as business has been uniformly good right along. Mr. Winkelman will take his vacation the last two weeks of the month and is going to Swan Island, Me. John Canavian, one of Mr. Winkelman's salesmen, is now at Ocean Point, Me.

#### AN ORIGINAL VIEW OF EDISON.

Snapshot of the Great Inventor Indicates That He Is Not Entirely Wrapped Up in Scientific Investigation at All Times and Appreciates Healthy Outdoor Sports.

No general learned or public discussion of matters of scientific importance for some time past have been considered complete without the pub-

lication of some opinion offered by Thomas A. Edison, and which was generally sharp and to the point and displayed real knowledge of the subject, however complex. The result of all this, taken together with the anecdotes and biographical sketches of "the wizard," has been to create the impression that Mr. Edison is constantly wrapped up in his scientific work and does not take any interest in things outside the laboratory. No better proof that the foregoing impression is erroneous could be offered than the snapshot reproduced herewith, which shows the great inventor throwing out the first ball in the baseball game that was one of the chief events of the recent Edison field day. The picture indicates that Mr. Edison has a delivery that would do credit to a professional pitcher and that he knows a great deal more about the baseball than that it is spherical in shape. The photograph is, on the whole, decidedly unique.

#### GUARDING AGAINST LOSS.

How to dispose of small initial rush orders? This is the suggestion of a man of experience: Upon the receipt of an order calling for immediate shipment from a party whose name does not appear in one of the agency books, or if there, has an off rating, his custom is to wire the local bank as follows: "Do you consider Blank good for \$50. sixty days (or whatever the terms may be)? Answer quickly" This credit man says further that if the order is accompanied by bank references it is sometimes a good plan to wire the other bank in the town, if there be one, and if the credit man desires to go still further he can wire some reputable attorney either located in the same town or the nearest town. By taking such precautions, he declares, the losses sustained from the small initial rush order will become negligible.



Edison Throwing Over First Strike in Ball Game.

## WITH THE CREAM CITY TRADE.

Usual Dog Day Dulness Seems to Have Overlooked Milwaukee Talking Machine Dealers This Year—Crop and Industrial Conditions Generally Encouraging—New Edison Home Kinetoscope Exhibited and Lawrence McGreal Is Enthusiastic Over Proposition—Personal Items of Interest—What the Various Jobbers and Dealers Have to Report Regarding Conditions and the Outlook.

(Special to The Talking Machine World.)

Milwaukee, Wis., Aug. 10, 1912.

These are usually the dull "dog days" in the talking machine business, but there seems to be a change in the situation this season. Jobbers and retailers are all congratulating themselves on the fact that business is holding up in a remarkable way, while the prospects for future trade were really never better.

The weather has had something to do with preventing the usual summer slump in sales. Wisconsin is usually sweltering in heat during the months of July and August, but the weather man has been lenient this year and has chalked up more cool days than hot ones during the past few weeks. People have not found themselves caught in the usual hot weather inertia and have been more willing to get into the market for the necessities and luxuries of life. What is more, there has been more ready money this year with which to make the purchases.

Steady but gradual improvement has been taking place in the iron, steel and heavy machinery business since last spring, and orders are now coming in like old times before the panic of 1907. Milwaukee is one of the leading centers in the United States for the manufacture of heavy producing machinery, and when business in this line is good it means prosperity in most lines. Consequently, business in general has taken on new life, now that confidence is more widespread and money is more plentiful.

## Crop Conditions Give Encouragement.

As the days go by the assurance grows that a bumper crop will be harvested in the Northwest this season. Everybody knows that this means prosperity of the right sort, and no one knows it better than the talking machine dealers of the Badger State, who are preparing for one of the biggest fall trades in the history of the business. Proof of this is found in the fact that dealers are stocking up in machines, records and supplies with more freedom than has been expressed in several seasons. The early grain crop is now being harvested, with promises of a tremendous yield, while plenty of rain and favorable weather in general has brought along the corn crop to a point where all fears, caused by the late start of the crop, have been allayed.

"July business showed an increase over that of June, while the prospects all indicate that trade during August will attain a new high mark," said J. H. Becker, Jr., manager of the new Victor department at the Espenhain Dry Goods Co.'s big department store. "Machines are selling well, while the August records are all proving to be good sellers."

## Exhibit New Edison Kinetoscope.

The first public free demonstration of the Edison home kinetoscope, for which Lawrence McGreal, well known Edison jobber of this city, has the agency, was held on the afternoon of August 2 at the new McGreal headquarters at 2113 Grand avenue, and the large crowd which gathered was proof of the interest aroused by the new machine. These exhibitions are now being held daily at the McGreal store in connection with grand opera concerts on the Edison machines, and are resulting in a brisk business for Mr. McGreal.

"The Edison home kinetoscope, Mr. Edison's latest triumph, will meet with a tremendous sale," said Mr. McGreal. "Most of our business has been done with people who are installing the machine in their homes, but we look for a big demand from the schools from now on. The possibilities of the kinetoscope as an educational factor are unlimited, and I am positive that its future is assured. The fact that this machine can be

safely operated by children in their homes appeals to people, while the fireproof films used are one of its chief merits. The machine is considerably smaller than those used in moving picture shows, as it weighs only twenty pounds, while its eighty feet of film contains as many pictures as 1,000 feet of films used in the moving picture theaters."

The new auditorium, arranged in the McGreal store for the public demonstration of the Edison kinetoscope and for talking machine concerts, has been named Mozart Hall. There is seating capacity for practically 100 people, while around the room have been arranged raised platforms for the display of talking machines and cabinets.

## J. W. Campbell Takes Charge.

J. W. Campbell has been made manager of the talking machine department of the Edward Schuster & Co.'s department store at Third and Garfield streets. Miss Elsie Meisner is now with the talking machine department at the Schuster store at Twelfth and Vliet streets, over which Albert Friedman has general supervision.

## Coming and Going.

Joseph Gannon, assistant manager of the Wisconsin Talking Machine Co., jobber for the Victor line, is enjoying a two weeks' vacation in St. Louis.

George D. Ornstein, general sales manager of the Victor Talking Machine Co., was in Milwaukee recently on business. While in the city Mr. Ornstein was the guest of his sisters.

## Reports Gain of 78 Per Cent.

L. C. Parker, enterprising manager of the Victor department at Gimbel Bros., has returned from a three weeks' vacation spent with relatives at Rhinelander, Wis. Mr. Parker, while at Rhinelander, narrowly escaped meeting with a serious injury when struck in the face while cranking an automobile. Mr. Parker sustained a broken nose and other bruises, but does not show the effect of the accident now, due to the fact that a physician was with him when the injuries were received. Mr. Parker finds that his talking machine business made a gain of 90 per cent. during the month of July, as compared with the same period a year ago, while a total average gain of 78 per cent. was made during the first six months of the year.

## Columbia Business Grows.

As proof that the Columbia business in Milwaukee is increasing by leaps and bounds, A. G. Kunde, 516 Grand avenue, Columbia jobber and retailer, sent out more than \$1,000 worth of machines in one day recently for delivery to Milwaukee buyers. Mr. Kunde has been forced to increase his office and his sales force in order to care for the big increase in trade. The New Favorite Columbia, with the shutter attachment, has arrived at the Milwaukee store and is proving popular with the trade.

Mrs. Kunde, accompanied by her young daughter, has returned from an outing of several weeks spent at Okauchee Lake, and is again assisting her husband in the Columbia store.

## Lawrence McGreal for Sheriff.

Lawrence McGreal has announced his candidacy for sheriff of Milwaukee county on the Democratic ticket. Mr. McGreal ran for the office two years ago and was beaten by a very narrow margin by the Socialist candidate. This year he hopes to fare better.

## Take on the Regina Line.

The Heller Piano Co., 616 Grand avenue, has added the Regina line and is displaying several Regina instruments with horn attachments. The company is completing arrangements for erecting

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 wood work it is extremely satisfactory. No oil is so clean

## NYOIL

Absolutely Prevents Rust

Sold Everywhere in Hardware Stores and other Progressive Places

WILLIAM F. NYE  
NEW BEDFORD, MASS.



an annex and securing adjoining quarters, which will give the company more than 12,000 square feet of floor space.

## In Operation by September 1.

The work of preparing the talking machine quarters at the new Edmund Gram building, 414-416 Milwaukee street, is rapidly drawing to completion, and Paul A. Seeger, who will act as manager of the new Victor department, hopes to have it in operation by September 1. Mr. Gram will have one of the finest piano and talking machine establishments in the Northwest when the work is completed.

## Miss Gannon Returns from East.

Miss Gertrude Gannon, owner of the McGreal retail store and head of the Wisconsin Talking Machine Co., Victor jobber, recently returned from a trip through the East. Miss Gannon visited the factory of the Victor Talking Machine Co. and placed her fall order for Victor machines.

## Optimistic Over Outlook.

E. F. O'Neil, special representative of the Victor Talking Machine Co., who spent a few days in Milwaukee recently, is particularly optimistic regarding the outlook for the fall trade.

## Brieflets.

Emil O. Schmidt, 310 Grand avenue, Milwaukee's one-price piano dealer, reports a fine Victor business, especially in the Victrola No. IV.

E. S. Liechti, formerly with the Alfred Griggs Music Co., of Davenport, Ia., is in Milwaukee and expects to become connected with one of the leading local talking machine houses.

The daily afternoon Victor concerts which Manager J. H. Becker, Jr., of the new Espenhain talker department, is giving, are proving decidedly popular with the Milwaukee trade.

J. E. Meagher, representing Lyon & Healy, of Chicago, and Mr. Gibbs, of the Rudolph Wurlitzer Co., of Chicago, recently called upon the Milwaukee trade.

The same ideas come to all men—it is only in the use we make of these ideas that we differ. The most successful men are those who make the promptest use of the ideas that do come to them. They are the men of action—the men who lead and dominate.

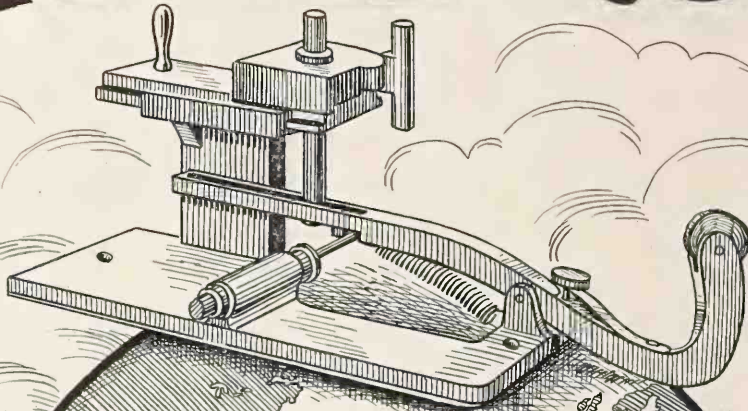
## Write To-Day

The ELECTROVA COMPANY  
117-125 Cypress Ave., :: New York

for their new illustrated booklet, "The Money Magnet," describing the most perfect and satisfactorily Coin-operated Electric Player on the market. 88 note, with automatic expression device and mandolin attachment.

Just the player for the better class of places

# THE BEST



# SIMPLEX

"START AND STOP"

# ON EARTH

Manufactured by

**STANDARD GRAMOPHONE APPLIANCE CO.**

Sales Agents: Talking Machine Supply Co.

563 5th Avenue, NEW YORK, N. Y.

*Leading Jobbers Handling the SIMPLEX*

Baltimore, Md. .... Cohen & Hughes, Inc.  
 Birmingham, Ala. .... E. E. Forbes Co.  
 Boston, Mass. .... Oliver Ditson Co.  
 Brooklyn, N. Y. .... American Talking Machine Co.  
 Buffalo, N. Y. .... Neal, Clark & Neal Co.  
 Cincinnati, O. .... The Rudolph Wurlitzer Co.  
 Cleveland, O. .... The Eclipse Musical Co.  
 Columbus, O. .... Perry B. Whitist Co.  
 Des Moines, Ia. .... Harger & Blish, Inc.  
 Dubuque, Ia. .... Harger & Blish, Inc.  
 El Paso, Tex. .... W. G. Walz Co.  
 Houston, Tex. .... Houston Phonograph Co.  
 Kansas City, Mo. .... Schmelzer Arms Co.

Little Rock, Ark. .... O. K. Houck Piano Co.  
 Los Angeles, Cal. .... Southern California Music Co.  
 Memphis, Tenn. .... O. K. Houck Piano Co.  
 Nashville, Tenn. .... O. K. Houck Piano Co.  
 New Orleans, La. .... Philip Werlein, Ltd.  
 New York, N. Y. .... Blackman Talking Machine Co.;  
 S. Bloom, Inc.; Emanuel Blout;  
 I. Davega, Jr., Inc.; S. B. Davega  
 Co.; Greenhut-Siegel Cooper  
 Co.; Landay Bros., Inc.; Silas  
 E. Pearsall Co.; John Wanamaker.  
 Omaha, Neb. .... Nebraska Cycle Co.

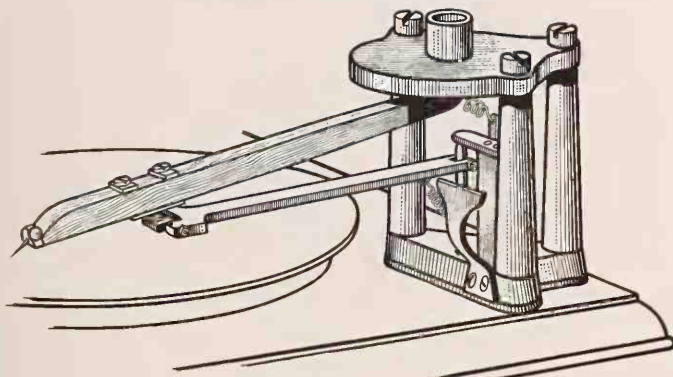
Peoria, Ill. .... Putnam-Page Co., Inc.  
 Philadelphia, Pa. .... Penn. Phonograph Co., Inc.; The  
 Talking Machine Co.; H. A.  
 Weymann & Son, Inc.  
 Pittsburgh, Pa. .... Standard Talking Machine Co.  
 Providence, R. I. .... Manufacturers' Outlet Co.  
 Richmond, Va. .... The Corley Co., Inc.  
 St. Louis, Mo. .... The Aeolian Company of Mis-  
 souri; Koerber-Breuner Music  
 Co.  
 St. Paul, Minn. .... W. J. Dyer & Bro.; Koehler &  
 Hinrichs.  
 Washington, D. C. .... Robert C. Rogers Co.



## VITAPHONE CO. PROGRESS.

Plans Perfected for an Extensive Factory Addition to Present Plant in Plainfield, N. J.—Catalog in Spanish Issued—Sound Reproduction Principle Described—H. N. McMenimen Becomes Secretary and General Manager of the Company.

Among the important trade changes last month was the election of H. N. McMenimen to the secretaryship and general managership of the Vitaphone Co., manufacturers of the Vitaphone, of which C. B. Repp is president and J. H. Greene, Jr., treasurer. Mr. McMenimen is known from coast to coast in Canada, United States and Mexico, claiming an average of 50,000 miles of traveling a year for the past sixteen years, or a grand total of 800,000. His wide knowledge of conditions and



The Vitaphone Reproducer.

the trade in general should prove of immense benefit to the company.

Plans have been drafted for the erection of an extensive four-story factory adjoining the experimental plant at Plainfield, N. J., work upon which will start immediately. In drafting this first building, the architects have planned for the erection of three more buildings like the first one, to be built from time to time as the demands of the increasing business require. The buildings will be approximately 150 by 100 feet, four stories and basement.

The Spanish catalog has already been published and is being distributed throughout the world where Spanish reigns. In this catalog is a descriptive talk about the Vitaphone, together with illustrations and descriptions of several models—the \$185, the \$85, the \$55, the \$35 and the \$15. The English edition will be off the press within a few weeks.

The object of the company in starting with the export department is to create a market there that will be coming through when the first products for general shipping come through the factory.

The illustration herewith shows the new principle used in the Vitaphone. A solid wood arm is used. Of course, the wood is specially treated, of special length and the angle from diaphragm to record is the one they believe is best. The use of wood for this reproducer follows out the ideas of violin and organ pipe makers, wherein the older the wood the greater the resonance.

The Vitaphone sound box is stationary and made of few parts. The machine will play any record, as an ingenious arrangement permits an immediate change from needle to jewel, as the owner wishes. All that is required is to change the position of the diaphragm spring and put in the needle or jewel, according to what is required by the record.

The sounding board of the Vitaphone is placed over the diaphragm. It takes about two seconds to change the hornless Vitaphone to a horn machine, or vice versa, it being possible to put the largest horn for the loudest volume upon the smallest cabinet size. The motor was invented several years ago by Mr. Repp and its qualities thoroughly tested and tried.

A further reference to the Vitaphone and its merits will appear at an early date in *The World*.

Myers' Phonograph Shop, in the Wright building, Pittsfield, Mass., was recently damaged by fire.

## GOV. WILSON MAKES RECORDS

Of His Notification Speech Delivered to 6,000 Democrats Assembled at Sea Girt Last Week—To Be Used with Moving Pictures.

The speech of acceptance as candidate for the office of President of the United States that Gov. Woodrow Wilson delivered to 6,000 assembled Democrats on the lawn at Sea Girt last week he will probably deliver beginning in a couple of weeks through phonographic records to as many millions of people as there were thousands to hear it upon the occasion of its first delivery.

The "canned" version of the speech will, of course, be abridged and new matter will be added to give it inclusiveness as to issues in the campaign which Gov. Wilson did not feel worked in well with the theme of the original.

It is planned to send the phonographic records out with the moving pictures so that patrons of the moving picture theaters can see how the Democratic candidate looks at home and also can hear what he has to say about the vital issues.

Hal Reed, a moving picture man, who took "800 teet of Governor Wilson," as he expressed it, declared that the moving picture concerns have invested upward of \$20,000 in films of Governor Wilson, and that every-

where they have been shown the pictures have brought hearty applause from the audience.

## A VISITOR FROM TURKEY.

J. O. Prescott, Who Has Been Making His Headquarters in Constantinople, is in New York for the Purpose of Buying Machinery.

Old timers in the talking machine trade were delighted to meet J. O. Prescott, who was in the metropolis last week on "a buying trip" from Turkey.

Mr. Prescott has been flying around the world for the past eight or nine years, so that the trip from Constantinople to New York is but a mere trifle.

Since the old days of the American Record Co. Mr. Prescott has been in Japan, where he built up a very successful talking machine business, and a year or more ago went to Constantinople owing to a very liberal offer made him to manage a record making business in that city.

Mr. Prescott has changed but little. He seems as young and active as in the olden days, and was given a very cordial greeting by hundreds of friends, who were delighted to meet him.

Mr. Prescott's visit to New York is largely to buy machinery for the talking machine company with which he is connected in Constantinople, and as soon as that is accomplished, which will be early in September, he expects to return.

## INCORPORATE TO DEAL IN RECORDS.

The Record Distributing Co., Manhattan, has been incorporated under the laws of the State of New York for the purpose of dealing in sound-reproducing records. The capital stock is \$50,000 and the incorporators are E. H. Randolph, F. J. Coupe, C. W. Pope and W. C. Carrigan.

## REMOVE TO NEW OFFICES.

The Condon-Autostop Co. has removed its offices from 26 Front street to 109 Broad street, New York, where it has convenient quarters for the development end of its business. This company reports increased demand for its Autostop from the talking machine trade throughout the country.

## GRESSING WITH O'NEILL-ADAMS CO.

Will Take Charge of the Talking Machine Department to Be Opened on a Large Scale by the O'Neill-Adams Co., of New York, on September 1—Has Had Wide Experience.

Otto A. Gressing, who at one time was manager of the St. Louis Talking Machine Co. and the talking machine department of the Aeolian branch in Indianapolis and Aeolian Hall, New York, has been engaged as manager of the talking machine department to be opened on a large scale by the O'Neill-Adams Co., Sixth avenue, between 20th and 22d streets, New York, about September 1.



Otto A. Gressing.

This department will adjoin the new piano department, which will be opened at the same time, and a full line of Victrola and Victor talking machines and Victor records will be displayed.

The O'Neill-Adams Co. has been handling the Victor in a small way for the past two years, but with the introduction of the piano department greater effort will be made toward giving the Victor line the strongest kind of a representation.

Those who are acquainted with Mr. Gressing and his ability are confident of his success in his new sphere of operation.

## EDWARD D. EASTON RETURNS.

Edward D. Easton, president of the Columbia Phonograph Co., General, New York, returned from a six weeks' trip to North Cape, Europe, Monday, August 5. Mr. Easton, who was away from the middle of June, made the trip purely for pleasure and rest, and returns to New York and business in excellent health, and expresses himself as perfectly fit for the coming year's work. The Columbia Co. anticipates the heaviest year in the history of its career. Mr. Easton, the active head of the company, is confident that results will bear out that belief in full.

You expect your clerks to be loyal to you. Are you loyal to them?

## TRAVELING MAN WANTED

WANTED.—Traveling representative; one who is fully conversant with the Edison and Victor lines; give experience and salary wanted. TRAVELING REPRESENTATIVE, care *The Talking Machine World*, 373 Fourth Ave., New York City.

## FOR SALE.

FOR SALE—5,000 Edison 2-Minute Records, 10c. each; 5,000 Zonophone 10-inch Records, 15c. each; all new, clean stock. Deninger, 335 North street, Rochester, N. Y.

# A four-thousand dollar call to dealers

Preliminary to a campaign of advertising this Fall that will have extraordinary interest to all Columbia dealers, we are printing the full-page message shown here in this week's Saturday Evening Post.

It's a good, lusty call to dealers—and while we intend to negotiate with active merchants in any line of business, who are equipped to give Columbia products a worthy and profitable representation, yet we shall naturally prefer, whenever possible, to come to an agreement with those more experienced, qualified retailers who are already turning over talking machine money. You may need to be reminded that in order to carry the Columbia line it is not necessary for you to discontinue any other line. You are not compelled to handle the Columbia line exclusively. We are so well satisfied with our product, and with the market for it, that we are entirely content to have it sold strictly on its merits—upon side-by-side comparison with competitive product. We are very glad to have your customers given the same opportunity for comparison that you yourself must have before you sign a Columbia dealer's contract.

# Columbia

## Phonograph Co., Gen'l

Tribune Building, New York

# Music Mor...



WE are prepared to make you can couple r... We can't do it her... fine this invitation m... ignore.

Everybody knows t... realize the marvelous... that has made it nec... cent. beginning next m...

We are prepared t... be immediately profitab... profitable because of th... matically creates.

The market is ever... or no piano; where the... love of music itself, wh...

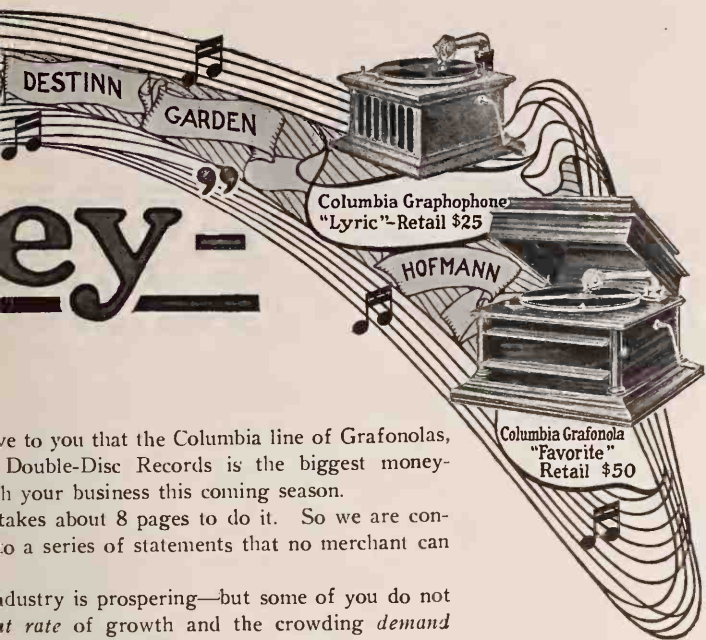
We practically gu... tenance of list prices... handful of dollars—and... of them. And all the... of widely varying desig... Mind you, all this ins... margin of profit for yo...

No merchant, in a... light of even two years... the science of acoustics... this year's \$1,500,000 o... through the dealers, f... than 8,000 dealers. W... is wide open all aroun... for that book—"Music...

# CO... PHONOGR...

If you do not yet own a... instrument that brings... stars of opera who... works of all the... orchestras and... catalog...

The fast increasing Columbia demand affords splendid opportunities for many more Columbia dealer



# Especially "not-yet-Columbia" dealers

ve to you that the Columbia line of Grafonolas, Double-Disc Records is the biggest money-maker in your business this coming season. It takes about 8 pages to do it. So we are continuing a series of statements that no merchant in the industry is prospering—but some of you do not at rate of growth and the crowding demand for us to increase our factory output 50 per cent.

ve to you that your Columbia department will require without extravagant investment, and continuously record business the sale of each instrument automatically, without exception; where there is a piano in every home, children or no children. It is as broad as the market is universal.

Only a full realization of recent advances in recording processes could show you how advertising money is coming back to the industry, time after time over. We are operating through more channels adding another thousand now. The market is wide. This is all we have space for here. Write to us.

Only a full realization of recent advances in recording processes could show you how advertising money is coming back to the industry, time after time over. We are operating through more channels adding another thousand now. The market is wide. This is all we have space for here. Write to us.

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## COLUMBIA

PH CO., Gen'l TRIBUNE BUILDING NEW YORK CITY

### For the Music-Loving Public:

Columbia, why should you deprive yourself of the one musical pleasure that is available to all—the voices of all the world—made records—without exception; the living voices of great composers, the music of all the great bands, instrumental soloists; especially when our free records give you what so little money will purchase.

When you own a talking machine of any make, any Columbia dealer will make you a liberal allowance in exchange for a modern Columbia Grafonola. Let us tell you who is your nearest dealer.



Columbia Double-Disc Records Retail from .65+ to \$7.50 Interchangeable on any make of machine

You can see that the Columbia line is certainly going into every territory where it may not be active now. Nothing surer!

It's the line of merchandise that the people want wherever they meet up with it. A line of instruments that meets a variety of taste and of purse as no other line can meet it; a line of records that absolutely no man in the business can do without unless he is willing to ladle out explanations right along.

And discounts to dealers that you ought to know all about—and that you really can't long be satisfied to miss.

You can't always get all the news in one paper, nor all the scenery in one trip,—and no doubt you will find something in our "Music Money" book that will give you a new slant on your own business.

So probably you will drop us a note to send you one—which we shall be ready to do. It won't mean that you have made any decision, or kicked over any traces, or bolted the party, or anything like that. Just write "Send that book."

# Columbia

## Phonograph Co., Gen'l

Tribune Building, New York

Write in for particulars. Exclusive selling rights granted where we are not actively represented.

### TALKING MACHINE ON PLAYGROUNDS

Youngstown, Ohio, Minister Gives Little Citizens a Treat with Victrola and Is Invited to Come Again.

From the Youngstown, O., Vindicator the following account of a visit through the playgrounds of the city with a Victrola is clipped and sent to The Talking Machine World by Scott & Jones, the progressive music dealers of that city:

Rev. J. W. Van Kirk writes of a trip to the city's playgrounds in which he gave concerts with Christ Mission's Victrola. He says:

By the ever active and resourceful mind of J. H. Chase for the amusement and development of the children an hour of music was suggested.

The Victrola at Christ's Mission being kindly offered it was proposed to give the writer the pleasant task of going to the different playgrounds to entertain the children.

Mr. Metcalf made a few selections of such records as he thought would be most appropriate. His standard was based on the musical talent of the children about the mission where I saw a boy handle a violin with as much skill and familiarity as the ordinary boy does a baseball. Some of the children about East Boardman street are members of the bands and orchestras which furnish music for the saloons, dance halls and other places of amusement. Their knowledge and taste for music is somewhat higher than the children of other playgrounds possess.

The introduction was made at Poland avenue on a hot afternoon. The Victrola was placed on elevated planks with all the children and Miss Hillman, the director, seated around.

We played several classical selections, all of which seemed to please, but did not excite very much enthusiasm.

A negro laughing song was given, to which they all responded with hearty approval. However, good attention was given for half an hour, when some children one by one took to their play, while others remained for an hour. They expressed the desire

of having me return another day. About fifty children listened to the music. A fine looking boy helped with the instrument to the street car and to East Youngstown.

Here the children were eager to hear and crowded around, sitting on the fallen trees and the improvised support for the music box. The same general results were experienced as at Poland school.

At Baldwin the hour was not so favorable for a crowd, but the interest and attendance were good.

We chanced to arrive at Glenwood at the swimming hour and when a threatening storm was approaching. But Miss Sherman gathered the children together and held them for a brief program.

We arrived at Steelton a few minutes before a shower, which compelled us to postpone the program till the next day.

Here the children were attentive and seemed to be under good control. There were eighty in the audience.

The success of the first round warranted another effort.

A change of records was made, with a greater variety of lively music and "funny" songs, as the children put it. These selections held a larger proportion of the children for a greater length of time.

The observation of the directors at Christ's Mission "that the music had its good effects upon the children for the entire day" is the strongest recommendation for a music hour. The music is certainly a happy diversion for the youth in the midst of their excitement and contest of games.

A variety of program was found to be taking. A waltz from "Faust," solo by Caruso, "Dill Pickles Rag," "Kentucky Jubilee," songs of America, a medley, "Down in Turkey Hollow," Peluse's orchestra, "Hearts and Flowers," and "Home Sweet Home," all seemed to supplement each other with pleasing effect.

I was on the ground at other times than the music hour and all remembered me as the music man and wanted to know when I was coming back.

Music on the playground would certainly be a valuable asset in the education, the discipline and the culture of the children.

### MAX LANDAY ON AUTOMOBILE TOUR.

Max Landay, of Landay Bros., Inc., 563 Fifth avenue, New York, left Monday last for an automobile tour to the White Mountains. He is following the Ideal Tour trail, and with his big power car ought to be able to turn off miles like he sells records. He will probably be away two weeks or more—all depending upon the gasoline market.

By the way, August 8 was Max's birthday. To the first thousand readers who send in the correct birthday sum of this trade member The World will ask Mr. Landay to give them a birthday tribute in the shape of a package of imported talking machine needles. Succeeding thousands of guesses will be entered upon the list of the honorary guessers' association, with life membership card.

And again, Max is due for further congratulations because he escaped a lot of jury duty, all of which tends to show that the star of good fortune is still with him.

### MUSICAL HORN QUITE NOVEL.

Something decidedly novel in the way of a musical instrument has been designed by a New York man. He concluded that if there were automatic pianos and organs, there might as well be an automatic horn. So he took a horn with the general shape of a cornet and set a series of transverse pipes along the main pipe. These transverse pipes have valves controlled by key arms, just like the ordinary cornet, but they lead into a music roll with perforations on it like the usual music roll. This roll is caused to revolve automatically, and as it turns around the musician blows steadily through the horn, and whatever piece is on the roll is reproduced. With a good collection of rolls any man can earn the reputation of being an accomplished cornetist.



D 33.

Mahogany and Golden Oak.

Width of top, 21½ in. Depth, 18 in. Moulding loose or attached, can be supplied to fit Victrolas VIII or IX.

Capacity 210 (12 in.) disc records.

## Let Us Supply You With "GOOD QUALITY" Record Cabinets

Hanover, Pa., sends out a superior line—covering beauty of design, workmanship, finish and woods



D 60.

Colonial design. Mahogany and Golden Oak.

Doors swing back to sides. Width of top, 24 in. Depth, 20 in. Suitable for all Victrolas.

Capacity 230 (12 in.) disc records.

ILLUSTRATED PRINTED MATTER SENT ON REQUEST

Distributed by the jobbing trade

## THE GEO. A. LONG CABINET CO.

HANOVER, PA.

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



If you wish to reach the talking machine trade in Latin America do not fail to send in at once your order for space in the second issue of La Máquina Parlante Mundo.

The first edition has gone forth in large numbers to the lands which lie south of us.

They have been mailed to talking machine jobbers and dealers and to business men who are live prospects for future talking machine business.

They have been forwarded in bulk to large distributors in Latin America.

La Máquina Parlante Mundo is a splendid medium to reach talking machine men in all lines in the countries south of us.

No matter in what land you may be manufacturing talking machines or accessories this Spanish publication will bring you in close touch with interested parties.

**EDWARD LYMAN BILL, Editor and Publisher**

Main Offices, 373 Fourth Avenue, New York

CHICAGO, 37 South Wabash Avenue

LONDON, 1 Gresham Building, Basinghall Street

GERMANY, 72 Ritterstrasse

**KARL E. DIESING, Representative for Germany and Austria**

**Pretty soon after you have read this paragraph you listen: We are going to start something—and it will make a noise like new customers opening your front door.**



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

## DEALERS SEEK INSTALMENT REGULATION.

Stand of the Eastern Talking Machine Dealers' Association and Its Arguments in Relation to Its Campaign for Two List Prices for Machines Set Forth in an Address by Its President.

The Eastern Talking Machine Dealers' Association has for some time been interested in a campaign for the establishment of two prices for talking machines, one to apply to cash and the other to instalment sales, with a view to increasing the proportion of cash sales and lightening the burden of instalment accounts to be carried by the dealer. The association has also been very active among the Eastern jobbers and had a delegation of three members present at the convention of the National Association of Talking Machine Jobbers at Atlantic City. The stand and arguments of the Dealers' Association are well set forth in the address read before a recent meeting of the association by its president, David Switky, and which was, in part, as follows:

"Strange as it may seem, it is true, nevertheless, that many jobbers have not yet grasped that great fundamental truth that the dealers' welfare means the jobbers' welfare likewise. They do not realize that their own prosperity cannot be greater nor less than the prosperity enjoyed by their dealers collectively.

"We, the Eastern Talking Machine Dealers' Association, want the jobbers to petition the Victor, Edison and Columbia companies, asking them to adopt two sets of prices for their machines, one price for cash, and a greater price for instalment sales.

"We logically look to the jobbers to do this, as they are the men through whom the manufacturers market their product. They are the bridge that separate us from, and at the same time connects us with, the manufacturers. They are the men who solicit our patronage. By extending us credit they become literally a partner in our business. Therefore we call upon them to help themselves by helping us.

"We want two sets of prices—one for cash and another for instalment sales. If the rank and file of the dealers upon whom the jobbers rely for support are to prosper, if they want to get their check promptly each month, from all their dealers, do something that will better the condition of the latter.

"Until now we have been tossed unmercifully back and forth between the jobber and the manufacturer. On the one hand we are urged to plunge headlong into the whirlpool of reckless instalment selling, and on the other hand the jobbers are doing all they can to draw tighter the credit reins, even calling upon the manufacturers to assist them in preventing the dealers from getting liberal terms of credit as to time, etc.

"Instead of sensibly trying to help us build up our cash business, so that some of our profits could be felt and counted in cold cash, we are compelled to take our profits in instalment accounts on the ledger and in record stocks that pile up month by month at a fearful rate.

"The manufacturers educate us with instalment literature that would drive 90 per cent. of the trade into bankruptcy if they were to attempt to

live up to those teachings. They advise us to borrow money—borrow, borrow—and then borrow some more. They urge us to call on our bankers. How many dealers of the rank and file do you think are able to borrow money enough to float an instalment business? You know as well as we do, that the most that the average dealer can borrow is a few hundred dollars that must be repaid in much less time than he will be able to gather them in from his instalment accounts.

"They tell us to look at the \$60,000,000-a-year piano industry which rests almost entirely on the instalment plan. But they don't tell us that the piano trade for that very reason is so thoroughly demoralized that it is fast joining the talking machine ranks—choosing the lesser evil of the two.

"We are told that the Singer Sewing Machine Co. built up its 10,000 branch offices and millions of assets through easy payments of \$1 per week. This sounds good, but the parallel is bad. The 10,000 Singer branches are not required to invest their own capital nor to pay for their machines in 30 days.

"They advise us that the largest department stores in the United States are making enormous profits, that entire railway systems are bought and national debts are paid for on the instalment plan. This is darn poor comfort for the average dealer. It reminds us of a story told of the late Jay Gould, who advised the members of a Y. M. C. A. to save up their pennies and buy a little railroad.

"In a recent letter sent to us strongly indorsed, a brilliant advocate of instalments, tells us that the instalment buyer 'pays for the time accommodation.' He says further that 'they pay more than the interest on the money, pay a bigger profit than the smaller, wealthier class, and are safer pay.'

"If this were true, that 'they pay for the time accommodation,' there would be no need for us to plead for two sets of prices. Is there any good reason why we should not have the assistance of the manufacturers in boosting our cash business? Our present plan of selling on one or two years' time at cash prices does not do justice to our business, nor does it do honor to our intellect or ability as merchants.

"The E. T. M. Dealers' Association recently undertook to obtain a referendum vote of a limited number of dealers in and about New York City. We appealed to eight jobbers to send out post cards to their dealers, asking their signatures, should they favor the two-price system. The returns were overwhelmingly gratifying. Some of the comments accompanying the returns were vigorous.

"In justice to the work attempted by our association, we want to say that three out of the eight New York jobbers approached, did not send out our cards to their dealers. One very courteously asked that the matter be allowed to rest for the present. Another, although heartily indors-

ing our fight for two sets of prices, and while doing certain original work along these lines, regretted being unable to co-operate with us because he had agreed in certain correspondence to let the entire matter rest so as not to prejudice our case before the Congressional Committee having the Oldfield Bill under consideration.

"If the manufacturers honestly believe that we should lie low until that cloud has passed over our heads, let them give us assurance at the present time that they will grant our request at the first opportune moment.

"But why should we wait until the dealers have gorged themselves with more indigestible instalment business until their tongues hang out and their faces are purple with distress?

"The third jobber wrote in part as follows: 'We feel that it would be entirely contrary to business principles to send out these cards. It is our opinion that a great majority of dealers would favor any system or method that would make it possible for them to get better prices on goods sold on instalment. It seems to us that the factories must be aware of this quite as well as we are, but perhaps there are obstacles we do not know of that prevent them from printing two sets of prices at which to sell their goods.'

"This jobbing house must be pardoned for its error when they accuse us of trying to get better prices for our goods. They do not know that we are *not* complaining about the percentage of profit. They are blind to the fact that our real aim is to preserve the vast amount of cash business that could be saved from the instalment sales if we show our customers that they save money by buying for cash.

"They also think it a crime to presume to press too persistently the demand for two sets of prices. They have not experienced the truth that some things can only be gotten by asking for them—and even then not by asking for them only once or twice—but by steady hammering away until you get what you want.

"The manufacturers have been unfairly accused of objecting to two sets of prices because it might interfere with their output by restraining the business of the large department stores, the big advertisers of 'no interest and no extras.' It will surprise you to learn that the majority of the large department stores interviewed are in favor of two sets of prices. All they ask is that the factories incorporate two sets of price in their contracts and make them binding on all. We don't blame them for claiming that local or gentlemen's agreements are weak and ineffective.

"Granting the need of the two-price system, we believe that the difference between cash and instalment prices should be great enough to induce the customer to pay cash."

### MERIT WINS OVER PRICE.

Price never has sold an article of merit in competition and never will. The man who quotes a price with buts and apologies is indeed a pathetic object in the mind of the average American business man. Price is the last consideration in a merit transaction.

**BIG SAVING IN FREIGHT RATES.**

**Jobbers' Association Traffic Committee Finally Secures Definite Ruling by Uniform Classification Committee Putting All Talking Machines, With or Without Cabinets, in L. C. L. First Class and C. L. Third Class Rating—Estimated That Saving Will Amount to \$100,000 a Year to Talking Machine Trade.**

(Special to The Talking Machine World.)

Chicago, Ill., Aug. 10, 1912.

The National Association of Talking Machine Jobbers, working through their special traffic committee and the traffic managers of the large talking machine companies, have finally followed up their previous victory in defeating the proposed change on talking machines in cabinets from first class to double first class by getting a uniform transportation which keeps all talking machines, hornless or otherwise, in the first class in less than carloads, and in third class in earloads.

This will mean a saving of something like \$100,000 to the jobbers and retailers of the country per year.

This applies to all territory except that in the Southern Classification Committee, but this may be expected to speedily fall into line.

The value of the definite ruling may be understood when it is said that even since the increase was defeated many freight inspectors throughout the country have insisted on giving hornless machines the one and a half first class rating, placing them in the category of music cabinets. This is all settled definitely now by the ruling just promulgated by the Uniform Classification Committee.

The story is told in the following letter sent out under date of to-day by L. C. Wiswell, of Chicago, chairman of the special traffic and transportation committee of the National Association of Talking Machine Jobbers, to the members of the association:

"Your traffic committee spoke truly in their report read at our recent convention when they said that they had every reason to believe that the Uniform Classification Committee would act favorably on the proposed change in the classification on talking machines, the proposed change being a uniform one, reading as follows:

"Phonographs, graphophones and talking machines, mounted in cabinet or without cabinet, with or without motor mechanism, in crates or boxes, 'carload C. L. minimum weight, 24,000 pounds.' 'subject to rule 27, L. C. L. first class, C. L. third class.'"

"Docket No. 10 of the Uniform Classification Committee, just received, tells us that the new classification was adopted by the committee and it will be effective September 1, 1912.

"This new ruling means that talking machines now have a UNIFORM CLASSIFICATION and that it will eliminate future controversies as well as annoyances that a number of our members have been recently put to because some freight inspectors have seen fit to change the classification on shipments from first class to one and one half first class.

"This is a signal victory and proves that 'in unity there is strength'—for were it not for the efforts put forth by your committee, reinforced by the support of all the members of the association, as well as the work done by both the Victor and Edison companies, this uniform classification would not have been brought about. Respectfully submitted,  
L. C. WISWELL,  
Chairman Special Traffic and Transportation Committee."

**E. R. JOHNSON THE FEATURE**

Of Interesting Article in Sunday's Sun—His Romantic Career, and Development of Talking Machine Reviewed.

The interesting and romantic career of Eldridge R. Johnson, president of the Victor Talking Machine Co., in connection with the development of the talking machine to its present state of perfection, and how as a penniless mechanic four-

teen years ago he established a business that has developed to a point where it represents an investment of millions of dollars, was the subject of a long special article in the New York Sun on Sunday, August 4. The article was headed "From \$10 a Week to a Business in Millions," and included a description of the talking machine, some of the details of its manufacture and figures regarding sales and output. Special attention was called to the fact that while a decade or so ago only singers of little repute could be persuaded to sing for the talking machine, at the present time the greatest vocal artists in the world, such as Caruso and Tetrizzini, are more than willing to have their voices recorded.

**NEW HOME FOR EDISONIA CO.**

**Celebrate Formal Opening of Handsome Five-Story Building in Newark, N. J.—Elaborate Quarters for Talking Machine Department.**

(Special to The Talking Machine World.)

Newark, N. J., Aug. 10, 1912.

An event of particular interest to the local trade was the opening this week of the new quarters of the Edisonia Co., corner Broad street and Central avenue, close to the heart of Newark's business center. The new home of the company is a large five-story and basement building, thoroughly modern in construction and equipment, occupying about 50 feet front on Broad street and running back

about twice that distance on Central avenue. The Edisonia Co. occupies the basement and first two floors and will sublet the upper three floors. A section of the basement, the front part of the store and the entire second floor will be given over to a stock of pianos.

In the rear of the first floor is to be found the department devoted to the disc talking machines, both Victors and Columbias, and it is one of the finest departments in the vicinity of New York. All the leading styles of machines are displayed in the rear of the main floor and in a special large room to the left, which may be cleared and used for recital purposes when desired. Off this room there open four smaller but complete rooms for demonstrating purposes, each of the four laid out along the same general lines but decorated in a manner to obtain distinctive effects. All the rooms are larger than the average demonstration booths and have heavy rugs on the parquet floors and elaborate lighting fixtures overhead. The disc records are kept on file in the larger room, the various compartments of racks being fitted with sliding doors so that the record stock is hidden except when access to it is desired.

The Edison machines and records are displayed in a special room in the front of the basement, while the reserve record stock is kept in the rear.

The new quarters were formally opened on Monday of this week, the opening features being continued throughout the week. The store was kept open evenings for the accommodation of those who could not call during the day.

**INSURE YOUR HOLIDAY PROFIT**

**YOU CARRY FIRE INSURANCE—DON'T YOU?**

☞ Most people do, and yet they don't expect or want a fire.

**THE NEW VICTROLAS MAKE GOOD HOLIDAY BUSINESS CERTAIN**

☞ Are you INSURED against losing GOOD PROFITS through not being able to get these Victrolas?

**EXPERIENCE—THOUGH EXPENSIVE—IS THE BEST TEACHER.**

☞ You can't afford to forget the EXPERIENCE of those Dealers last year who did not properly PREPARE for HOLIDAY NEEDS, when the low-priced Victrolas were announced.

☞ This is also true in the case of records. PREPARE NOW.

**ARE YOUR EGGS ALL IN ONE BASKET?**

☞ The "basket" represents your jobber, the "eggs" your orders. Will the "basket" stand the strain of Holiday requirements? If not, who suffers?

**YOU MAY NEED TWO POLICIES.**

☞ That will depend on "past performances" and the reputation of the "basket" to meet such requirements.

**NOW TO THE POINT. THESE ARE FACTS.**

☞ You cannot place "additional insurance after the fire has started and collect your Insurance." Can you expect to call on an extra jobber AT THE LAST MINUTE and be sure of getting the goods?

**INSURE WITH BLACKMAN NOW AND BE PROTECTED.**

☞ We cannot recall a single case where a "Blackman dealer" lost a "real sale" last year, because we could not deliver the goods. When we say a "regular dealer" that doesn't mean the fellow who came to us at the last moment after FAILING to get the goods from his "regular jobber."

**BE A "REGULAR BLACKMAN DEALER" NOW.**

☞ That means we will PREPARE FOR YOU, as we do for "OUR DEALERS." Call on us at the last minute, if necessary, and we will do the best we can, but the "Blackman policy" is to recognize the obligation to fill the requirements of REGULAR DEALERS FIRST. We call this "fair dealing" and it is appreciated by our dealers.

**NOW IS THE TIME TO TAKE OUT THAT POLICY.**

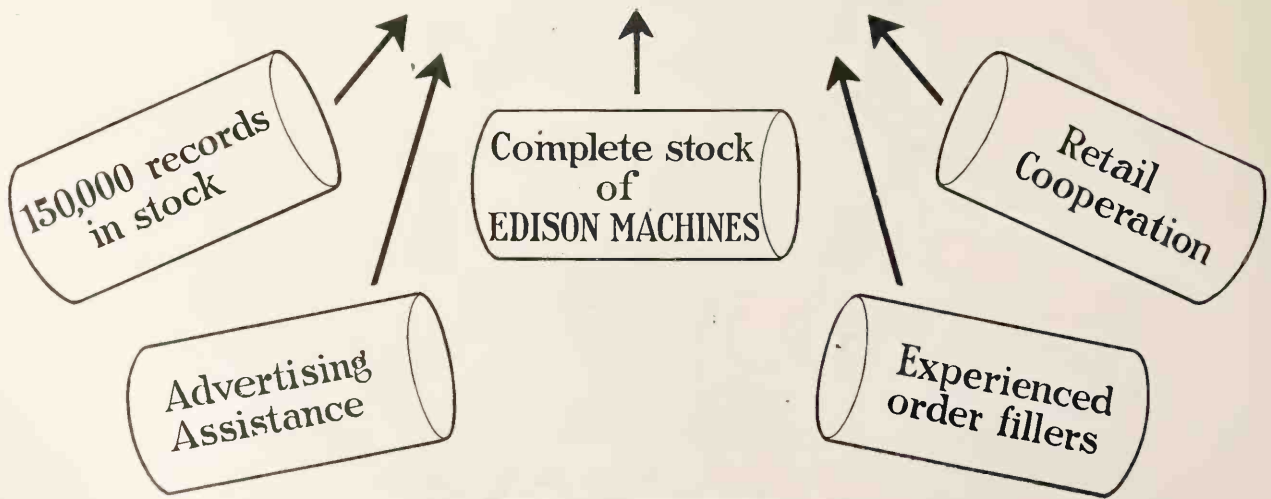
☞ Start giving, at least a share of your business, to Blackman and you will feel easy about your Holiday profits.

THE PLACE TO GET THE GOODS—EDISON AND VICTOR



97 CHAMBERS ST. NEW YORK  
EVERYTHING FOR EDISON OR VICTOR. WHOLESALE OR RETAIL

# Why Lyon & Healy Service is Unexcelled!



**VICTOR**  
DISTRIBUTORS

*Lyon & Healy*

WABASH AV. & ADAMS ST.  
CHICAGO

**EDISON**  
JOBBER



# FROM OUR CHICAGO HEADQUARTERS

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

Summer Business in the Talking Machine Trade as a Whole Shows Considerable Improvement Over That of Previous Years—Much Interest Displayed in New Machines—Recent Visitors to the Windy City—Interesting Personal Items—Late Additions to the List of Dealers—Department Stores Taking Active Interest in Talking Machines—Changes in the Arrangement of the Rudolph Wurlitzer Co. Quarters—The "Book of the Opera" Well Received—Various Accessories and Specialties Selling Well—Prophecies That Talking Machines Will Supplant Orchestras in Theaters—Other Live News.

(Special to The Talking Machine World.)

Chicago, Ill., Aug. 9, 1912.

There is nothing in particular to say about the talking machine situation except that business is not as it should be, according to tradition. By which we mean that it is a good deal better than it usually is during the period of summer dulness, and especially when it is considered that a Presidential campaign is on. Nearly all of the large distributors say that wholesale trade was a great deal better in July than in the corresponding month of last year. One avers July made a good manly increase over June of this year. Peculiar factors entered into the condition in this case.

Great interest is being displayed in the new Victrola styles and advance orders are coming in from dealers in fine shape. Publication of the full line of the Edison disc machines in last month's World revived interest in the forthcoming departure, and the definite announcement of the company as to when shipments can be made is awaited eagerly. The Columbia Co. expect very big things from their new styles of Grafonolas just making their advent.

## New Manager Visits Chicago.

Otto Krause, the new manager of the talking machine department of the Hoeffler Manufacturing Co., of Milwaukee, has been here for several weeks making a study of the large retail stores preparatory to making various changes in the methods and arrangement of his department. It will be redecorated, new windows put in, and regular Victor concerts inaugurated.

## Various Personals.

A. D. Geissler, general manager of the Talking Machine Co., is still in California, accompanied by his wife and his minutest son. The other two Geissler offsprings, Scrubby and Allen, are in Chicago exhibiting great executive ability in managing their respective nurses, and have already caused several deep furrows to appear in the formerly placid brow of Roy J. Keith, who is trying to keep a supervisory eye over the youngsters.

J. H. Clark is posting up at the Talking Machine Co.'s office, preparatory to assuming a position as private secretary to Mr. Geissler when the latter returns.

The many friends of Otto A. Gressing, well known in Chicago, were pleased to hear that he had been made manager of the talking machine department of the O'Neill-Adams Co., of New York.

Among the dealers visiting Chicago recently were Lenhart & Murphy, Peru, Ind.; H. K. Nelson, Dowagiac, Mich.; J. N. Freeman, Cedar Rapids, Ia.; Mrs. A. G. Kunde, of A. G. Kunde & Wife, Milwaukee.

W. C. Fuhri, district manager of the Columbia Phonograph Co., is taking his vacation semi-on-board-an-auto in Michigan. He went equipped to land one of the lineal descendants of Jonah's whale and took his two English bulldogs with him for

protection in case it is needed when the capture is effected.

A. D. Harriman, formerly retail floor manager of the Columbia Co.'s office, is now in newspaper work in the Dakotas and he has been succeeded here by O. D. Standke, formerly manager of the Columbia store at Des Moines, Ia., and a most valued member of the company staff.

Frank D. Moses, Wisconsin traveler for the Talking Machine Co., has been quite ill for the past week or two, but is again on the job. George P. Cheattle, who represents the same company in Michigan and Indiana, is back again from his vacation spent on his brother's farm near Luddington, Mich.

W. A. Everly, representing the Columbia Co.'s Chicago office in Illinois and Iowa, was in to-day and says crop prospects are magnificent in his territory and everybody is being assured of a big fall business, Presidential excitement to the contrary notwithstanding.

F. A. Harnden, purchasing agent for the Talking Machine Co., spent his vacation at home supervising by telephone the nursing of his two children, who were both down with scarlet fever.

## New Columbia Models.

C. F. Behr, manager of the Chicago office of the Columbia Co., says that dealers who have seen the new Regal Grafonola, with record stand, selling at \$40, have waxed quite hysterical over its merits and selling potentialities. Orders are coming in rapidly. The new Eclipse machine also promises to be a big seller. It has tone shutters and sells at \$20 in oak and \$28 in mahogany.

## New Combination Dealer.

P. A. Tyson, who for several months has conducted a talking machine store at 1010 Wilson avenue, this city, has formed a stock company under the name of the Talking Machine and Music Parlors, with himself as president. He is making extensive improvements in his quarters. Both Victor and Columbia lines are carried.

## Department Stores Waking Up.

There is a stirring among the talking machine departments of the big State street stores.

Rothschilds, who have been out of the talker business a year, while their new buildings were being constructed, will open up next month a splendidly arranged department on the eighth floor. There will be three booths and a magnificent display room. They will probably handle Victor, Edison and Columbia goods.

Hillman's is arranging a fine department on the mezzanine floor, with concert hall, etc. They handle Victor and Columbia.

The Boston Store is preparing to make enlargements both in quarters and stock carried. It also handles Victor and Columbia.

No definite statement comes as yet from Marshall Field & Co. as to whether they will add talking machines or not.

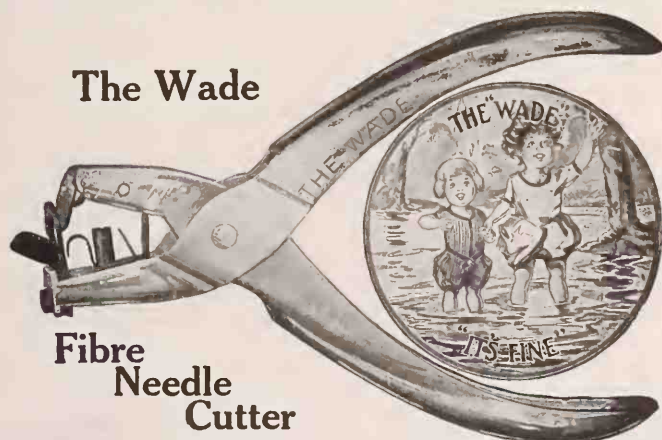
## Incorporation.

Incorporation papers have been filed for The Phonograph Co., Chicago; capital, \$50,000. The incorporators are Clyde E. Shorey, Fred Barth and Morris Cohen. They are lawyers and are not yet ready to announce the names of the members of the company or its purpose. Its headquarters are at 137 South LaSalle street.

## Wurlitzer Improvements.

The Chicago house of Rudolph Wurlitzer Co. is now in the midst of the change and improvements previously reported soon to be made. Details are deferred to a later date, when they can be given in their completeness, but it may be said that the wholesale stock is now being moved to the building recently leased at 14 South Wabash avenue and the main Wurlitzer building, 329 South Wabash avenue, will be given up entirely to the retail business, with the exception of a portion of the third floor, where the general offices will be maintained. Extended improvements will be made

(Continued on page 34.)



It operates easily; works like pliers—Fine!

It is made of the best metal hardened with electricity to give it durability.

It is equipped with an automatic stop to prevent cutting away more of the needle than necessary.

It has two cutting blades, one above and one below that come together with precision and cut the needle smoothly, leaving a clean and almost mechanically perfect point.

**A smooth point makes a smooth tone  
Here is a pointer—the Wade—get it!**

**PRICE ONLY \$1.50 LIST**

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

## FROM OUR CHICAGO HEADQUARTERS—(Continued from page 33).

in the talking machine department on the first floor, including new reception rooms and new demonstrating booths. In addition the first floor annex now utilized for pianos will be given up to talking machine salesrooms.

Tom Clancy is making a fine record for himself as sales manager of the automatic department of the house, with headquarters in Cincinnati, while T. O. Waiss, who succeeded Clancy as manager of the automatic department of the Chicago house, is showing himself to be the right man for the place.

#### The Book of the Opera.

L. Kean Cameron, manager of the retail talking machine department of the Wurlitzer Co., ordered a hundred of the new Victor books of the Opera and received a thousand. Kean philosophized a bit about this new evidence of the development of something from nothing represented by a cipher, and then tried to see if he couldn't dispose of the whole bunch. He made a solid window display of the books, and receiving an inspiration from his artistic instincts and his knowledge of human nature, opened one of the books placed near the front of the window to a page containing a handsome engraving of Tannhauser, and the beautiful exponents of the Venus-berg ethics. It was not long before a man came in who soon showed by his conversation that he was totally unable to distinguish between a caterwaul and a grand opera aria rendered by Caruso. He was interested in the picture of Tannhauser and the sirens, however, and bought the book. By thus catering both to the yearners for musical knowledge and to the artistic and pseudo-artistic the bulk of the thousand books was soon sold.

#### A. B. C. of Record Filing.

Many dealers have been able to systematize their record stocks by the use of Talking Machine Co.'s system of sectional shelving. The company has now made some improvements in this shelving which are bound to enhance its popularity. The sectional cabinets are now made of stronger wood than formerly and sheet metal shelves have been introduced. These shelves are crimped, adding to their strength, and the record envelopes move over them with less friction than on smooth shelves. These record shelves are slotted and grooved, so

as to pull out easily. Dealers who find it very difficult to provide for increased record stock without totally demoralizing their stock-keeping system, should investigate the merits of these very moderate-priced sectional record shelf cabinets.

#### New Salter Catalogue Aids Business.

Although the new catalog of the Salter Manufacturing Co., of Chicago, showing their complete line of talking machine and music roll cabinets, has been out but a few weeks, already a noticeable business has resulted directly from its circulation. All the products of the Salter Co. are advantageously shown in this publication, which is being mailed to dealers upon request. Just at present the Salter factories are running full time and finding it difficult to keep up with back orders, and for this reason dealers who contemplate taking on the Salter line will do well to order immediately to insure seasonable delivery. Another catalog showing a new addition to the Salter line, in the shape of player roll cabinets, will come from the press in a few days.

#### Wade & Wade Needle Cutter Business.

When a first-class product or piece of merchandise is put on the market it usually takes some time and considerable advertising to bring it to the attention of the public, but if the product has merit it is soon established as a standard and becomes a leader in its line. Such has been the experience of Wade & Wade, manufacturers of the Wade fibre needle cutter. Their cutter is one of the most simple in operation now upon the market, and its durability is insured by a high grade of workmanship and the best materials obtainable. The Wade has been advertised vigorously and the results have been most gratifying.

#### Farrand Co. Installs Talkers.

The Farrand Co., of Detroit, Mich., has recently installed a Victor department to which it will devote a large part of the first floor of the new piano house on Woodward avenue. It also will have a large representation in the main store. E. K. Andrews, son of E. P. Andrews, will have charge of the records, which will include every number in the catalog.

#### Condon Auto-Stop Cinches Sales.

While in Buffalo, N. Y., last month, returning from the convention of talking machine dealers

at Atlantic City, a representative of the Condon Auto-Stop was told how the sales of two machines put out on trial by Neal, Clark & Neal were cinched by two of the Condon product. The prospective purchasers complained of the trouble in having to get up to stop the machine after each selection, and when they were introduced to the Condon, seized upon it immediately as the solution of their troubles and closed their contract for the machines.

#### Says Orchestras Are Doomed.

In discussing the strike of theater musicians of New York City, while the fiddlers were resting on their bows, Percival Knight, of "The Quaker Girl" company in Chicago, advanced the theory that within a comparatively few years the orchestra will be supplanted by the talking machine.

"Talking machines will reach such a degree of improvement that it will be possible to make records of all the orchestral effects of every song and number of a show, no matter how big it is," declared the comedian, "and then all that will be required will be a musical director and a boy to 'feed' the machine."

"All that producers will have to do is to assemble an orchestra and play into these machines and records will be made. Thus one-night stands will have the same musical effects that the big cities have. And the artists can no longer upbraid the musical director for not keeping the right tempo. Not only will such an arrangement prove a big money saver, when musicians' salaries and railroad fares are taken into consideration, but it will keep a performance right up to the standard from a musical viewpoint."

#### L. & H. Service.

The magnificent service offered to talking machine dealers on Victor and Edison goods by Lyon & Healy is aptly illustrated in the company's page advertisement in this issue. This house has for years been noted for the promptness with which it fills orders, and with the complete Victor and Edison catalogs in stock and 150,000 records always on hand, it follows as a matter of course that "outs" are reduced to an absolute minimum. Other important points about L. & H. service are indicated in their announcement.

## A BUSINESS PRODUCING VACATION WINDOW DISPLAY IN CHICAGO.

(Special to The Talking Machine World.)

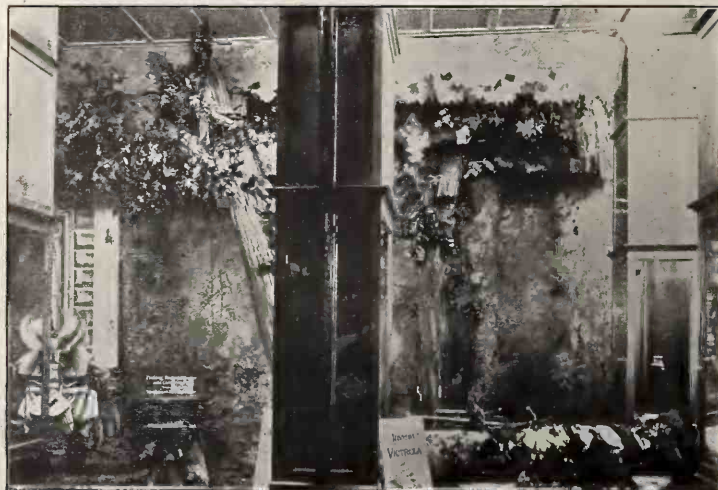
Chicago, Ill., Aug. 10, 1912.

One of the most realistic and attractive "vacation" window displays in Chicago this season was that of Lyon & Healy's, which was used to show the pleasure that the talking machine can bring to the family on its outing. This was the most pretentious of any of the Chicago displays and was admired by hundreds of people.

The big window space, including the four large, well lighted sections facing on Wabash avenue, gave the decorator, U. G. Stewart, an almost unlimited space to work in and he used it to the best effect, as can be seen. Included in the scene was the front of a summer cottage, with a lady on the porch adjusting a record to a cabinet Victrola; a man dressed in khaki togs with fishing tackle in his hands, who seems to be waiting to hear

this last selection before going out to set his line in a stream of water near the house, where a little boy is already busy with rod and line.

Prominently displayed are several styles of Victor machines. The cottage front presents a really homelike and inviting appearance, with climbing vines entwined around the porch posts and foliage showing from the surrounding trees. A beech log is faithfully reproduced at the extreme right of the picture near a stream of water, and by an ingenious mechanical device a fish which the boy has pulled from the stream lies flapping on the log. There are also a number of squirrels and partridges in the trees and underbrush.



A. D. GEISLER, GENERAL MANAGER

CABLE ADDRESS "TALKMACH"

LONG DISTANCE TELEPHONES CENTRAL 1133-4  
1133-5  
AUTOMATIC 41-351



THE TALKING MACHINE CO.

Victor  
Talking Machines,  
Records and Supplies

WHOLESALE ONLY

137 N. WABASH AVENUE  
CHICAGO

MR U. DEALER,  
VICTORVILLE,

U. S.

Dear Sir:--

You know we are EXCLUSIVE wholesalers.

You know we handle nothing but VICTORS.

But do you know ours is absolutely the  
LARGEST and MOST COMPLETE stock in the  
country?

SERVICE ----- The Talking Machine Co  
service ----- is THE service of the  
country.

UNEQUALLED -----We'll prove it.

Fall ---- Winter ---- TIMES OF SHORTAGE,  
the time to prove it.

TRY U.S.

Sincerely,

THE TALKING MACHINE CO

MANAGER

## NEW MENACE TO TALKING MACHINE TRADE IN LATEST PATENT LEGISLATION

Legislation First Proposed in Oldfield Bill Has Reappeared in Congress in New Form—Many Clauses That Affect Price Maintenance and Other Matters in Which Trade Is Interested—Situation Reviewed by Waldon Fawcett, the World's Washington Correspondent.

(Special to The Talking Machine World.)  
Washington, D. C., August 3, 1912.

After having been supposedly "put to sleep" by the opposition of such interests as the talking machine and player-piano manufacturers, the patent legislation first proposed in the Oldfield bill has reappeared in Congress in new form.

The latest development at Washington only goes to show that Louis F. Geissler, of the Victor Talking Machine Co., was indeed a true prophet when he stated at the recent Atlantic City convention of the National Association of Talking Machine Jobbers that the fight on this proposed legislation could by no means be counted as won.

That an attempt should be made in the closing days of the present session of Congress to get through this legislation which imperils the whole principle of price maintenance, has come as a distinct surprise to almost everybody in the music trades as to other manufacturing fields.

Nor does it alter the situation that it is not the original Oldfield bill that is now presented. It is a substitute for that bill, and it embodies all the features that so aroused the men in the music trades when the Oldfield bill was first introduced.

### New Bill More Dangerous Than Old.

Furthermore, this "eleventh hour" substitute for the measure that was so vigorously fought is even more dangerous to trade interests that believe in the manufacturers fixing the resale prices on their patented articles, than was the original bill. There are two reasons for this added danger.

In the first place the new bill is much more likely to stand the scrutiny of the courts than was the old measure. The chief counsel for the Victor Talking Machine Co. and other eminent legal lights were very emphatic in the belief that the original Oldfield bill was unconstitutional, and would be so declared as soon as cases under it got into the courts, provided Congress enacted the measure into a law. The bill that has been drafted to replace the patent revision bill that set the trade by the ears a few months ago seems to be much stronger legally than was its predecessor.

In the second place, this new bill has the prestige that attaches to a recommendation for passage by the Patent Committee of the House of Representatives. The original Oldfield bill had a certain significance, to be sure, because its author was Representative Oldfield, who is the chairman of the House Committee on Patents, but for all that the original bill was merely introduced in the House and then referred to the Patent Committee for a report, as any other similar bill would be. Now comes a bill which is reported out of the committee with the endorsement of said committee in favor of its passage by Congress—something that the old bill did not possess. Of course, a committee endorsement is not equivalent to passage by the House, but undoubtedly it helps some. Or at least a bill that has not such committee sanction stands

little chance of ever coming to a vote in the National Legislature.

So that the present turn of affairs shows that the law-makers who are bent upon revolutionizing merchandising conditions, as they apply to patented articles, are very much in earnest. And it indicates that there cannot with safety be any let-up in the opposition, even if it is the "dog days."

### How New Bill Came to Be Drafted.

The new patent revision bill which will from this time forth claim attention was drafted, as was the old, by Congressman Oldfield. Only in the present case he acted in accordance with the suggestions and consensus of opinion of the various members of the Patent Committee, whereas originally he proceeded largely on his own initiative.

In rewriting his measure Mr. Oldfield was guided also by the disclosures made at the hearings before the Patent Committee on the original bill. It was at those hearings, our readers will remember, that various representatives of the music trade, including leading officers of the Victor, Edison and Columbia companies, appeared in person and presented forceful arguments against the bill, some of which were printed in these columns. Hundreds of letters were also received by members of Congress from manufacturers, jobbers and retailers in the music trades in all parts of the country, and some "missionaries" for the cause, such as Mr. Droop, of Washington, even extended their appeals to Senators, although it was announced that the Senate would not tackle this proposition until the House had arrived at some conclusion.

Well, to make a long story short, a good many of the music trade men, alike to those in other lines, felt that the fight had been won by the showing made at those committee hearings. It was even stated in some instances that the Oldfield bill had been withdrawn. Certainly the committee allowed the impression to go out that they were not going to be in any hurry to dispose of the bill one way or the other.

These circumstances, combined with the fact that the session of Congress was seemingly drawing to a close, lulled most of those in trade circles to a sense of security. Hence the shock when, like a bolt from a clear sky, has come this new proposition.

### New Bill More Brief Than Old One.

The new bill is much more brief than the old one. The latter went into a revision of all the patent laws, including many provisions that are of great interest to patent attorneys, but are of little concern to manufacturers and merchants. The new bill does not attempt any wholesale revision, but concentrates on a few issues—the very ones, as it happens, which most concern the business interests having to do with the manufacture and sale of patented articles.

The rewritten bill, indeed, embodies in somewhat altered form the stipulations contained in clauses 17 and 32 of the original Oldfield bill—the two sections on which the music trade interests concentrated their opposition.

### Clauses That Affect Music Trade.

There are two new clauses which cannot be said to have had any counterpart in the former bill, and yet both of which will have bearing upon the music trade. Indeed every one of the four clauses of this latest proposition will have greater or lesser influence upon existing status in this field.

The first clause of the new bill provides that an inventor's patent will in effect expire nineteen years from the date of his application. The actual term of the patent remains as in the past—seventeen years, so that this changing in the wording of the law will mean that an inventor has two years, and only two years, to get his patent through.

This measure is designed to block the plans of inventors who wish to insure patent protection for an idea, but who desire, for one reason or an-

other, to delay the actual taking out of a patent; that is, the beginning of manufacture. For instance, an inventor of an improvement in a player action, or in talking machine mechanism, might feel that he was "ahead of his time"—that the public was not yet ready to accept his advanced theories. Under the present plan such an inventor can, from time to time, submit amendments to his design which will delay final action in the Patent Office, and his patent (with full seventeen years to run) need not be taken out until he feels that the public has been educated up to the idea and he is ready to manufacture. Something of this kind happened, you will remember, in the case of the automobile. But if the patent law is amended as proposed by this initial section of the new bill an end will be put to such a scheme for waiting for a favorable market. An inventor will have to get his invention on the market within two years of the time he files patent application, if he wants the benefit of the full seventeen years that Uncle Sam guarantees him an exclusive market.

### Supplant "Compulsory License" Clause.

The second section of the new bill supplants the "compulsory license" clause of the old bill, which stirred up so much opposition. In the original bill this clause compelled an inventor or manufacturer to either begin manufacturing a new invention or an improvement on which he had taken out a patent within four years, or else grant a license to manufacture to any person else (mayhap a competitor) who applied for it.

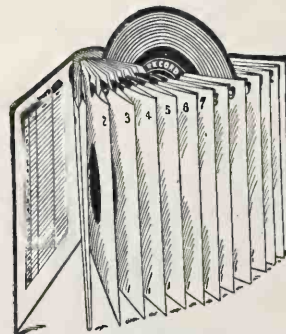
This stipulation was bitterly fought by both player-piano and talking machine manufacturers. It was represented that in many instances it was not possible to perfect an improvement or new invention and begin manufacturing within four years. In other instances it was shown the manufacturers of musical instruments held patents under which they are no longer manufacturing, for one reason or another, but which they do not want to be compelled to share with a competitor.

As revised this section is of somewhat different scope. It is now framed with a view to giving all possible protection to the original inventor. The compulsion to license cannot be enforced against an original inventor. He can hold his invention the full seventeen years without ever manufacturing if he so desires. But the compulsory license club is held over the head of any manufacturer or interest that acquires a patent for the purpose of suppressing the invention or crippling competition by "bottling up" an invention.

### How Price Maintenance Is Affected.

The third clause of the new measure has to do with that chief bugbear of the old bill—the section that knocked out price maintenance and prevented a manufacturer from enforcing a resale price on his patented goods. The rewritten clause would cause almost as much havoc as would the old, because it stipulates that no purchaser or lessee of a patented article can be sued for infringement because he fails to observe the price

## Retails for a Dollar, with 80 Per Cent. Profit to You



### \$1.00 Retail

Our new "Viennese Imitation Leather" is the strongest and only absolutely guaranteed bound record album made. Why use the usual cloth bound albums when you can get an album with a binding 1,000% stronger than any of the cloth bindings now made by our competitors. Bindings in our new albums are guaranteed indestructible, price the same as the cloth albums, but 1,000% stronger in the wearing qualities. Gold Plated Rings in the back of the same. Not the usual brass rings, and are made to match the metal finish on all Victor and Columbia Cabinets. Let us send you one sample album and be convinced.

THE SCHAFFORD ALBUM CO., 26-28 Lispenard St., NEW YORK

The Most Profitable  
Record Album on  
the Market :: ::

SEE THE NEW

**Schafford**  
Record Album  
in the New and  
Strongest Bind-  
ing on the Mar-  
ket :: :: ::

## Die Sprechmaschine

the most extensively circulated  
talking machine paper in Germany.  
Berlin, S. W. 68. Subscription  
price per year is eight marks.  
Specimen numbers free. Orders  
for advertising can be placed with  
The Talking Machine World, No.  
373 Fourth Avenue, New York.

# SALTER MFG. COMPANY

337-343 NORTH OAKLEY AVENUE, CHICAGO, ILLS.

Exclusive Manufacturers of **Salter's Patent Felt Lined Shelf Cabinets**



No. 103. Top 20 1/4 x 24 1/4. 33" High. Interior Has Felt Lined Shelves.

restrictions imposed by the manufacturer. In one sense this knockout of the principle of fixed, uniform prices is intended to be more complete than the old, in that, as now drawn, the prohibition of infringement suits because of price-cutting applies to present patents, whereas the other bill would, in the opinion of shrewd lawyers, have been possible of enforcement only in the case of patents taken out after the date of the passage of the bill.

Although this rewritten clause affords scant comfort for the manufacturer and dealer who believes in price maintenance, it does offer one loophole that did not appear in the old bill. It is so written as to dodge the subject of contracts, and to have no bearing on relations between buyer and seller based on contracts. Heretofore many manufacturers of patented articles have relied solely upon their patent rights to enable them to uphold prices, and have had no formal written price contracts with agents, retailers or others. But if this bill should become a law the only salvation of the manufacturer who desires to uphold prices would be to enter into ironclad contracts with jobbers and retailers, and perhaps they in turn would have to have contracts with the customers to whom they sold. Under this plan redress for price-cutting would have to be obtained on an action for breach of contract. Even under this contract system it would seem to be all but necessary to have the written agreements extend to the final consumer, as otherwise there would be no means of blocking a price-cutting department store that saw fit to buy instruments one at a time, here and there, at the full retail price, and then offered them for sale at a cut price as "leaders."

#### Patents and Restraint of Trade.

The fourth and last clause of the redrawn bill deals with a phase of the subject that was not touched upon in the old bill. It is virtually an amendment to the Sherman anti-trust law, making that law applicable to combinations in restraint of trade based on United States patents. This is the feature of the bill which will cause least uneasi-

ness, probably, in the music trades, and yet it is conceivable that there may be instances in which such a law might be invoked against manufacturers who are using one another's patents on the exchange or royalty basis (as are some of the firms in the music trades), provided these interests sought to exclude from the benefits of such patents newcomers in the field.

#### Bill Reported August 8.

The Oldfield bill to revise the patent laws to meet the recent patent monopoly decision of the Supreme Court was reported to the House by Chairman Oldfield of the Patent Committee on August 8.

#### GETTING BUSINESS IN SUMMER.

The New York Talking Machine Co. Showed an Increase of 33 1-3 Per Cent. for the First Six Months of 1912, and Summer Business Is Keeping Up If Not Adding to the Record.

During a brief chat this week with General Manager G. T. Williams, of the New York Talking Machine Co., 81 Chambers street, New York, distributors of Victor machines and records, he said: "We feel highly elated over the result of summer trade to date, and so far as that is concerned we can see no reason why it should not be better for the balance of the season. Our fiscal year closed the last of June, and the first six months of this year show an increase over the first six in 1911 of 33 1/3 per cent. This rate of increase, part of which was produced during the so-called dull season, is a little out of the ordinary.

"It would seem to me," continued Mr. Williams, "that a substantial gain of this nature, in the summer months and during a Presidential campaign year, effectually demonstrates that slow business, because of political unrest, is a myth and purely imaginative. Personally I do not believe that it will cause the slightest difference, except possibly during election month itself. However, our busi-



#### SALTER'S ADJUSTABLE CORNERS

"PATENT PENDING"

Can be put on any Cabinet to fit all styles of machines. Holds machine firmly in place on cabinet.



If your jobber does not handle our line we can take care of you direct

Our 1912 Catalogue is just out, ask us to send you one today

ness for the year so far is altogether too satisfactory to cause any worry for the remainder of 1912."

Mr. Williams expressed the opinion that the gain over 1911 was simply due to the high grade advertising of the Victor Co. and to the first grade product which the Victor Co. build. These two essentials, coupled with the New York Talking Machine Co. spirit of "get out and hustle for business," have accomplished marvellous hot weather results.

#### DOESN'T PAY TO "KNOCK."

Easy to Offend a Customer When Drawing Unfavorable Comparisons with Competitors.

A large manufacturing company, in its recent monthly schedule, made the following remarks, which are well worth passing along: "Gentlemanly bearing, frank address, mastery of your subject and enthusiasm are all so obviously necessary that everyone whose line of effort is sales work instinctively acquires or seeks to acquire these qualifications. Occasionally we see a salesman who has developed an exaggerated standard for one or all of these "essentials" of salesmanship. It is easy to "overdo" any good thing.

"We should particularly guard against drawing unfavorable comparisons with competitors, which might in any way be construed as "knocking the other fellow." There is not one salesman in ten thousand who can institute unfavorable comparisons, reflecting on the integrity and fair dealing of another dealer or manufacturer without creating the impression that the other fellow is a formidable competitor, and we fear him.

"Building up a customer's list on 'prejudice' is 'bad business.' Such a list will last just so long as you can find a new prospect to humbug—to take the place of the customer who 'woke up.' The only customers who last are those secured on a basis of 'Quality,' 'Service' and 'Fair Dealing.'"

## GOOD TIMES IN CINCINNATI.

Situation as a Whole Most Encouraging—Manager Whelen, of the Columbia Co., Optimistically Inclined—Aeolian Co.'s Splendid Showing for Fiscal Year—Victrolas for Prominent Institutions—Columbia for Public Parks—Wurlitzer Co.'s Good Report—Lyric Co.'s Platform Expounded by President Stever—Other News of Trade Interest.

(Special to The Talking Machine World.)

Cincinnati, O., Aug. 2, 1912.

The talking machine situation in the Cincinnati district is somewhat encouraging. Considering the time of the year business is good. The Milner Musical Co. is still in business and apparently has made no changes, the firm continuing to carry a small line of pianos. The Krolage Music Co. has not yet opened up a new store for its talking machine department, as has been intimated for some time. John Arnold, over at Fifth avenue and Elm street, is doing fairly well, while Poorman is trying to take on a new line of goods, the Zonophone people having gone out of existence.

Manager R. J. Whelen, of the Columbia Phonograph Co., General, in the early spring predicted that business would be good this summer in the talking machine line and his predictions have been more than realized in the Cincinnati territory. He stated when asked as to the reason for this boom, which is unusual for the hot summer months, that it was mainly due to the elaborate advertising campaign of the Columbia people and the new types of Grafonolas which keep up the dealers' enthusiasm and makes them hustle for business. Mr. Whelen further stated that the Cincinnati store has doubled its business over July of last year, and added: "We must also give credit to the artists of world-wide fame who record exclusively for the Columbia. The Dictaphone again comes in for its share of the glory and we have closed one of the most satisfactory months in the history of the Columbia Co. on the sale of these wonderful instruments. One sale of note was the installation of nine machines each in the office of the auditor of passenger accounts and the office of the chief engineer of the C. C. & St. L. R. R. in this city. This sale was closed after a close competition."

Speaking of the business situation, the Aeolian Co. said: "This July finished our fiscal year for our new location, and we have found our new quarters to be handsomely remunerative as well as bearing the reputation of being the finest store in the entire West.

"It is remarkable," remarked Mr. Ahaut, manager

of the Victor department, "what location means to a Victor department. We will soon have to add a few more record rooms to our already spacious ones, and with the expected fall rush we will be prepared to give all, not missing one, our guaranteed 'Record Service.' Every record in stock is making a decided hit, and this month as usual we have every record cataloged in our store and the demand met.

"We have vigorously kept our features before the public and are now reaping the patronage we desired, and if we don't treble this year's total business next year we will be very much disappointed.

"We have a campaign laid out for the public school system for the fall that will be a lummer and sure to get all the trade possible, and the maximum is what we are after and shall get.

"We have just recently equipped the Cincinnati Sanitarium at College Hill with Victrolas, which affords us a fine advertisement and should produce a number of good sales. We are more than satisfied with our year's business and should have a wonderful patronage for the ensuing one."

The Columbia Co. has closed a number of contracts with dealers in the past month, who will from now on handle exclusively Columbia products. Many of the Columbia dealers are beginning to figure on their fall stock and prospects for a phenomenal fall business are very alluring. There is a steady trade for the Favorite and Regent Grafonolas.

Lewis G. Pilgrim, of Richmond, Ind., has made extensive improvements in his Grafonola department, building a very handsome booth for demonstration purposes and putting in a complete line of Grafonolas. Mr. Pilgrim spent a day in the Cincinnati store selecting such models as he desired, together with a very large assortment of grand opera records, which will figure prominently at his formal opening. Further announcement will be made of his formal opening, as he expects to have "big doings," so to speak.

The local Columbia store has succeeded in placing musical instruments in five of the public parks as a means of putting the best in music before the children. The five parks where these instruments can be seen and heard every day are McKinley, Sinton, Hanna and Inwood parks, and the Pearl Street Playing Grounds.

Harry Brower and wife, of C. F. Brower & Co., Lexington, Ky., stopped a short time at the Columbia's Cincinnati store and were very enthusiastic about the unusual summer business and the coming fall trade.

There are several new faces to be seen in the

Cincinnati office of the Columbia Phonograph Co., General. Miss Stella Green, who for several years was chief clerk with Messrs. Burch, Peters, Oppenheimer & Connolly, attorneys-at-law of this city, who, by the way, are large and enthusiastic users of the dictaphone, will replace Miss Nola Minton, who resigned recently from the Columbia service to take a much needed rest in the Kentucky mountains. Miss Stella Schwein will replace Miss Mandy Jacky, who has also resigned as stenographer.

The Rudolph Wurlitzer Co. in discussing current conditions said: "Business held up during July very well. The month opened up rather light, but the last two weeks showed a big increase, which made the average for the month very satisfactory. The wholesale demand for the cheap machines was very active, and large shipments were made, which very materially reduced our big stock of those styles, but the retail demand ran practically entirely to the higher priced machines, ranging above \$50.

"The wholesale trade has shown a very marked improvement, and the prospects are that the fall trade will open up very early this year, because of the encouragement that the dealers have received during the summer months.

"Some very big orders are booked for September and October deliveries, and a number for August 1 and 15. With heavy advance orders in our files, we feel assured that the trade will be very satisfactory from a jobber's standpoint. In regard to the retail end, we have only one thing to regret and that is that the working class have shown no disposition as yet to resume purchases of instruments. The working class among the foreign population are active buyers, but with this exception we have been getting very little trade from the working class.

"We have planned a fall campaign which will make active buyers out of the greater number of machine owners, and the record sales should increase very materially in consequence."

The situation at the Lyric Piano Co. is explained in the following snappy manner by President Stever: "Yes, we are very well pleased with the results we are obtaining in our talking machine shop. It is quite astonishing to know what can be accomplished little by little with energy.

"The writer not being a small goods man, put in a line of Victor talking machines and to tell the truth it was quite discouraging for a while, owing to the fact of our being away from the so-called piano row or music shopping district. But we have found by a little unique advertising and by courteous treatment, ever ready and willing to show the public something new, let them hear something new, that we have worked up quite an envious trade in our talking machine department.

"We have three people employed now in our department, and while we did not know how in the world to handle one when we first opened up the department, we find that all three of them are kept busy now.

"I think a great mistake is oftentimes made in people handling a proposition of this kind and not using enough time and patience to play records for their customers. I do not believe in using the same machine for all kinds of records. By changing them about we find that we interest customers, and by playing something new for them they are very often induced to buy two or three more records than they expected to purchase when they called in. So taking it all in all, we are very well pleased with the results we are now obtaining in our talking machine shop.

"We do a strictly cash business on all of our records, and we send out very few on approval. When a party selects a machine we take the time and patience to play the records right here for them and in this way it gives us an opportunity to keep a better selection to show at all times than it would if we were to put out five or six machines and send out a large selection with each and every machine. At that rate we would have a bunch of records distributed in different parts of the city and could not lay our hands upon any particular record which perhaps we would like to use, or would perhaps be called for by some customer."



## Sell the New Bell-Hood Needle

Sensation at the Talking  
Machine Dealers' Conven-  
tion "spoils" customers for ordinary needles. After  
they are "spoiled" you have a new source of profit.

50 cents per box

WRITE FOR SAMPLE  
PRICES AND DISCOUNTS

### THE BELL-HOOD NEEDLE CO.

777 Chapel Street      New Haven, Conn.



## Dog days now, but Fall business well in sight up the road a piece; biggest Fall business you ever had a share in, too.



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

### TRADE NEWS FROM QUAKER CITY.

**Business Reported as Satisfactory—New Dealers Enter Field—Pennsylvania Talking Machine Co., with W. L. Eckhardt in Charge, Take Over Columbia Jobbing Business—Estey Department Very Attractive—Buehn's Good Report for July—Taking Stock at Gimbel's—News of the Month.**

(Special to The Talking Machine World.)

Philadelphia, Pa., Aug. 8, 1912.

The talking machine business in Philadelphia for the month of July and early August has been most satisfactory. The good work of the previous six months of the year was kept up and there was no falling off in the lead of July, and it looks now as if this lead was going to be steadily maintained throughout the year. There is probably no business of any character in Philadelphia of which so much can be said, and it speaks well for the future of the talking machine business, and naturally the dealers and jobbers here are very optimistic.

They admit, however, that they have a problem before them that must be solved this fall which is going to be a very trying one for them to handle. They believe, however, that it is going to be adjusted and to the satisfaction of all parties concerned. Few dealers have started in the business during the past month, although a number have attempted to enter it, but the present restrictions as to the amount of the first order have kept many of them from opening.

The most important news of the week is the announcement, under date of July 30, of the Columbia Phonograph Co., as follows:

#### NOTICE TO OUR PHILADELPHIA PATRONS.

"In line with the general policy we announced about three years ago, whereby our distributing branches from time to time may be turned over, with exclusive rights and full protection, to individual jobbing concerns, we beg to announce that on August 1 our Philadelphia store and territory, heretofore conducted by us direct in the interest of our dealers, will be taken over by the Pennsylvania Talking Machine Co., under the able management and control of Mr. Walter L. Eckhardt.

"In expressing our sincere thanks and appreciation to the Philadelphia trade for their patronage in the past we beg a continuance of that patronage in behalf of the Pennsylvania Talking Machine Co. Mr. Eckhardt's experience and well known disposition to treat fairly with the trade, backed up by the high quality of Columbia goods and the great campaign of national publicity we are running for the benefit of all the trade, is a guarantee to you of a continuance of mutually profitable relations through our Philadelphia distributing agent.

"Address your orders and communications to the Pennsylvania Talking Machine Co., No. 1109 Chestnut street, Philadelphia, Pa. With renewed assurances, we are, yours very truly, Columbia Phonograph Co., General."

Mr. Eckhardt is now in full charge and there has been no change whatever in the force. The business of the Columbia for July was very much better than last year. The present Columbia store is going to undergo an entire rearrangement, and many changes will be made with a view to expedite the business. The policy of the Pennsylvania Co. will follow closely that of the Columbia, and they intend to make the place a home for all the dealers, a place for the handlers of other machines as well as their own, and will give them a practical illustration of how to handle the retail business.

Mr. Eckhardt says: "We want to extend a cordial welcome to all up State men and want to assure them that we will be glad to see them here and that we are going to get around to see them in their own homes."

The whole appearance of the store will be changed in remodeling it, and it will be one of the most attractive and convenient stores in the country, and they are going to try and arrange things in such a way that they will be able to give the best of service.

The Columbia Co. in July increased its Dictaphone business from 400 to 500 per cent. A. S. Irwin and Miss Kate McClain, of the Columbia force, are at present away on their vacation, and Joseph Murphy starts on the 9th. There is a rumor about the store that it is going to be Joe's honeymoon trip, but he modestly denies this. The Columbia has received the announcement of several new records by Kathleen Parlow, the violiniste, and Miss Gertrude Rennyson, the soprano.

The Estey Co. has its talking machine department fully established. It presents a very attractive appearance and is quite an addition to the fine Estey building. Aside from the booths, which are especially attractive, all the furnishings are in keeping in every way, and the manager, Walter Linton, is very proud of the department and already has been having some very good results. This end of their business will be pushed as soon as the fall arrives, and already a very large and varied stock of machines, cabinets and records has been received.

Manager Elwell, of the talking machine department of C. J. Hepp & Son, has been suffering for a month or more with an attack of rheumatism, but is very much better at present. He reports that their business was very good in July, and Mr. Elwell thinks it was considerably better than last year, although he has no figures to confirm it as yet, but he says they seem to have been shipping out a great many more goods. Among the out-of-town dealers at the Hepp house the

past week were Harry F. Cake, of Pottsville, Pa., and O. C. Hoffman, of Lambertville, N. J.

Louis Buehn, of Louis Buehn & Bros., notes that business was splendid in July and that his firm has run considerably ahead of last year. They are away ahead on the year, for their spring business was tremendous. Their business in Pittsburgh has also shown a healthy increase in July over the preceding months. Mr. Buehn says that the outlook for fall business is exceptionally good. He believes that the advent of the new Victor machines, the \$75, \$100 and \$150, will stir things up considerably. Mr. Buehn has his family at the shore for the season and is going back and forward each day in August.

They are taking account of stock in the talking machine department at the Gimbel store. They carry about three times more stock this year than last. Emmet Stewart, of the selling force, is at present away on his vacation. G. F. Wurtele was home sick for nearly a week, having been threatened with appendicitis, but fortunately he recovered without the necessity of an operation.

### METZGER'S "QUIET" DAY.

Cartoonist Parkhurst Pictures One of the Familiar Scenes in the Office of Advertising Manager George P. Metzger.

The accompanying cartoon hits the nail plumb on the head. It is a typical scene in the office of Advertising Manager George P. Metzger of the Columbia Phonograph Co., General, New York, and was sketched offhand by the celebrated car-



toonist, H. L. V. Parkhurst, while awaiting his turn at the manager's ear. Mr. Parkhurst says that the picture is exactly what he saw. The caption which he attached to it was "Mr. Metzger's office on a QUIET day." Believe us, Mr. Parkhurst's eyesight is good. Many a time The World representative has witnessed the same thing, but lacking the artistic ability of reproducing it we can only thank Mr. Parkhurst for his sketch. Mr. Metzger certainly is a busy man—he keeps a bunch of busy ones around him—but he never loses control of the tiller, or of his smile and his ever genial manner.

CHEMISCHE  
FABRIK

**E. SAUERLANDT**

FLURSTEDT  
bel Apolda i. Th., Germany

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

**Gramophone and Phonograph Recording**

Sole Manufacturer of **Wax "P,"** the best recording material for Berliner-cut.

# FROM OUR EUROPEAN HEADQUARTERS

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

Although Summer Quietness Prevails Throughout Britain the Talking Machine Men Look Forward to an Active Autumn Season—Some Uneasiness Regarding Possible Disturbances in Labor Field—Small Types of Machines in Demand by Vacationists—James C. Goff Retires as Manager of Gramophone Co., Ltd.—New Copyright Act and Its Provisions Continue to Interest—Question of Royalty Payments—Thomas A. Edison on Merchandising—What the New Record Lists Have to Offer to the Public—Interesting Report on Trade in Russia—New Columbia House Organ Issued—Big Needle Output of One German House—Manufacturers Concerned Regarding Movement to Revise Patent Laws—Other Talking Machine News.

(Special to The Talking Machine World.)

London, E. C., Aug. 5, 1912.

We are now in the throes of the real quiet season and relaxation from the cares of business is the order of the day. Some of the leading talking machine men have already been and returned from holidays, looking all the better for the change. Many are now away, while others contemplate devoting some time of this (truly) August month at the seaside, in the country, or whither fancy leads them. Afterwards we shall be able to look forward to making plans in preparation for the fall trade, prospects of which, by the way, as far as one can predict from present signs, is regarded as being bright.

Manufacturers and traders find their chief concern engendered by the possibility of further trade disputes, and although a certain amount of uneasiness is perhaps not unnatural in view of recent happenings in the labor world, a careful analysis of the situation fails to reveal any cause for serious alarm. At least, it is not expected judging from present signs, but as these trade disturbing elements are engineered often with startling suddenness the future must, to a great extent, remain an unknown quantity so far as talking machine business stability is concerned.

Trade has not been too good these last few weeks, but an outstanding feature that calls for some notice is the remarkably steady demand from the public for the portable or hornless type of instrument. It is becoming increasingly popular each summer season, of that there is ample evidence, and when one reflects upon the derisive reception accorded the hornless machine only two or three years back, its present-day favor with all classes should greatly encourage dealers to direct their energy in pushing this line more than ever during the quietest time now with us. Every machine sold means orders for records, and if dealers would only recognize that their main source of profit is gained by the sale of records there should be less talk of summer trade slackness.

While the home trade is quiet, manufacturers are securing some nice shipping orders for delivery over a period, and on this basis I hear occasionally of contracts being signed for as many as one hundred thousand records.

James C. Goff Resigns.

Looked upon by the trade, friends and competitors alike, as a leader in his particular sphere of activity, a deal of surprise has been occasioned here by the news that James C. Goff has severed his connection with the Gramophone Co., Ltd. For something like three years he occupied the managerial chair with conspicuous ability, and the strong policy which he maintained to the last won for him the respect and admiration of the whole trade. A keen business man and a wonderful organizer, it may be said that Mr. Goff's influence will remain for a considerable period. He kept in close personal touch with the company's employes, and was held in much esteem by gramophone agents among whom he wielded a remarkable in-

fluence. A pleasing evidence of his popularity was the spontaneous send-off accorded him by the employes of the City Road office. Temporarily discarding the tools of their trade, they assembled outside, and as he emerged, in round after round of cheering, they gave full vent to their feelings. Attracted by such an unusual scene, and evidently thinking it was in honor of some great artist, passers-by soon joined the throng in their hundreds, and contributed not a little to swell the chorus of cheers. It was with great difficulty that the police succeeded in clearing a way for the traffic, and not until Mr. Goff's car had moved off did things resume their wonted aspect.

Sidney W. Dixon, sales director, who acted as manager prior to Mr. Goff's connection with the London branch, will return to that position for the time being. He is, of course, well and favorably known in trade circles and is sure of a hearty welcome.

#### Played Piano for Seventy-four Hours.

William Kendal, the young South African pianist, recently completed a seventy-four hour continuous performance on the piano, thus breaking the world's record. There is little credit in such a waste of energy, but in every walk of life there is to be found some crank obsessed with a determination to go one better than his fellows of the same family. Well, let them fight it out among themselves—it can do no harm, if it can do no good.

#### Discuss Orders Relative to Copyright Matters.

In a recent issue of the London Gazette are to be found voluminous details concerning the orders in council relative to copyright matters made by His Majesty, by and with the advice of his Privy Council, covering territory under His Majesty's protection and foreign countries, subject to the provisions of the copyright act 1911.

Recognizing that the phraseology of these orders in council is beset with so many difficulties, the directors of Universal Copyrights, Ltd., a concern which is devoted to the protection of record manufacturers' interests, convened a meeting on July 16 of all the members with the object of arriving at some understanding of the various points of the orders in question. Counsel was present in the person of Fletcher Moulton, who, by the way, has been given a general retainer on behalf of the company. An interesting debate ensued. The deliberations have resulted in letters of instruction as to reasonable interpretation of the orders in Council being sent out to all members for future reference and guidance. But in the opinion of eminent barristers there are many complex provisions, the real effects of which will only be known upon appeal to the courts.

Universal Copyrights, Ltd., by the way, is composed of fifteen record manufacturers, who have banded together and formed this association primarily to safeguard their interests in all matters concerning copyright difficulties. Under the company's articles of association, however, it has power to embark upon various ventures in the music publishing sphere, in addition to other fields of activity. The chairman is Sir George Croydon Marks, M. P., and Messrs. Louis Sterling, manager Columbia Phonograph Co., General, and Paul H. Cromelin, director Thos. A. Edison, Ltd., have been appointed directors. H. M. Lemoine, for some time assistant manager of the National Phonograph Co., Ltd., and lately as personal assistant to Sir George Croydon Marks, M. P., is the secretary of Universal Copyrights, Ltd., and with his extensive knowledge of talking machine matters he is just the right man in the right place.

#### The Royalty Payment Question.

As I have foreshadowed in these columns from time to time, the leading manufacturers have now decided not to increase retail prices on account of royalty dues. The penny tax on half crown records will be equally divided as between manufac-

turer and dealer, the factors for some reason or other being let off scot free. Bearing upon this subject, the following circular was recently issued to the trade:

To Edison Dealers.

Beginning July 1, 1912, the new Copyright Act takes effect, and although the stocks held by dealers on June 30 will be free, the manufacturers will be obliged to pay copyright dues on records shipped July 1 and after.

The heavy expenses of administration in connection with the act will necessitate an increase in the price of records, but to give our dealers the opportunity of laying in a stock in readiness for the season's trade, we have decided to make no increase in our prices until September 1, 1912.

By taking the utmost advantage of this concession and laying in a good stock prior to September 1 in anticipation of their needs for the coming season, our dealers will be enabled to postpone the effects of the change for an indefinite period.

On September 1, 1912, and until further notice, the dealers' prices of Standard, Amberol and Amberol Concert records will be raised by one half-penny (½d.), the list prices remaining as heretofore.

The National Phonograph Co., Ltd.  
Edison Works, Willesden Junction,  
London, N. W.

The Copyright Act renders copyright automatic, and it being no longer necessary for English authors to protect their works by registering them at Stationers' Hall, this famous repository for literature, etc., is now closed.

#### Edison House on Merchandising.

I have been asked to say a few words to serve as an introduction to the publication of a series of plans which have been selected from a number submitted by Edison dealers.

I believe in class merchandizing because it is intensified salesmanship, and intensified effort is a modern necessity in all lines of human endeavor.

As the adroit trial lawyer classifies the men in the jury box and directs to each the arguments which he thinks will prove most effective, so ought the merchant to classify the citizens of his district and address to each class that character of selling argument most likely to arrest their attention and excite their interest.

Dissect a department store advertisement and you will find it impregnated with skillfully diversified class appeal. Department store methods represent wheels within wheels of class merchandising. So ought every retail business.

It is sometimes contemptuously said of a merchant, who potters about his store and waits for custom, that he has adopted the line of least resistance. That is scarcely true. Waiting for trade is the line of least resistance towards nothing but failure. Nowadays the successful merchant must go out into the highways and byways to search for business. The right kind of newspaper advertising is one way to do this; intelligent letters—not cheap circulars—is another; dignified, tactful but aggressive canvassing is another—and the best of all.

But let the theory of class appeal underlie all of your selling effort. When you say to Mr. Jones "I know you like so and so, and I have it for you," how much more probable it is that you will get Mr. Jones' patronage than if you leave it to him to discover, unaided, that you have something which is capable of appealing to his particular fancy.

The lion's share of the phonograph business is going to the dealers who intelligently and persistently practise class merchandising, and it is well to remember that the sale of phonographs and phonograph records contains a problem a good deal like the old question: "Which came first, the chicken or the egg?" Phonograph records (the kind of music the prospective buyer likes), help to sell the phonograph, and thereafter the phono-



graph helps to sell the records. Therefore, in offering the phonograph for sale, offer it as musical entertainment as well as musical merchandise.

I hope to see every Edison dealer make and carry out a great many class merchandising plans. Many of you will, no doubt, be able to devise much better plans than the ones suggested. I am sure you will find it profitable to devote a good deal of thought to this subject. We have big things ahead of us, and I hope every Edison dealer will take the fullest advantage of his opportunities.

**Success of Amberol Concert Records.**

The Amberol Concert records have now become an established and permanent feature of the Edison monthly record supplements, and already 20 of this class have been issued. Everybody does not aspire to grand opera, but it is certain that everybody finds a constant issue of comic and ragtime selections a little wearing. With the happy medium in the shape of the Concert Amberol the monotony has been very appreciably removed. The dealer and public alike is in full sympathy with this Edison departure, which they accord a full measure of support.

In the advance September list to hand we find two further Amberol Concert selections, one vocal—"Abide with Me" (Liddle), beautifully sung by Miss Christine Miller, which is enhanced by a splendid orchestral accompaniment, and two charming violin selections, (a) "Menuett," G flat major (Beethoven), and (b) "Valse Bluette" (Drigo), beautifully played by Miss Kathleen Parlow.

Edison Amberol Records—"Be British" (P. Pelham and Lawrence Wright), George d'Albert, a descriptive song and recitation dedicated to the memory of the officers and crew of the "Titanic"; "Gems of Grand Opera," No. 1 (special arrangement), National Military Band; "Oh! Mister McPherson" (Godfrey and Williams), Billy Williams; "When the Convent Bell Is Ringing" (Mellor, Lawrence and Trevor), Stanley Kirkby; "Let's All Go Into the Ballroom" (Allen and Murphy), Miss

Florrie Forde; "The Admiral's Broom" (Weatherly and Bevan), Peter Dawson; "Walking Round the Bandstand" (Marlow and Heat), Jack Charman; "The Green Eye of the God" (Milton Hayes), Bransby Williams; "Same As His Father" (Lauder), Harry Lauder; "The Lament of Flora Macdonald" (traditional) (Neil Gow, Jr.), Archie Anderson; "The Lea Rig" (traditional), T. F. Kinneburgh; "The Land of the Leal" (traditional), William Davidson; "Oh, You Beautiful Doll" (Nat. D. Ayer), Premier Quartette; "A Night in Venice" (G. Lucantoni), Miss Elizabeth Spencer and C. W. Harrison; "Passing Review—Patrol," National Guard Fife and Drum Corps; "Romance from l'Eclair" (J. F. Halsey), Venetian Instrumental Trio; "Black Diamond Rag" (H. Lodge), New York Military Band; "Favorite Airs from Robin Hood" (R. de Koven), Edison Light Opera Company; "I'll Take You Home Again, Kathleen" (T. P. Westendorf), Will Oakland and chorus; "Baby Mine" (A. Johnson), Miss Elizabeth Spencer; "Moonlight Dance" (H. Finck), American Standard Orchestra; "(a) I Know a Lovely Garden," (b) "Because" (D'Hardelot), Hugh Allen; "Rye Waltzes—Scotch Melodies," National Promenade Band, and "Goodbye, Rose" (H. Inghram), Walter Van Brunt.

Edison Standard Records—"All the Houses Are Going Round" (Godfrey and Williams), Billy Williams; "The Broken Heart" (T. Dennis), Wm. McEwan; "The Blacksmith's Reel" (Irish bagpipe solo), Wm. Andrews; "Passing Review—Patrol," National Guard Fife and Drum Corps and "I'd Love to Live in Loveland with a Girl Like You" (W. R. Williams), Walter Van Brunt.

**British Losing Ground in Russian Trade.**

In his latest report, the British Consul at Moscow, Russia, has this to say:

"Statistics show that during the last five years imports into Russia from Germany, France and the United States have made great advances, while British imports have remained almost stationary.

In extenuation of this unsatisfactory state of affairs, it may be urged that figures are unreliable and that, further, certain branches of industry which once were practically British monopolies, are now being exploited by foreign competitors. However, even allowing for the inaccuracy of figures and for the inevitable increase of competition, other reasons must be sought for the stagnation of British trade in the Russian market. First and foremost comes the question of credit. It is impossible for British firms to grant the same credit as German and French firms, which are supported by their local trade banks; in Moscow alone there are five German and two French trade banks. This shows the necessity for creating a British institution in Moscow to assist British firms.

"Another factor which tells against British firms is the immense advantage which the foreign commercial traveler, especially the German, possesses over the British, owing to the fact that English is hardly spoken at all in Russia, whereas German is widely known. The British traveler not only usually knows no Russian, but is also very often greatly handicapped by the fact that he is niggardly treated by his firm as regards such expenses as entertaining allowances, etc. In Russia, most business is done 'over the bar,' and before a man can receive a big order he must, as the saying goes, 'show his money.' The German traveler, in addition to knowing the language of the country, is more liberally treated in this matter. British firms are also very badly represented by their foreign agents, often employing Germans or German Jews, who will take an agency for a British firm simply for the sake of blocking it.

"The credit system, which is the crux of the whole situation, is a sore point with British commercial journals, who point out, very rightly, that in urging the giving of long credit, consular reports are advocating what is under present conditions impracticable. British firms cannot compete with

(Continued on page 42.)



To T. M. the KING and QUEEN OF SPAIN



To H. M. the KING OF SWEDEN



To H. H. the KHEDIVE OF EGYPT



To H. M. the KING OF ITALY



To H. M. the SHAH OF PERSIA



BY APPOINTMENT To H. M. QUEEN ALEXANDRA

# 'His Master's Voice'

Trade Mark is recognized the world over as the

## Hall Mark of Quality

AUSTRIA: Oesterr. Grammophon-Gesellschaft, m. b. H., 8, Krugerstrasse, Vienna.  
 BELGIUM: Cie. Française du Gramophone, 51, Avenue de la Porte de Hal, Brussels.  
 DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnens, Copenhagen.  
 FRANCE: Cie. Française du Gramophone, 15, Rue Bleue, Paris.  
 GERMANY: Deutsche Grammophon-Aktiengesellschaft, 35, Ritterstrasse, Berlin, S42.  
 HOLLAND: American Import Co., 22a, Amsterd, Veerkade, The Hague.  
 HUNGARY: The Gramophone Co., Ltd., IV. Kossuth Lajos-Utca 8, Budapest.  
 ITALY: Compagnia Italiana del Grammofono, 5, Via S. Prospero, Milan.  
 SPAIN: Cia. Francesa del Gramophone, 56, Balmes, Barcelona

RUSSIA: The Gramophone Co., Ltd., 33, Alexanderstrasse, Riga; 58, Fontanka, St. Petersburg; 9, Golovinsky Prospect, Tiflis; Warsaw.  
 SWEDEN: Skandinaviska Grammophon-Aktiebolaget, 52, Appelbergsgatan, Stockholm.  
 EGYPT: The Gramophone Co., Ltd., 13, Rue Stamboul, Alexandria; Rue Mousky, Cairo.  
 EAST AFRICA: Bayley & Co., Lourenzo Marques, 8 Beira.  
 SOUTH AFRICA: Darter & Sons, Adderley St., Cape Town; Mackay Bros., Rissik St., Johannesburg; Mackay Bros. & McMahon, 443 West Street, Durban; Ivan H. Haarburger, Maitland street, Bloemfontein.  
 INDIA: The Gramophone Co., Ltd., 139, Balliaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.  
 AUSTRALIA: The Gramophone Co., Ltd., Hoffnungs Chambers, Pitt Street, Sydney.  
 GREAT BRITAIN: The Gramophone Co., Ltd., 21, City Road, E. C.

GREAT BRITAIN

The Gramophone Co., Ltd.

21 CITY ROAD LONDON, E. C.



## FROM OUR LONDON HEADQUARTERS—(Continued).

foreign firms, which are backed by their own trade banks, and until the United Kingdom establishes local banks in Russia and falls into line in this respect with other nations, British firms will always be at a serious disadvantage, as far as the Russian market is concerned.

**The Latest Columbia Rena Records.**

The latest batch of Columbia Rena records comprises a magnificent collection of popular fare by popular artists. They are all good selling titles, a few examples of which being:

Twelve-inch Records—"Les Cloches de Corneville"—"With Joy My Heart"—Valse Rondo (Planquette), Andrew Laxon and "Les Cloches de Corneville," vocal gems, Columbia Light Opera Company; "The Herd Girl's Dream" Aug. Labitzky, violin, flute and harp trio, and "Love in Idleness," serenade (Allan Macbeth), violin, flute and harp trio; "The Last Hope—Religious Meditation" (Gottschalk), and "Gloria from 12th Mass" (Mozart), Prince's Grand Concert Band.

Ten-inch Records—"Questa o Quella," from "Rigoletto" (sung in English) (Verdi) Walter Wheatley, and "Angels Guard Thee" (B. Godard), Walter Wheatley; "The Pink Lady," waltz (Ivan Caryll), and "Interruptions, One-Step" (Felix Godin), Casino Orchestra, and "Valse Royale," with bells (Walter Partridge), and "The Bells Waltz," with bells (Walter Partridge), Band of H. M. Scots Guards.

**New Columbia Co. House Organ.**

"The World of Records" is the suggestive title given to an attractive little house organ issued by the Columbia Phonograph Co. It gives interesting details concerning the various Columbia record issues, in addition to many other news items and is for circulation among the great talking machine public through the medium of dealers, who can have supplies free of charge.

**Big Output of Needles by German House.**

It is reported that one of the largest needle manufacturing in Germany produced in the course of last year something like 1,400 millions of needles of all kinds.

**Patent Law Revision.**

It is significant that President Taft recently sent a special message to Congress, in which he asked for authority to appoint a commission to investigate the patent laws of that country, and to report concerning the changes considered necessary to make them fit for the present commercial and scientific conditions. While the President points out the great value of the existing patent system, he also sees quite clearly that reform is needed. Especially noticeable is it that he urges a simplification of the patent laws, and that the burden of proof in cases of contested validity should be imposed upon the individuals who infringe.

It is generally believed that the German patent law will be revised in 1914, and it is considered probable that one of the changes made will be to lengthen the life of a patent. At present only fifteen years are available in that country, and the real life is at least two years shorter, because the life is reckoned from the day the patent is filed. It will be remembered that there has been a recent amendment of the German patent law to bring it into line with the revocation practise in the United Kingdom.

As a writer in the Daily Telegraph says, the experience of most English inventors is that it is more difficult to obtain the grant of a patent from the German office than from any other country in

the world. It is fairly certain that an extremely thorough search is made. There are many directions in which the patent law of this country could be improved, and one of the things that seem to be required is an international society, which will tend to discussions revealing the good and bad points of the patent systems of other countries.

**Farewell Dinner to Frank L. Dyer.**

Just prior to his departure for the States, President Dyer, of Thomas A. Edison, Inc., who visited this country in June, was the object of a pleasing little ceremony at the Kingsway room of the Holborn Restaurant. To commemorate his visit a dinner was arranged by the management and staff of the National Phonograph Co., Ltd. Sir George Croydon Marks occupied the chair, and in introducing Mr. Dyer to those present referred to the many difficulties the company experienced in the early days and the continuous litigation that ensued, owing to copyright legislation and other conditions, the pirating and duplicating evils which were rife at the commencement of the phonograph industry were now, happily, non-existent. In an interesting reply Mr. Dyer outlined his association with the company since 1904, and proceeded to predict further improvements in the phonograph product during the coming fall. The home kinetoscope, it was hoped, would be on the market before long, and what with that and several other changes and improvements now being contemplated, the trade would be in for a time of much prosperity. Paul Cromelin, in response to Mr. Dyer's speech, made reference to the high esteem in which the president was held by them all. During the course of the evening a toast was proposed to the great inventor, Thomas A. Edison, and was responded to with great enthusiasm.

**Stimulating Summer Business.**

As usual, the Gramophone Co. has in being an excellent summer scheme for encouraging the dealer to persevere in his efforts to maintain a satisfactory turnover, and to this end the company is spending quite a liberal amount of money in advertisements, posters, booklets and other publicity trade winners. A special list of titles suitable for playing in the open air and suggestions for booming hornless machine sales are of real practical benefit these days, when dealers are apt to overlook the necessity of bringing into use all their energies and best thoughts with the object of stimulating public interest in the grand enjoyment-possibilities derivable from the use of a gramophone in the garden, on the yacht, picnic or at other outdoor functions.

"And the night shall be filled with music,  
And the cares that infest the day,  
Shall fold their tents like the Arabs,  
And silently steal away."

**"His Master's Voice" Records for August.**

A number of excellent pieces suitable for outdoor use are to be found in the current August list of "His Master's Voice Records," and are as follows: (1) "Moldoka Comic Folk Song," (2) "Sun in the Sky, Stop Shining" (folk dance), and "Toreador et Andalouse," from "Bal Costume" (Rubenstein), Imperial Russian Balakaika Court Orchestra; "Dwellers of the Western World" (Sousa), Sousa's Band; "Cankanibalm Rag" (Pryor), Pryor's Band; "Kathleen Mavourneen" (Crouch), John McCormack; "The Dear Homeland" (Slaughter), Thorpe Bates; "Anchored" (Watson), Peter Dawson; "Within a Mile o' Edinboro' Town" (Durfey), Miss Lucy Marsh; "My Message" (d'Hardelot),

Miss Marion Beeley; "The Rosary" (Nevin), Mme. Edna Thornton; "The Skeleton Rag" (Wenrich), American Quartette; "Tambourin Chinois" (Kreisler), Fritz Kreisler; "Serenade" (Squire) (cello), W. H. Squire; "Novellette, No. 2" (Gade), The Renard Trio; "The Ghost of the Banjo Coon" (Caldwell), Arthur Collins; "The Same as His Father Did Before Him" (Lauder), Harry Lauder; "Poor Old Cassidy" (W. H. Atkinson), Nelson Jackson.

**Edison "Opera" Phonograph Finds Favor.**

The new Edison "Opera" phonograph is said to be finding much favor in talking machine circles here. So much so that the Edison Co. estimate orders in hand will absorb the new few consignments, but supply and demand, it is hoped, will be leveled at no distant date, although their temporary estrangement is, in a sense, a good index of satisfactory business. The company reminds dealers that an oak "opera" model, similar in construction to the mahogany type, can now be obtained at the price of seventeen guineas retail.

**Jose Juan Hoffay Married.**

A marriage of considerable interest to talking machine trade circles took place on the 22d inst. at the Oratory, Brompton, at 11 o'clock, the marriage of Jose Juan Hoffay, third son of the late Theodore Hoffay, of New York and Mexico, and Miss Edith Mary Twyford, second daughter of the late Augustas S. Twyford, of Wimbeldon. The marriage, which was performed by the Rev. Father O'Hare of St. Aloysius Church, Oxford, assisted by Father Crewse of the Oratory, was followed by nuptial mass. Paul H. Cromelin, manager director of the Edison Co. in London, acted as best man.

Following the ceremony a reception was held at 67 Egerton Gardens by Mrs. R. Percy Simpson, sister of the bride, where the young couple received the congratulations and well wishes of their many friends. The gifts from relatives and friends were numerous and costly. Mr. and Mrs. Hoffay left later for the New Forest, where they will spend their honeymoon. They will sail for Buenos Aires in August, which will be their future home.

Mr. Hoffay was for many years the representative of the Columbia Co. in Mexico, and is now its general representative for South America, with headquarters at Buenos Aires.

**Gramophone in Drama.**

At the Theater Royal, Belfast, a gramophone is a conspicuous feature of the first act in the drama, "My Partner." A sort of entertainment is given and the use of a talking machine was certainly a happy inspiration. The instrument was loaned by Thos. Edens Osborne, who derived much publicity therefrom in the local press.

**Quarterly Dividend Declared.**

A quarterly dividend of 10 per cent. per annum on the ordinary shares has been announced by the directors of "His Master's Voice" Co.

**A New Consolidation.**

Messrs. Blum & Co., Ltd., this city, informs me that the Kalliope Musikwerke, with whom they recently amalgamated, has absorbed the entire concern known as the "Symphonium Gessellschaft."

A small number of well-paid, well-trained, efficient clerks can do more work at less cost than a great number of poorly paid, untrained, inefficient workers. The value of the article sold is increased by being sold by an efficient clerk. A wholesome, bright, smiling, courteous, contented clerk adds worth to even the poorest article.

**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, 34-**

## NEW CONCERN IN LOS ANGELES.

Musical Record Co. Has Attractive Quarters—Handling Victor Line—Many Visitors Recently—Edison Phonograph Business Lively in Oxnard—A. J. Morse, of San Diego, Brings Back a Bride—July Made a Good Showing Although Vacations Cut Into Business in a Marked Degree—What Dealers Report.

(Special to The Talking Machine World.)

Los Angeles, Cal., July 30, 1912.

July closes as a very brisk month among all jobbers and retailers of talking machine goods. The fact that many owners of talking machines are away to the beach or mountain resorts does not affect record trade in the least. Talking machines seem to be a necessity on vacation trips and outings more than any previous years.

A new talking machine company has recently sprung into existence, the Musical Record Co.'s "Victor Shop," 814 South Broadway. This new firm has spared no expense to equip its rooms in the most up-to-date fashion, having several absolutely sound-proof rooms for the demonstration of goods. These rooms consist of a Vernis Martin, Turkish, mission, mahogany, golden oak and other finishes, each decorated accordingly as to their respective salesrooms. A very novel feature in connection with the talking machine line is that of a Japanese tea garden with rustic effect, where ladies can be served with afternoon tea by Japanese. A Victrola XVI. is used to entertain its patrons.

Albert D. Wayne, a very prominent talking machine man in this city, is general manager of the concern, assisted by H. F. Major. Every effort has been used to make this the ideal spot for the comfort of its customers, catering only to the highest class of trade possible.

Shireson Bros., 349 North Main street, have sold many talking machines within the last few weeks to the Latin races of their section.

There has been a number of out-of-town dealers in the city recently among whom are C. W. Beattie and family, of Marawpa, Cal., who is stopping at Long Beach for an outing, and A. W. Raney, of Hanford, Cal., who is spending his vacation at Ocean Park. These two dealers are very prosperous Edison dealers in their respective districts.

A. J. Morse, manager of the branch of Southern California Music Co., of San Diego, has returned from New York after several weeks' vacation, bringing back with him a bride. By this act Mr. Morse surprised many of his friends and associates.

The Talking Machine Shop reports business on the upward bound, closing the month with a very satisfactory trade in both machines and records.

Scott T. Allured, connected with the talking machine department of the Wiley B. Allen Co., of this city, has been transferred to the San Diego branch to manage the same department in the place of Miss Ruby, who has just left for New York.

E. Howland, of Central avenue, has shown a great selling ability by disposing of many Edison machines in the past few weeks.

B. H. Burke, who has been connected with the Southern California Music Co. for some time, is now located with the Wiley B. Allen Co., of this city. Mr. Burke is by no means a stranger to this section, but is a very prominent figure in this line all along the coast.

The J. B. Brown Music Co. has demonstrated by its sales of late that business is not quiet in the talking machine department, thus showing a decided increase in this line for the same period last year.

Earl S. Dible, manager of the talking machine department of the Southern California Music Co., of San Diego, spent several weeks' vacation visiting relatives and friends.

Geo. T. Austin, a prosperous Edison dealer of Oxnard, was in the city for a few days and states that the phonograph business is most excellent since the harvest of a very heavy bean crop, of which his section is so noted. Mr. Austin will leave in a few days for the mountains on a fishing trip and he expects to have as much success fishing as he has selling phonographs.

O. A. Lovejoy, manager of the talking machine



SOLID WOOD (NOT VENEERED)

**MUSIC  
MASTER**  
Solid Wood Horn



The Only  
Horn  
Guaranteed

Have you got samples to show to your customers and to demonstrate with? By giving a practical demonstration of the Music Master and any Horn or Hornless machine, one can see the difference more readily in sweetness of tone, full sound waves, etc., in the

## Music Master Solid Wood Horn.

The Music Master beyond a question is the greatest advancement ever made in Phonographic Horn Construction. Why don't you investigate the merits of the Music Master?

Our Guarantee With Every Horn.

Write us and we will send you a sample line of Music Masters.

**SHEIP & VANDEGRIFT, Inc.**

PHILADELPHIA, PA.

department of the Southern California Music Co., reports that the wholesale trade is above the average for the summer months, especially in the larger Edison machines, which its dealers in general have been very active in selling.

The T. J. Johnson Music Co., 415 South Main street, a wide-awake Victor dealer, is making wonderful progress with the Victor goods, which he considers the only line to handle.

### MUSIC IN THE AUTO-HORN.

The Peculiar Request That Has Come to the Office of Henry W. Savage.

From Sunbury, Pa., to the office of Henry W. Savage there came recently a query regarding the consideration that would be demanded for the privilege of playing the airs of "Little Boy Blue," "The Merry Widow," "Somewhere Else" and other musical comedy and operatic successes controlled by that manager, on automobile horns, said horns to be sold promiscuously to whomsoever will buy them. The writer,

signing himself Allan L. Pencross, explains that he has perfected a plan for equipping auto horns with miniature talking machine disc records, which he intends to put on the market as soon as the patents covering this method of sound reproduction have expired. He enthusiastically discusses the possibilities of tremendous fortune lying in wait for the genius who makes it possible for the rich farmer to lessen the tedium of his journeys of inspection by tickling his ear with the strains of popular music, which his absorption in farm duties and his distance from the theatrical district make it impossible for him to enjoy in a playhouse. Pencross draws a vivid picture of a hundred thousand tired business men skidding from their suburban homes in the morning and back in the evening to the accompaniment of tunes calculated to drive the most active care into retirement.

Why is it that when a man makes a success he is very apt to swell out his chest like a pouter pigeon and take all the credit, but when he registers a failure he is inclined to blame it upon conditions over which he had no control?



**The Columbia Demonstration Double-Disc Record—  
the only advertising device that literally tell its  
own story; the only “talking catalog” in the world;  
the record that gives the owner not only a full 65  
cents’ worth of music for 10 cents, but three  
minutes of argument and demonstration which  
seem to be even more popular than the music  
side of the record itself.**



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

### MUSIC ON THE WATER POPULAR.

Talking Machines for Canoes a Big Feature of St. Louis Trade This Summer—Bollman Bros. Victor Publicity—Voight with Silverstone—Pleased with New Edison Disc Phonographs—Summer Trade Has Been Exceptionally Good in Both Retail and Wholesale Fields—The Outlook for Fall and Winter Is Most Promising and the Trade Is Buoyant.

(Special to The Talking Machine World.)

St. Louis, Mo., Aug. 10, 1912.

The Meramac river, which flows into the Mississippi river near St. Louis, is a popular resort with St. Louis young folk who like canoeing as a summer sport. Heretofore it has not figured in the talking machine business, but this year it has created a source of a goodly number of sales for small machines. The canoes are frail craft and the stream is swift, and in the last few years there has been an appalling loss of life among the merry-makers, but so far no craft supplied with a talking machine has overturned or lost an occupant. The tiny machines fit nicely in the bows of the boat and the rollicking boating song records make an appropriate accompaniment for a ride down the turbulent stream. It is just a bit weird, according to campers, to be awakened at night with a well sung chorus from light opera or a sprightly waltz done by a good band, as some canoe goes by. None appears to know just how the fad started, but a number of young men fitted their canoes with tiny machines and others followed suit, and now excellent music is the accompaniment of the laughter and shrieks of delight from the boating parties. Concert playing, with half a dozen machines working within hearing distance, has been successfully tried, and this method gives the same melody for several miles up and down the river. The Columbia Phonograph Co. caught the first of this trade, and it has had a neat line of business, bringing into the store some young men who are very desirable customers, and the trade has spread. Sales managers are anticipating some more business from the same source this fall, when these young men come to trade the tiny machines for larger ones, suitable for home use in their homes. Some of them will, it is likely, merely be transferred to winter club houses, but then will come a demand for more elaborate records, for longer and more interesting programs.

The trade so far this summer has been very good and previous summer totals are being eclipsed except where outside salesmen were used very extensively. None of the houses is pushing business with large outside forces this summer, because of the cost of solicited sales in the summer months. But while this is not being done, the service idea is being pushed as strongly as possible and it is giving excellent results, and the conclusion is that it is really of better profit to follow customers more closely in summer than in winter. A talking machine on the porch will often attract for an informal call a neighbor who will express a liking for talking machine music but who would not dream of dropping in when the doors are closed. The retail business has been

especially good and jobbing prospects look excellent if advance orders are correctly stated.

Bollman Bros.' Piano Co. made a neat window display for the Victor machines with a tent erected on a green sward with figures of the campers reclining about listening to a talking machine inside the tent.

Raymond Voight, recently with the Ditzell Music Co., Oklahoma City, has taken charge of the dictating machine department of the Silverstone Talking Machine Co., and is pushing the installation of these instruments. Mr. Silverstone, on his return from the east, installed a window display for these instruments that was a little out of the ordinary. He had one of the machines in operation and on an extension of the cylinder he had an endless belt, twelve inches wide, on which was printed several recommendations for the dictating machine. The belt reached from the cylinder almost to the floor and moved round rapidly enough to make the reading a very interesting task. The question as to whether the belt was moving too rapidly was an interesting one, but it was noticed that the spectator who missed a word as it went around would wait until the return to complete the sentence.

T. E. Price of Belleville, Ill., was a recent visitor at the Victor and Columbia jobbing rooms and reported excellent business prospects in that suburban city.

Mark Silverstone, president of the Silverstone Talking Machine Co., was delighted with his trip East to see the new Edison machines, and said that to him the most remarkable feature of the exhibition was eighty jobbers enthusiastically applauding the music product of a machine. Mr. Silverstone praises the new machine very highly and declares that his only disappointment in the new product is that none are to be priced on a popular scale. While one cannot but admit that the machines from a quality standpoint are a strictly high-class proposition, says Mr. Silverstone, for business reasons a popular priced machine would be desirable. "I believe the Edison disc is the thing to give accurate and desirable reproductions," said Mr. Silverstone, "and that in time all machines will use the up and down reproduction method. To those who heard the demonstration in New York it was amazing. Of course I am anxious for October to come, when I can show these machines and try them out on the public."

Harry Levy, manager of the talking machine department of the Aeolian Co., says that store is enjoying an unparalleled summer trade in the retail department, with the XVI. models leading all others in the demand. "We have every reason to believe that this fall will show an unprecedented business in all talking machines," he said to the World correspondent. "Our outlook for the jobbing trade was never better, and we are in excellent shape to make shipments complete; better than ever before. The country trade has been good and our order book will show that it is going to be better as soon as the fall shipments begin. We arranged the usual vacation schedule for the stock room for this summer, then had to call one of the boys back."

John Henry Lynch, an Edison dealer, at Ed-

wardsville, Ill., came over as soon as Mr. Silverstone returned from New York to get the latest news from the new machines.

A. C. Thiebes, president of the Thiebes Piano Co., one of the large Victor retailers down town, has gone to Massachusetts to spend the rest of the summer at the seashore with his family.

H. C. Currens, of the Piano Exchange, who handles a good many used talking machines, left Roy Thompson in charge while he spent his vacation in Chicago and Indianapolis.

Sales Manager C. L. Byars is back on the job at the Columbia store after spending his vacation fitting up his chicken coops and garden for the fall campaign. Mr. Byars, like Manager Ramsdall of the same company, admires poultry and finds pleasure and profit in raising it. This spring he moved to Clifton Heights, a suburban district inside the city limits, and is settling down to business so well that he called off a trip to spend his time at home enjoying complete rest from phonograph talk and the satisfaction of doing something for himself.

Manager Ramsdall of the Columbia Co. made one of his trade excursions to Taylorsville, Ill., early this month and says that his "getting acquainted" visits to dealers are proving profitable and pleasant.

Harry Levy, of the Aeolian Co., returned from his convention trip east enthusiastic over his outing from social and business standpoints. On his return he visited Cincinnati and Indianapolis, trade which he supplies from the St. Louis depot.

Manager Robinson, of the talking machine department of the Thiebes Piano Co., reports excellent summer business with splendid record sales.

E. C. Rauth, secretary of the Koerber-Brenner Music Co., Victor jobbers, returned from his convention trip the middle of July with a carbuncle well on the road to development under his eye. The result has been that he was kept away from business until the first of the month, the location of the carbuncle on such an acute nerve center giving him so much pain that he was confined to his home. When he returned to his desk he found trade moving along well and fall prospects very bright. Mr. Rauth expressed satisfaction over his eastern trip.

The Columbia Co. have experienced excellent results from advertising the demonstration record.

### THE TRUTH AND ALL THE TRUTH.

It is said that the following notice is to be found in every part of a big institution that issues a mail order catalog. It's worth reading:

#### NOTICE.

There must be no lying—white lies or fabrications—in any department of this business. Whatever the cause, whosever the mistake, however bad the mix-up or heavy our loss, we are going to sit tight and tell the truth. This applies to everybody, from the head of the concern to the newest office boy, and includes every detail of business from salesman's promises to excuses for non-delivery. It concerns our relations with our customers and our relations with one another.

**"TALKER" TRADE IN MICHIGAN.**

**The Much Advertised Cadillac Celebration Did Not Help the Talking Machine Business—Join in Victrola Advertisement—Many Sales of Dictaphones in Detroit—Interesting Talk on the One Price System—Strasburg's Plans—Occupy New Quarters in September.**

(Special to The Talking Machine World.)

Detroit, Mich., Aug. 10, 1912.

That blighting Cadillac, the civic celebration of the birthday of Detroit, which was heralded the country over as a coming additional wonder of the world and touted among the business men as sure to bring a million dollars or so to the city from the provinces to be spent with Detroit merchants, did more harm to the talking machine business here than anything which has turned up in years. Trade was almost absolutely dead, but since the thing ended the population has got back to its normal stride, which is largely a stride to the talking machine stores. The managers are hoping that the reaction will get them back some of the profits they failed to accrue in the last week of July.

The Farrand Co. has taken a niche in the big Victrola advertisement which is almost constantly run in the local dailies. It occupies a space of half a page or so, with the word Victrola and a cut as the feature and the subsidiary announcements of the Max Strasburg Co., the Victrola shop, Grinnell Brothers, state jobbers, the Farrand Co., the Cable Piano Co., the American Phonograph Co., and the Doran Phonograph Co., the principal downtown stores which handle the Victor line.

It is considered one grand scheme, for the announcement emblazons the name Victor on the minds of everybody who has any idea of buying a talking machine, and the cost is divided so that the price of a half-page is not onerous.

The Columbia Co. has sold thousands of dictaphones to manufacturers and professional men in Detroit. Some big plants have more than fifty of them in their offices. Among these are the Studebaker Corporation, manufacturers of E-M-F and Flanders motor cars, and the Burrroughs Adding Machine Co., two of the largest manufacturing concerns in Michigan. Dozens of other industrial establishments have a score or more—the Gray Motor Co., the United States Tire Co., the National Manufacturing Co. and many others. In thousands of offices of lawyers, bankers and business men generally there are from one to half-a-dozen. In short, there are so many in the city that the Columbia Co.'s branch here keep two men busy constantly on inspection work, seeing to it that the machines are in perfect order.

Manager K. M. Johns, of the Columbia branch, still on his auditing tour, is in Indianapolis now. S. E. Lind, acting manager, received a letter from him this week commending the business shown in the last report Mr. Lind made to his absent chief. Except for Cadillac week July has run away from June, though generally July is a lighter month than the first one of summer. This condition is ascribed to the weather. Everybody is postponing vacation in the hope that after a while the weather will warm up sufficiently to make it worth while to take a couple of weeks off, consequently their purchases of talking machines and records are made later.

Acting Manager Lind has been notified that he won the May collection prize. The Columbia Co. offers a cash price each month to the manager of the branch store which shows the best collections in proportion to the business done. Manager Lind did not appropriate all the credit to himself, however, but divided the purse among the members of his staff who had been of greatest service to him.

Manager Harry Rupp, of the talking machine department of Grinnell Brothers, is much disappointed at the failure of the recent convention in Atlantic City to take action on the proposition to permit adding a legitimate interest to the price of talking machines sold on contract, and also pleased at the firm stand the association took on the matter which forced the first mentioned into

the background—the campaign against the measure in Congress which proposes to forbid manufacturers of goods of any kind to fix the price of their product.

The talking machine men in Michigan are doing their part toward the attempt to kill this bill. Michigan Congressmen are hearing from the dealers and their friends daily, with explanations of how such an act would injure not only the talking machine business but many other businesses as well. Besides this, the activity of the talking machine people has awakened the representatives of other lines of business. They all realize how the withdrawal of a manufacturer's right to establish a price on his product would transform the present striving for high quality in goods, whether talking machines or anything else, into a striving for cheapness and the lowest price possible. The appeal for business would have to be on price, not quality.

"The one-price system is very well established in Detroit," said Mr. Rupp. "It is enabling the talking machine dealers to obtain a high class of trade which they did not even aspire to a few years ago. They got this fine trade because they offer high-class goods. If the one-price system is knocked out by law the trade will be knocked into a cocked hat. There will be a scramble to cut the cost of manufacture in every way possible and what will be the result? Who wants a low-grade talking machine? It won't furnish any real music. Therefore it will have no value. Yet the manufacturers cannot afford to put the value into their machines that they do now, for they will have no guaranty as to whether they can charge enough for them to get their money back.

"The talking machine business needs high quality and the right to fix a price to maintain high quality more than does any other business. At present the talking machine has superseded other musical instruments in schools and other public places and in many of the best homes. With quality lowered, it would come out of all these places.

"However, I don't think there is much danger of the bill getting through Congress. We are doing too much good work against it."

The Max Strasburg Co. will not get into its additional space this month, as had been hoped, but probably will be able to spread out by the first of September. That will be exactly a year from the date of going into business. The fact of being compelled to seek double the space originally contracted for within the first year of business speaks for itself with regard to the growth not only of the Max Strasburg company's trade but of the entire talking machine industry in this city.

**COLUMBIA FIBRE NEEDLES**

Now Ready for the Trade—Can Be Used on All Columbia Instruments Except "Bijou."

The Columbia Phonograph Co. announces that it is now ready to supply the trade with Columbia fibre needles, which may be used on all Columbia instruments with the exception of the "Bijou" without entailing any cost for new equipment. This company is also supplying the Columbia needle cutter, which will enable the fibre needles to be repointed eight or ten times.

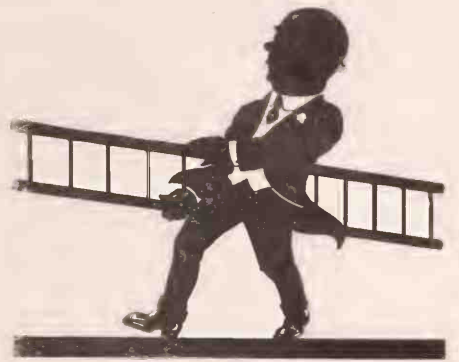
The Columbia fibre needles come in two sizes, No. 1, standard length and thickness; No. 2, shorter and heavier for greater volume of tone. The needles and needle cutter are sold at very reasonable prices and may be had by dealers from Columbia distributors throughout the country.

**DISPOSES OF MCGREAL BUILDING.**

(Special to The Talking Machine World.)

Milwaukee, Wis., Aug. 8, 1912.

Lawrence McGreal, local Edison jobber, has disposed of his lease on the McGreal building at 174-176 Third street, devastated by fire recently to the Ogden estate, owner of the property, for \$25,000. The lease had ten more years to run. It is rumored that an Eastern theatrical syndicate, probably the Shuberts, will lease the property, tear down the present shell and erect a new theater. It is an excellent center.



*We'll help you out of the hole*

If a customer comes into your store and "puts you in a hole" because he wants something you haven't got and wants it quickly, you can always depend upon us to help you out.

That's a part of our service—our regular service—and while the need of a "rush" may get you a bit excited it won't cause a ripple at our end of the line, for every order is a rush order with us.

All goods are shipped the same day the orders are received.

Everything you want in Victors, Victor-Victrolas, Victor Records, record cabinets, needles, fibre cases, horns, repair parts and other accessories you can get from us instantly whenever you want it.

That's "some service", but it's the kind we give our customers always.

As a starter, drop us a line today for our latest catalog and our booklet "The Cabinet That Matches".

**Foreign Records**

We have in stock ready for immediate delivery the entire list of Victor foreign records:

- |                 |                   |                       |
|-----------------|-------------------|-----------------------|
| Arabian         | Greek             | Norwegian             |
| Bohemian        | Gregorian (Latin) | Polish                |
| Chinese         | Hawaiian          | Portuguese            |
| Croatian        | Hebrew            | Roumanian             |
| Cuban           | Hungarian         | Russian               |
| Danish          | Italian           | Sistine Choir (Latin) |
| Finnish         | Japanese          | Slovak                |
| French          | Jewish            | Spanish               |
| French Canadian | Mexican           | Turkish               |
| German          | Neapolitan        | Welsh                 |

"If it's in the Victor catalog, we have it".

**New York Talking Machine Co.**

Successors to Victor Distributing and Export Co.

83 Chambers Street New York



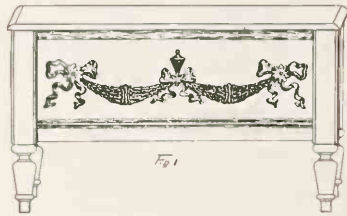
**LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS**

(Special to The Talking Machine World.)

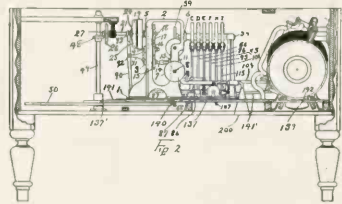
Washington, D. C., Aug. 8, 1912.

**AUTOMATIC GRAPHOPHONE OF THE DISC-RECORD TYPE.** James I. Gemmill, Orrville, O. Patent No. 1,028,707.

This invention relates to automatic mechanisms and particularly to a multiple disc-record graphophone. It more particularly relates to mechanism

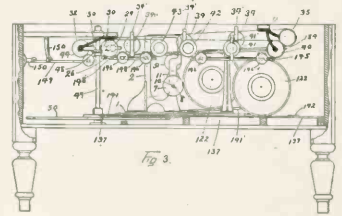


of the character adapted to handle and play a large number of disc records of the type having a selection recorded on each side thereof and further adapted to turn the record and play the reverse side, from that last played, in an alter-



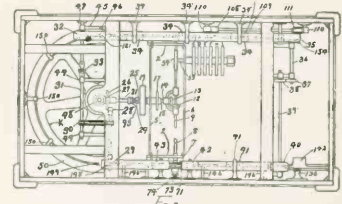
nate manner. This arrangement provides a machine, excellent for the purpose of a continuous performance without any attendance whatever.

The silent period, or the time during which a record is changed and turned, is very short, and

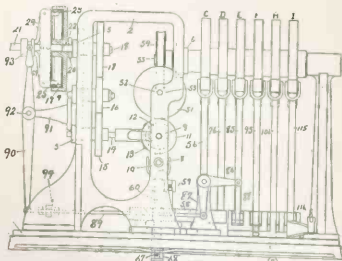


as the machine is electrically operated it means all of the requirements for this type of a machine.

Figure 1 shows the entire machine; Fig. 2 is a vertical front view of said machine as in Fig. 1, with the lid and front side removed and cut

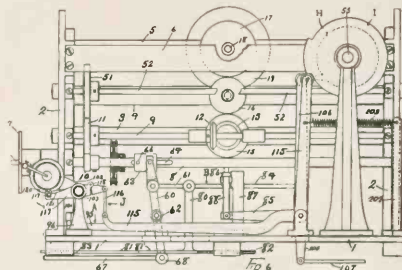


away respectively, and serves to disclose therein a portion of the mechanism and a bank of the records in position; Fig. 3 is a view similar to the last, except that the mechanism shown in Fig.

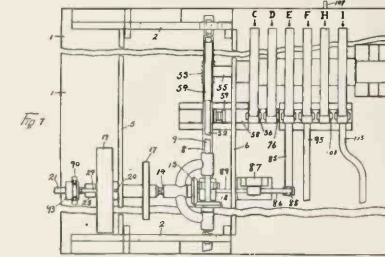


2, or the greater part thereof, has been removed, and the elevated structure, comprising the elevated belts as a traveling member, and the tracks to-

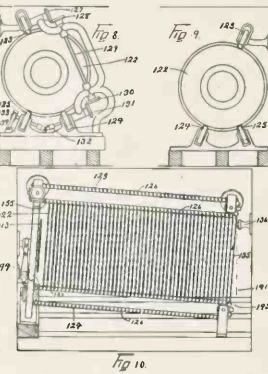
gether with the necessary pulleys are shown, and two records are also shown as they appear going to and from the playing position and on their respective tracks. Fig. 4 is a plan view of the machine, viewed from above, and serves to show



the whole system of belts and guide tracks and their relative position to the large transferring wheel. Fig. 5 is a front elevation of the principal actuating mechanism, comprising the cams, levers and other active elements. Fig. 6 is a side ele-

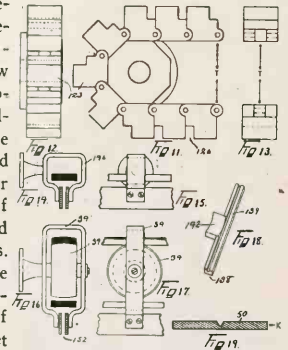


vation of Fig. 5, as viewed from the right side thereof. Fig. 7 is a plan view from above of Figs. 5 and 6, and shows all of the respective parts in their relative position, except the two housings which

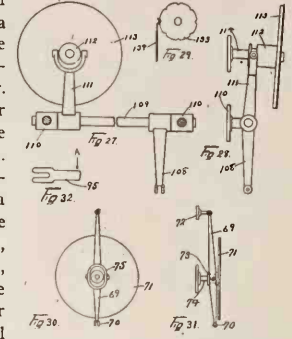


are set in, in the drawing, and the base plate, shafts and connections are broken away, so as to permit this said condition. Fig. 8 is an elevation view of the chain sprocket wheels and framework for same and gearing adapted thereto, and represents the rear end of the chain

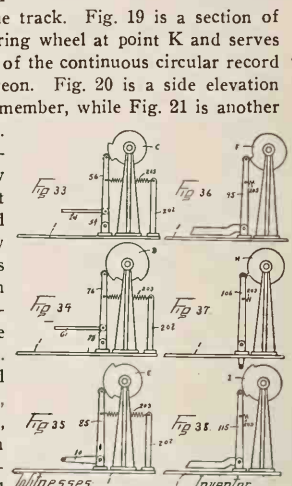
carrying mechanism. Fig. 9 is an elevation view of the companion chain sprockets adapted to the front end of the said chain carrying mechanism. Fig. 10 is a semi-perspective view of the sides of the last two described figures, respectively, combined to show their assembly position and including two of the chains mounted thereon, together with a series of records assembled in the said chains. Fig. 11 is a side elevation in enlarged form of one of the sprocket wheels, with a section of one of the said chains showing how it is adapted thereto. Fig. 12 is an edgewise view of the last figure, and serves to show the relative thickness of the chain blocks. Fig. 13 shows two block links, with male and female joint lugs, respectively, being shown thereon. Fig. 14 is a side elevation of one of the elevated guide track back-



ets showing the said tracks in section thereon. Fig. 15 is another view of the same from the front. Fig. 16 is a side elevation of one of the combination guide track and pulley brackets showing a pulley and belt thereon and a portion of the guide track in section thereunder. Fig. 17 is another view of the same from the front. Fig. 18 is a perspective view of a portion of the lower track way, for the records, and showing the slideway over which the record passes to enter the track. Fig. 19 is a section of the large transferring wheel at point K and serves to show the shape of the continuous circular record track formed thereon. Fig. 20 is a side elevation view of the slide member, while Fig. 21 is another view of the same. Fig. 22 is an enlarged end view of Fig. 20 as at point PP, and serves to show how this end is shaped to conform with a certain depression in the record track. Fig. 23 is a detailed elevation view, partly in section, of two of the cam levers and bearings therefor, and serves to show how they both operate upon one center. Fig. 24 is a plan view of the "sound box" or reproducer with its mounting. Fig. 25 and Fig. 26 are other views of Fig. 24, and serve to show the mechanism for traversing the reproducer along horizontally, as well as elevating it to raise it from off a record when in a playing position. Fig. 27 is a rear elevation view of the advancing mechanism for the records, showing the lever and com-



pression plate without the central support. Fig. 28 is another view of the same, including the central support. Fig. 28 is an eight-tooth ratchet wheel and spring detent therefor, in enlarged form, and again seen as a part of Fig. 8. Fig. 30 is a rear elevation view of the turntable and the lever connected therewith and shown without the central support. Fig. 31 is another view of same and includes the central support and base for same. Fig. 32 is diagrammatic of the extreme end of the lever 95, where it connects with the pin 97, and shows the finger arrangement of same. Figs. 33 to 38, inclusive, are detail views in side elevation of the actuating cams, showing the engaging position of each cam with its follower.



TRIMMER FOR PHONOGRAPH RECORDS. George A. La Mountain, Marshalltown, Ia. Patent No. 1,032,338.

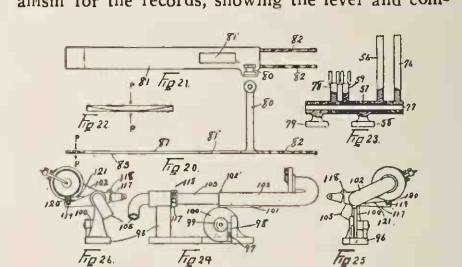
The chief object of this invention is to provide such an attachment in the nature of a trimmer or shaver for phonograph records, whereby the records may be trimmed or shaved off for further use, which trimmer is readily and easily adjustable to cut to any desired depth and so constructed and arranged that it will not break or chip the record but will trim such records

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smoothly, regularly and evenly, thereby preparing a smooth, even surface for receiving a new impression.

A further object is to provide such a device which at all times presents the cutting edge to the record at the same angle, thus causing a true and even cut.

A further object is to provide such a device which holds the cutting instrument in exactly the same position during the trimming of a record.

Figure 1 shows a side elevation of a trimmer for phonograph records embodying this invention. Fig. 2 shows a top or plan view of said trimmer. Fig. 3 shows a central, sectional view through the trimmer and parts of a phonograph showing the trimmer installed in position for use.

This improved trimmer for phonograph records is designed especially for use with phonographs using cylindrical records and is also designed to be secured to the ordinary arm or bracket in which the reproducer is held.

**RECORD-CHANGING MECHANISM FOR SOUND REPRODUCING MACHINES.** Julius Wellner, Philadelphia, Pa. Patent No. 1,023,573.

This invention relates to sound reproducing machines of the class in which are employed a series of records discs, a magazine to support the series, a rotatable table to support and rotate a record during the reproduction thereof and mechanism to transfer record discs from the magazine to the table, and from the table to the magazine.

The object of the present invention is to provide a novel, simple and efficient magazine and transfer mechanism for the record discs, whereby the record discs may be supported in vertical positions, or substantially so, in the series, and whereby a selected record may be first moved edge first from the series to a position away from the same and adjacent the rotatable table and then moved face first from said position to a horizontal position upon the table to be reproduced;

and whereby the record, after being reproduced, may be first moved face first from the table to a position adjacent the magazine, and then returned edge first to the magazine.

This invention in its broader aspect contemplates a record disc transfer mechanism employing parts which may be operated to move a record disc face first down upon the rotatable table in transferring the record disc from the magazine to the table irrespective of the angular relation of the record disc to the table when the record disc is in the magazine.

In the accompanying drawings, illustrating this invention, Figure 1 is a plan view of a sound-reproducing machine, embodying the invention. Fig. 2 is a vertical section on line 2-2 of Fig. 1. Fig. 3 is a vertical section on line 3-3 of Fig. 2.

**HORN FOR TALKING MACHINES.** Thomas H. Towell, Cleveland, O., assignor to the U-S Phonograph Co., same place. Patent No. 1,033,215.

The present invention, relating as indicated to horns for talking machines, has as its object the provision of a horn suitable for use on such machines, whether of the disc or cylinder type, and one that will be readily adjustable to the various requirements encountered in operating either such type of machine.

The subject matter of the present case has been divided out of applicant's co-pending application Serial No. 574,467, filed July 29, 1910, and relates more especially to the amplifier as distinguished from such amplifier in combination with the talking machine mechanism.

In said annexed drawing, Figure 1 is a side elevation of one typical form of cylinder talking machine, with a horn shown in connection therewith embodying the present improvement; Fig. 2 is a horizontal sectional detail of such horn, taken on the plane 2-2, Fig. 1; Fig. 3 is a vertical section of a detail of the jointed elbow connecting the tone arm with the amplifier proper; and Fig. 4 is similarly a vertical section of the forward end of said tone arm, the pitch of the coiled interlocking strip composing such tone arm being exaggerated in order to render the construction of the latter clear.

**MEANS FOR AUTOMATICALLY ARRESTING TALKING MACHINES.** Arthur E. Spencer, San Francisco, and Frank C. Thomas, Mill Valley, Cal. Patent No. 13,453 (reissued).

This invention relates to means for arresting the rotation of a talking machine automatically upon the stoppage of the sounds reproduced by the talking machine. The object of the invention is to provide a device for accomplishing this and which will not necessitate any change in the form or construction of the record itself or in the mode of using the talking machine.

Figure 1 is a broken plan view of a talking machine equipped with the invention; Fig. 2 is a broken side view thereof; Fig. 3 is a detail cross-section on the line 3-3 of Fig. 1; Fig. 4 is a detail vertical section on the line a-a of Fig. 1, showing the positions of the parts when the tone tube is elevated; Fig. 5 is a similar view showing the positions of the parts when the tone tube is lowered to its operative position; Fig. 6 is a similar view showing the positions of the parts when the tone tube is also in the lower position but the pin has arrived at the end of the record.

**METHOD OF MAKING SOUND RECORDS.** James W. Owen, Philadelphia, Pa., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,033,909.

The main object of this invention is to provide an improved method whereby a matrix or a record of sound may be produced, so marked for identification that duplicates thereof cannot be formed or "dubbed" from it without incorporating into such duplicates the identification marks of the original, this application being a division of inventor's prior application, Serial No. 430,657, filed May 4, 1908, upon which issued United States Letters Patent No. 964,686, dated July 19, 1910.

This method is preferably utilized to form an identification mark or marks within the recorded surface of the record, the term "recorded surface" being used to define the whole or any part of the surface of the undulatory sound groove or ridge of a record or of the surface between the turns of such groove or ridge. Preference is given to an identification mark or marks such as a word or words, or characters of any description, that will indicate the origin of the record or that will give any other information desired.

In the drawings forming a part of this application, in which the same reference characters are used to designate like parts throughout the various views, Figures 1 to 3 illustrate one method of forming identification marks in a sound record matrix; Figs. 4, 5 and 6 show a modified manner of carrying out the said method; Figs. 7, 8 and 9 show a still further modified process of marking a sound record tablet having identification marks formed in the recorded surface thereof.

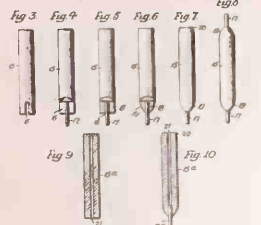
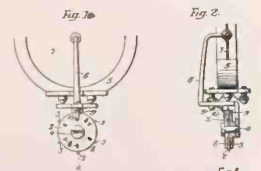
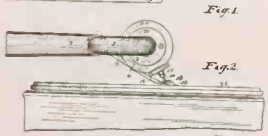
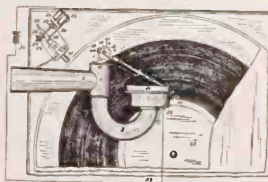
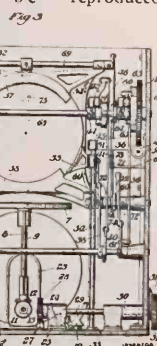
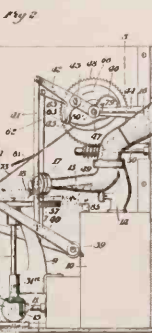
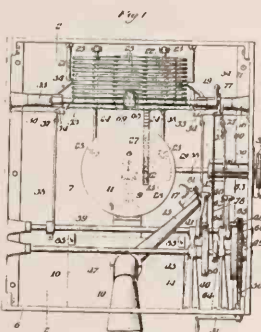
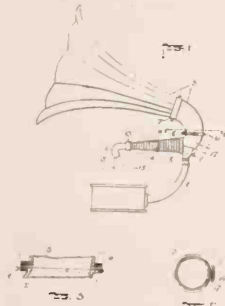
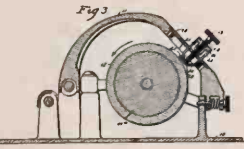
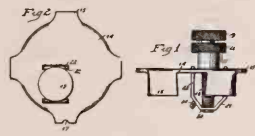
**NEEDLE HOLDER FOR TALKING MACHINES.** Julius Jetter, Camden, N. J. Patent No. 1,034,387.

This invention relates to machines of the character known as "talking machines," more particularly those employing disc records; and the object of the invention is to provide a multiple needle holder which may be mounted upon a suitable supporting arm whereby attachment may be made to the recording or reproducing element of the talking machine.

The needles ordinarily employed when reproducing talking machine records wear out very rapidly, and it is the present practice to supply a fresh needle for every record. Attempts have been made to produce a needle capable of use for a number of records, but they have not proved very satisfactory, and in general the high cost of production has usually prevented their adoption.

The multiple structure forming the subject of this invention is rotatable and operates in such a way as to permit the needles carried thereby to be used consecutively and after-ward removed at one time and others set in their places, and it may be made of any suitable material, preferably metal.

Figure 1 is an elevation of a multiple needle holder embodying the invention; Fig. 2 is a side elevation of the same, partly in section, on the line a-a, and Figs. 3, 4, 5, 6, 7, 8, 9 and 10 are views illustrating forms of needles which may be mounted for use in the structure embodying the invention shown in Figs. 1 and 2.



**TALKING MACHINE.** Eldridge R. Johnson, Merion, Pa., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,034,015.

The main objects of this invention are to provide in a talking machine an improved support or mounting for a swinging sound box arm or tone arm; to provide improved means for limiting the movement of a tone arm; and to provide other improvements as will appear hereinafter.

In the accompanying drawings, Fig. 1 is a fragmentary top plan view partially in horizontal section on line 1—1 of Fig. 2 of a talking machine constructed in accordance with this invention; Fig. 2 a fragmentary side elevation partly in vertical section one line 2—2 of Fig. 1, of the same; Fig. 3 a fragmentary side elevation partly in vertical section on line 3—3 of Fig. 1; and Fig. 4 a fragmentary vertical section of a portion of the same.

**SOUND REPRODUCER.** Daniel Higham, New York, N. Y. Patent No. 1,034,014.

This invention relates to phonograph reproducers of the pneumatic type, or, generally speaking, of the type in which undulations corresponding to sound waves are impressed upon a current of any suitable moving fluid by the operation of a suitable valve through which the fluid is allowed or caused to pass, the valve being operated in accordance with the sound waves as by connection with a reproducing stylus tracking a record groove.

The objects of the invention are the construction of a sound reproducer whose tones will be characterized by more perfect quality than those of reproducers ordinarily used, and which will cause undulations corresponding to the original sound waves, but greatly amplified thereover, to be impressed upon the current of air or other moving fluid passing through the reproducer with the result that tones of much greater volume may be reproduced than is commonly possible in devices of this character.

The invention operates upon a new principle by which the movement imparted to the valve member by connection with the stylus lever is greatly amplified in the vibration of the valve member. This is accomplished by forming a valve of flexible material which is seated upon a port connecting two communicating chambers, or is otherwise suspended across the path taken by the moving fluid in its passage through the sound box, this valve normally being bent in an arc of slight curvature. The valve member is fixed at one end and is connected to the reproducing stylus at its other or free end in such a manner that the reciprocating motion derived from the movement of the stylus in traveling over the record groove is communicated to the free end of the valve member by alternate pushes and pulls lengthwise of the valve member of substantially parallel to the valve plate upon which it is seated. The longitudinal movements thus imparted to the free end of the valve member result in a corresponding, but greatly amplified, movement of that portion of the member which is seated upon the port toward and away from the port as the curvature of the member increases and decreases. The movement of the center of the flexible member as it vibrates at right angles to its length may easily amount to seven or eight times the movement imparted longitudinally of the valve member by connection with the stylus where the arc of the flexible member is quite flat.

This inventor has also constructed the sound box in a novel manner, one chamber being formed within a member which extends within the other chamber, somewhat in the form of a pipe of smaller

diameter than the first named chamber, this member or pipe being provided with a port upon which the flexible valve is seated. This construction need not necessarily be used, however, in connection with the valve connections just described.

Figure 1 represents a vertical cross-section through a reproducer embodying this invention, certain parts being shown in side elevation. Fig. 2 is a view of the improved valve and the member containing the port upon which it is seated taken on line 2—2 of Fig. 1. Fig. 3 is a horizontal section taken on line 3—3 of Fig. 1. Fig. 4 is a bottom plan view of the device shown in Fig. 1.

**SOUND REPRODUCER.** Alexander N. Pierman, Newark, N. J., assignor by mesne assignments to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,034,031.

This invention relates to sound reproducers of the fluid pressure operated type, and has for its object the provision of means whereby improved results in the reproduction of sounds will be secured.

This invention consists of an improved form of valve for varying the rate of flow of elastic fluid through the ports by which the resonating and equalizing chambers of the reproducer communicate, and in improved means for supporting the valve referred to.

Figure 1 is a bottom plan view of the port plate; Fig. 2 is a cross-section on the line 2—2 of Fig. 1; Fig. 3 is a cross-section on line 3—3 of Fig. 1, and Fig. 4 is a vertical cross-section of a reproducer embodying this invention.

## REDUCTIONS IN EXPRESS RATES.

**Interstate Commerce Commission Formulates Radical Plan of Rate Regulation to Go Into Force the Coming Autumn.**

Members of the talking machine trade who have occasion to ship by express so frequently will be gratified at the report made by the Inter-State Commerce Commission prescribing reductions in the express rates. A cut of 15 per cent. on rates is advised. The report comes as a result of the commission's investigation into the business of thirteen of the great express companies of the United States. It is proposed to make the rates effective some time next autumn. In detail the reductions recommended are as follows:

The new rates may be said to be based on a minimum charge of 21 cents for a one-pound package. This charge increases in ratio to the increase of weight and distance at rates varying from three-tenths of a cent a pound to 12 cents a pound.

Packages weighing two pounds, for instance, may be shipped 1,000 miles—New York City to Chicago—for 24 cents, and 2,000 miles—New York City to Denver—for 31 cents, the present rates being, respectively, for each 35 cents.

A three-pound package will cost 27 cents for 1,000 miles and 37 cents for 2,000, the existing rates being, respectively, each 45 cents. A 10-pound package may be transported 1,000 miles for 42 cents and 2,000 miles for 77 cents, as against the existing rates of 75 cents and \$1.25, respectively. The cost of transporting a 25-pound package 1,000 miles will be 76 cents, against the present

rate of \$1.10, and for 2,000 miles \$1.64, against the present rate of \$2.25.

For many years the express business of the United States has been handled "almost as a family affair." By agreement the country has been parceled out between the large companies into zones, and competitive territory has almost ceased to exist. At the same time, through stock ownership and otherwise, the companies are so interlocked with one another and with the railroads that for practical purposes the business is managed by not more than three groups of interests.

Against this grasping combination the power of the Federal Government, under the Interstate Commerce act, is now for the first time to be employed for the protection of the public. For twenty years since the railroads became subject to the act the express companies, and to that extent the railroads which in large measure shared the express companies' receipts on a percentage basis or actually controlled them, have escaped regulation.

Double collection of lawful charges; overcharges and undercharges resulting in discrimination between shippers, and the granting of rebates; obscure and unreasonable rates; slow service through arbitrary routing by indirect lines; confusing and unfair classification of matter; delays in settling claims for loss and damage, and excessive insurance charges were found to prevail so generally that the commission proposes revolutionary reforms. Without interfering with the relations of the express companies and the railroads, it has undertaken to reconstruct the business and to create a national system of rates, classification and routing.

If the express interests had ever shown any inclination to correct their methods or to meet the public half-way in a spirit of fairness, instead of relying upon their political influence to prevent legislation, they might be entitled to a certain amount of sympathy because of the severe treatment to which they are about to be subjected.

The new rates are being worked out through the zone system, and the first step was to divide the United States into blocks, each approximately fifty miles square. Rates are proposed between these blocks, treating cities and towns as common points. Each of these blocks is one degree of longitude in length and one degree of latitude in width. To every express station within each of these blocks the rate is the same from any other given block. The rate is stated as between blocks rather than as between cities.

## INSTALL VICTOR DEPARTMENT.

McClure & Cowles, the prominent piano house of Albany, N. Y., have recently installed a talking machine department with a complete line of Victor talking machines and Victrolas with records for sale. The new department is under the management of Charles S. Hotaling.

Don't think you are putting too much in your windows because you have heard someone say a window looked overcrowded, etc.; you can't get too much in a window if you display each article as it should be, the less you show in a window the less the window will sell, and the month's sales will be less than amount.

60 YEARS' EXPERIENCE

# PATENTS

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RECORD BULLETINS FOR SEPTEMBER, 1912

COLUMBIA PHONOGRAPH CO., GEN'L.

12-IN. SYMPHONY DISC RECORDS.

Two—"Aida" Duets by Zenatello and Gay.

Double. Single.  
A5406 Aida—Misero appien mi festi (With sadness 30896  
thou has oppressed me)—Verdi. Contralto  
and Tenor Duet in Italian, orch. accomp.  
Maria Gay and Giovanni Zenatello.  
Aida—Gia i sacerdoti adunansi (The priests 30920  
to judgment now proceed)—Verdi. Con-  
tralto and Tenor Duet in Italian, orch.  
accomp. Maria Gay and Giovanni Zenatello.

10-IN. SYMPHONY DOUBLE-DISC RECORDS.

A1190 Comin' Thro' the Rye (Old Scotch Melody).  
Soprano Solo, orch. accomp. .... Mary Garden  
John Anderson, My Jo (Old Scotch Melody).  
Soprano Solo, orch. accomp. .... Mary Garden  
A1191 Blue Bells of Scotland (Old Scotch Melody).  
Soprano Solo, orch. accomp. .... Mary Garden  
Joe o' Hazeldean (Old Scotch Melody). So-  
prano Solo, orch. accomp. .... Mary Garden

10-IN. BLUE-LABEL DOUBLE-DISC RECORDS.

A1182 Lord Geoffrey Amherst (Hamilton) .....  
Amherst Octet  
Cheer for Old Amherst (Pierce). ..... Amherst Octet  
A1183 Wait'll the Clouds Roll By (Fulmer). Coun-  
ter-Tenor Solo, orch. accomp. .... Will Oakland  
When the Robins Nest Again (Frank Howard).  
Counter-Tenor Solo, orch. accomp. .... Will Oakland  
A1184 My Lass from Glasgow Toot (Williams and  
Godfrey). Comic song in Scotch Dialect.  
orch. accomp. .... Billy Williams  
Let's All Go Mad (Williams and Godfrey).  
Comic Song in Scotch Dialect, orch. accomp.  
Billy Williams  
A1186 She Wandered Down the Mountain Side (Fred-  
erick Clay). Tenor Solo, orch. accomp. .... Charles W. Harrison

12-IN. BLUE-LABEL DOUBLE-DISC RECORDS.

A5404 Cavalleria Rusticana—Easter Chorus—Inneg-  
giamo il Signor (Sing We Our Saviour's  
Story) (Mascagni). Soprano Solo and Chorus  
in Italian, orch. accomp. .... Luisa Villani and Chorus  
Cavalleria Rusticana—Selections (Mascagni).  
Prince's Orchestra

10-IN. DOUBLE-DISC RECORDS.

A1180 Romance (Wienjawski). Violin Solo. .... Lila Isaacs  
Cavatina (Joachim Raff). Violin Solo. .... Lila Isaacs  
A1181 Butterflies—Intermezzo. (Sticinko). .....  
Prince's Orchestra  
Zim Zim Waltz (Robert Hood Bowers) .....  
Prince's Band

10-IN. ITALIAN DOUBLE-DISC RECORDS.

A1185 Hear that Orchestra Rag (Hollander). Vocal  
Quartet, Male Voices, orch. accomp. ....  
Peerless Quartet  
That Wall Street Girl—Whistle It. Schwartz.  
Soprano Solo and Male Quartet, orch. ac-  
comp. .... Ada Jones and Peerless Quartet  
A1187 Oh! You Circus Day (Monaco). Tenor and  
Baritone Duet, orch. accomp. ....  
Byron G. Harlan and Arthur Collins

12-IN. DOUBLE-DISC RECORDS.

A5403 The Ninety and Nine (Sacred Song). (Edward  
Champion). Contralto Solo, organ accomp. ....  
Mrs. A. Stewart Holt  
The Realm of Endless Day (Sacred Song).  
(J. L. Gilbert). Contralto Solo, organ ac-  
comp. .... Mrs. A. Stewart Holt

10-INCH RUTHENIAN DOUBLE-DISC RECORDS.

E951 Rewe Ta Stohne, Baritone Solo sung by Hrehoro-  
wicz.  
Oj U Poly Krynyczenka. Baritone Solo sung by  
Hrehorowicz.  
E952 Oj Piduj Ja Do Mlyna. Tenor Solo sung by Lub-  
neckij.  
Zahrádok March. (Kovarik). Played by Postka-  
nelle with Song.

10-IN. HEBREW BLUE-LABEL DOUBLE-DISC RECORDS.

E969 De Ragtime Fiddle. (Music by Berlin, Hebrew ver-  
sion by Isidor Lillian). Tenor solo sung by Si-  
mon Paskal, orch. accomp.  
Alle Menchen Sien Es. (Music by Berlin, Hebrew  
version by Isidor Lillian). Tenor Solo sung by  
Simon Paskal, orch. accomp.  
E970 Dvoirele. (J. Y. Sherman). Tenor Solo sung by  
Simon Paskal, orch. accomp.  
Eideldudy! Du. Comic by Moritz Weitz.

10-IN. HUNGARIAN BLUE-LABEL DOUBLE-DISC RECORDS.

E972 Gazd Uram Adja Ki a Berem Minden Szitarosta  
Kerek. Baritone Solo sung by Fráter Loránd,  
orch. accomp.  
Oszi Rozsa, Fehér Oszi Rozsa. (Fráter Loránd).  
Baritone Solo sung by Fráter Loránd, orch. ac-  
comp.  
E973 Ki Vágyom a Temetőbe Hat Latom a Fergeteg Ele-  
jet. (Fráter Loránd). Baritone Solo sung by  
Fráter Loránd, orch. accomp.  
Körtemárodné Nekem Halat. Baritone Solo sung by  
Fráter Loránd, orch. accomp.  
E974 Kitétek a Holtestet az Udvarra. Played by Gipsy  
Band.  
Iszik a Betyár a Csapon, Kis Kalapom, Darutoll Van  
Mellette. Played by orchestra.

10-IN. HUNGARIAN DOUBLE DISC RECORDS.

E975 Dollár Királyno. Intermezzo (Fall). Played by  
Hungarian Gipsy Orchestra.  
Kaszino Dal. (Atollander). Played by orchestra.  
E976 Darumader Gyere Velem. (Danko) Baritone Solo  
sung by Rozsa S. Lajos.  
Busan Szol a Keekemeti (Danko). Baritone Solo  
sung by Rozsa S. Lajos.

10-IN. ITALIAN DOUBLE DISC RECORDS.

E977 Carina Mazurka. (Angiolo Vagnetti). Played by  
National Guards Band.  
Zaza Polka. (V. Ranzato). Played by National  
Guards Band.  
E978 Marcia No. 5 del 7o Regg. Bersaglieri. Played by  
Bugle Band.  
Edison Marcia. (V. Ranzato). Played by National  
Guards Band.

10-IN. GERMAN DOUBLE-DISC RECORDS.

E981 Alava Nanna Nanna Siciliana. (Seidita). Tenor  
Solo sung by Cav. G. Martinezz-Patti, orch. accomp.  
La Nuova Mattinata Siciliana. (Calvaruso). Tenor  
Solo sung by Cav. G. Martinezz-Patti, orch. accomp.  
E982 Mazurka Migliavacca (Migliavacca). Ocarina Solo  
played by Mosé Tapiero, orch. accomp.  
Luna Di Miele—Marcia (Rosey). Ocarina Solo,  
played by Mosé Tapiero, orch. accomp.  
E983 Nel Bosco. (Colantuoni). Sung by Chorus.  
Al Campo. (Colantuoni). Sung by Chorus.

10-IN. GERMAN BLUE-LABEL DOUBLE-DISC RECORDS.

E986 Dacheinmarsch. (J. Pircher). Chor mit Jodler  
sung by Pircher Troupe, zither accomp.  
Der Steierbua. Vocal duet, schrämml accomp.  
E987 Under the Double Eagle—March. (J. F. Wagner).  
Concertina Solo, played by Alexander Prince.  
España Waltz. (Waldteufel). Concertina Solo  
played by Alexander Prince.

10-IN. ITALIAN BLUE-LABEL DOUBLE-DISC RECORDS.

E988 L'Eroico 11o Bersaglieri a Sciarra-Sciat Di Tripoli.  
23d October, 1911 (Fercor). Talking by Fercor.  
L'Inaugurazione del Monumento ai Morti. (Fer-  
cor). Talking by Fercor.

10-IN. ITALIAN BLUE-LABEL DOUBLE-DISC RECORDS.

E985 Aus der Schmollin—Ländler. Inviertler mit Sängern  
Schärdinger Ländler. Inviertler mit Sängern.

10-IN. ITALIAN BLUE-LABEL DOUBLE-DISC RECORDS.

E985 Aus der Schmollin—Ländler. Inviertler mit Sängern  
Schärdinger Ländler. Inviertler mit Sängern.

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10-IN. ITALIAN BLUE-LABEL DOUBLE-DISC RECORDS.

E985 Aus der Schmollin—Ländler. Inviertler mit Sängern  
Schärdinger Ländler. Inviertler mit Sängern.

35231 G. A. R. Patrol (Fasset). Arthur Pryor's Band  
Phrynic Valse (Pedro de Zubeta) for dancing.  
Victor Military Band 12  
31866 Song Medley, No. 4 "Remick Refrains"—  
"When I Was Twenty-one and You were  
Sweet Sixteen," "On Moonlight Bay," "Har-  
bor of Love," "You'll Do the Same Thing  
Over," "Red Rose Rag," "Oh, You Beau-  
tiful Doll." Victor Mixed Chorus 12  
60073 1. The Birth of Morn. .... Dunbar-Leoni 10  
2. Rose in the Bud. .... Barrows-Förster  
Victor Herbert's Orchestra (personally directed by  
Victor Herbert).  
60074 Cavalleria Rusticana—Intermezzo Sinfonico. ....  
Mascagni 10  
70077 Kamemno Ostrow (Réve Angélique) Op. 10,  
No. 22 ..... Rubinstein 12

NEW RED SEAL RECORDS.

Johanna Gadski, Soprano.  
88379 Trovatore—"D'amor sull' ali rose (Love, Fly  
on Rosy Pinions)—Act IV. .... Verdi 12  
88345 Lo Schiavo—Aria Americo. .... Gomez 12  
John McCormack, Tenor.  
64257 The Rosary ..... Ethelbert Nevin 10  
Ernestine Schumann-Henik, Contralto.  
87104 Die Fabelle (The Trout) Op. 32 (piano accomp.  
by Mrs. Katharina Hoffman) ..... Schubert 10  
76025 Romeo et Juliette—Ah! leve toi soleil (Fairest  
Sun, Arise) Act I ..... Gounod 12  
Marcel Journet, Bass.

NEW RED SEAL RECORDS.

74265 Das Rheingold—Abendlich strahlh der Sonne  
Auge (The Evening Light) (Wotan's Invo-  
cation) ..... Wagner 12  
Otto Goritz, Baritone.  
74289 Nozze di Figaro—Ach öffnet eure Augen (Of  
Women Beware!) Act IV. .... Mozart 12  
Maud Powell, Violinist.  
64265 Le Cygne (The Swan) (piano accomp. by  
Waldemar Liachowsky) ..... Saint-Saens 10  
Efrém Zimbalist, Violinist.  
64266 Long Ago, from "Four Songs" Op. 56 (piano  
accomp. by Sam Chotzinoff) ..... MacDowell 10  
Frances Alda, Soprano.

NEW RED SEAL RECORDS.

88325 Ah, dunque et M'amera—Anna's Aria. Catalani  
Alma Gluck, Soprano.  
64267 Lo, Here the Gentle Lark (flute obbligato by  
Clement Barone) ..... Bishop 10  
74274 Natoma—Spring Song (I List the Trill of  
Golden Throat—Act II) ..... Redding-Herbert 12

DEUTSCHE PLATTEN (German Records).

63779 (a) Schön Rottraut (Lippe-Weinhardt) (unac-  
companied) ..... Nebe-Quartet 10  
(b) Ewig, liebe Heimat (Gorsdorff-Stürmer)  
(unaccompanied) ..... Nebe-Quartet 10  
63780 (a) Ich liebe dich (Beethoven) (piano accom-  
paniment) ..... Alexander Heilmann 10  
(b) Phyllis und die Mutter (Wandersohn)  
(piano accomp.) ..... Alexander Heilmann 10  
63781 (a) Rheingold, "Abendlich Strahlh" (Wagner)  
Fritz Feinhals  
(b) Siegfried, "Auf lockigen Höhen" (Wagner)  
Fritz Feinhals

OROUSTRANNE REKORDY (Bohemian Records).

63782 (a) Zeleny Hajove March (Kinoch) .....  
Kryl's Bohemian Band 10  
(b) Na Prej (Arr. by Tryner) .....  
Kryl's Bohemian Band 10  
68335 (a) Bartered Bride—Sexy (Smetana) .....  
Kryl's Bohemian Band 12  
(b) Libusse Overture (Smetana) .....  
Kryl's Bohemian Band 12

U-S PHONOGRAPH CO.

FOUR-MINUTE RECORDS (In English).  
1340 Revival meeting at Pumpkin Center. .... Cal. Stewart  
1388 The Mill in the Forest .....  
Louis von der Mehden and Orchestra  
1482 What Do You Think of Hoolihan? etc. .... Favor  
1488 In Jay Town ..... Porter and Harlan  
1447 Hosanna ..... Croton  
1461 Ave Maria ..... Errolle  
1465 Gavotte (Violin) ..... Popper  
1469 Cradle Song ..... Hurlan  
1481 If I Were You, etc. .... Wells  
1491 Merry Wives of Windsor (Overture) ..... The Band  
1509 Ever or Never Waltz ..... The Band  
1512 Darkies Jubilee (Banjo) ..... Van Eps  
1523 Gondoliers, etc. .... Florentine Quintet  
1525 That Slippery Slide From Home. .... Harlan  
1530 Sweetest Story Ever Told ..... Miller  
1533 See the Pale Moon ..... Baker and Wells  
1535 A Bad Boy and a Good Girl. .... Jennings and Burr  
1539 Shipmates (Vaudeville Sketch). .... Golden and Hughes  
1552 I Surrender all. .... Peerless Quartet

TWO-MINUTE RECORDS (In English).

440 United Empire March ..... U.S. Military Band  
468 Silver Heels ..... Van Eps and Benzler  
488 Music Vots Musie Must Come from Berlin. ....  
Morris Berkhart  
489 When You're Married ..... Byron B. Harlan  
493 Whistle It ..... Ethel Coit  
499 Foolish Sammy ..... U.S. Military Band  
505 Take a Little Tip From Father ..... Thompson  
506 When I Was Twenty-one and You Were Sweet  
Sixteen ..... Manuel Romain

THOS. A. EDISON LINE.

AMBEROL CONCERT RECORDS.

28026 (a) Mennett G flat major; (b) Valse Brette. ....  
Kathleen Parlow  
28027 Abide With Me ..... Christine Miller  
28028 (a) Contentment; (b) A Red, Red Rose. ....  
Thomas Chalmers  
28029 Oh, Promise Me ..... Marie Rappold  
1096 Father Rhine March—"Miss Loreley"  
Edison Concert Band  
1097 Favorite Airs from "Robin Hood"  
Edison Light Opera Co.  
1098 Lady Angeline ..... Campbell and Gillette  
1099 Come Back to Playland With Me. .... Manuel Romain  
1100 U. S. Army Bugle Calls—Part II. ....  
Buelers N. Y. Military Band  
1101 Just a Plain Little Irish Girl ..... Hugh Gilson  
1102 I'll Take You Home Again, Kathleen. ....  
Will Oakland and Chorus  
1103 Baby Mine ..... Elizabeth Spencer  
1104 Moonlight Dance ..... American Stauquad Orchestra  
1105 (a) I Know a Lovely Garden; (b) Because. ....  
Hugh Allan  
1106 The Star of the East. .... Anthony and Harrison  
(Continued on page 50.)

VICTOR TALKING MACHINE CO.

17124 I Want to Love You While the Music's Playing  
(Havez-Botsford) (With Will Oakland). ....  
Heidelberg Quintet 10  
Bring Back My Golden Dreams (Bryan-Meyer)  
Peerless Quartet 10  
17125 The Joker—Characteristic March (Lara).  
Sousa's Band 10  
Lockstep Luke—Characteristic Two-Step (Balf-  
moor) ..... Arthur Pryor's Band 10  
17126 Victor Minstrels, No. 21. Victor Minstrel Co. 10  
In Ragtime Land (McKeon-Sherman) (Banjo  
accomp. by Vess L. Ossman). Arthur Collins  
17128 That Coontown Quartet (Clarke-American) Quartet  
There's Lots of Stations on My Railroad Track  
(Edwards-McCarthy) ..... Eddie Morton 10  
17129 West Lawn Polka (Glynn-Bacon) Banjo, piano  
accomp. .... F. J. Bacon  
Ciribiribin Waltz (Pestalozza) Whistling. ....  
Guido Gindini 10  
17130 Killarney, My Home, O'er the Sea (Logan).  
Walter J. Van Brunt  
Mary was My Mother's Name (Lamb-Solman)  
American Quartet 10  
17131 Here's Love and Success to You (Graft-Ball).  
Peerless Quartet  
Something's Going to Happen to You (Ersom-  
Morse) ..... Campbell and Burr 10  
17132 Barbara Fritchie (Whittier) Recitation. ....  
Frank Burbeck  
The Water Mill (McCallum) Recitation. ....  
Frank Burbeck 10  
17132 Tannhäuser—Pilgrims' Chorus (Wagner).  
Victor Brass Quartet 10  
Don Carlos—Grand March (Verdi) .....  
Sousa's Band 10  
17134 Chant du Rossignol (Concert Polka) (Filipov-  
sky) (Piccolo Solo) .....  
Clement Barone with Sousa's Band  
Serenata, Op. 15, No. 1 (Moszkowski) Violin  
Harp-Flute ..... Neapolitan Trio 10  
17135 Spring (Printemps) Valse Chantee (Op. 41)  
(Salgnaic-Stern) ..... Olive Klime  
Gondolier's Song (Gondellied) (Op. 102) .....  
(Hoffmann). Elsie Baker & Fred' Wheeler  
Good-bye, Everybody, from "A Modern Eve"  
(Hough-Gilbert) ..... Walter J. Van Brunt  
The Time for a Time is Summertime (Hodg-  
kins-Coogan) .....  
Walter J. Van Brunt-Maurice Burkhardt 10  
17137 When the Mists Have Rolled Away (Sankey).  
Trinity Choir  
Some Day I Shall Know (Gardner-Towner) .....  
Earl Cartwright 10  
17138 Round the World Selection (Klein) (Arr. by  
O'Hare) ..... Victor Military Band  
The Red Rose Rag (Percy Wenrich) .....  
Trinity Choir 10  
17139 When the Old Folks Were Young Folks (Lamb-  
Solman) ..... H. Macdonough & Haydn Quartet  
when You're Away (Brown-Young-Grant) .....  
Edna Brown and American Quartet 10  
17140 Scotch Medley March (Bagpipes and Drums)  
Sutcliffe Troupe  
1. The Battle of Killiecrankie; 2. Will Ye  
Come Back Again. .... Sutcliffe Troupe  
17141 Waiting for the Robert E. Lee (Gilbert-Muir)  
Heidelberg Quintet  
Take Me to the Cabaret (Dillon). Billy Murray  
35229 Nightmare in the Desert (Powell) (With spe-  
cialties and imitations by the orchestra) .....  
Mark Sheridan 12  
The Conundrum (What Will I Play Next?) .....  
Mark Sheridan 12

RECORD BULLETIN FOR SEPTEMBER, 1912.  
(Continued from page 49.)

- 1107 Opera Burlesque, On Sextet from "Lucia"....  
Billy Murray and Mixed Chorus  
1108 Rye Waltzes—Scotch Melodies.....  
National Promenade Band  
1109 Good Bye, Rose.....Walter Van Brunt  
1110 Two Rubes and the Tramp Musician.....  
Porter and Harlan  
1111 Drifting.....Elsie Baker and J. F. Harrison  
1112 (a) Silver Threads Among the Gold; (b) Cor-  
delia Polka.....William Dorn  
1113 My Rose of the Ghetto—"Louisiana Lou".....  
Maurice Burkhart  
1114 Take Thou My Hand.....Edison Mixed Quartet  
1115 Because I Love You, Dear.....Charles W. Harrison  
1116 Scarf Dance.....Karel Bondam  
1117 When Uncle Joe Plays a Rag on His Old Banjo  
Collins and Harlan  
1118 Whistle It—"The Wall Street Girl".....Ada Jones  
1119 You're My Baby.....Premier Quartet  
1120 Remick's Hits—Medley Overture, No. 12.....  
New York Military Band

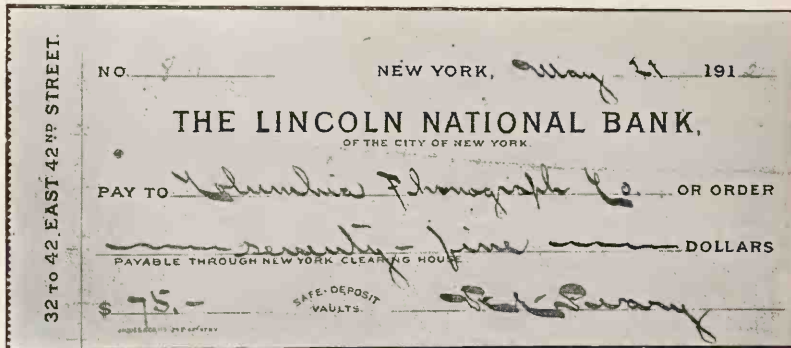
## STANDARD RECORDS.

- 10571 Passing Review—Patrol.....  
National Guard Fife and Drum Corps  
10572 I'd Love to Live in Loveland with a Girl Like  
You.....Walter Van Brunt  
10573 Pucker Up Your Lips, Miss Lindy.....  
Campbell and Gillette  
10574 Mammy's Shufflin' Dance.....Billy Murray  
10575 The Skeleton Rag.....Premier Quartet

## PEARY'S CHECK TO COLUMBIA CO.

The Discoverer of the North Pole Buys a Colum-  
bia "Princess" While Visiting Portland, Me.,  
Recently and Speaks Highly of It.

We take pleasure in printing a facsimile of the  
check tendered by Admiral Peary, the famous  
Arctic explorer, to the Columbia Phonograph Co.  
in payment for one of the "Princess" models.



Facsimile of Check Given by Admiral Peary to the Columbia Co.

Admiral Peary visited the company's store at Port-  
land, Me., and was so pleased with the appearance  
of the machine that he ordered it shipped immedi-  
ately to his summer home at Eagle Island, Me., al-  
lowing only a half hour for crating and delivery  
to the boat. That the force of the Portland store  
filled the order on time goes without saying.

## "TALKERS" IN THE SCHOOLS.

Hiawatha Has an Idea That Will Probably  
Catch the Whole Country.

Hiawatha, Kans., is the originator of an idea that  
is sure to become nation wide. It has made grapho-  
phone music one of the courses in its primary  
schools. A government expert, after watching the  
experiment and noting its effect upon the little chil-  
dren in the primary grade, says:

"The best and most sure way of developing an  
appreciation for the best in music is for the child  
to hear it and become familiar with it in the formative  
period of his life, when impressions are in-  
delibly stamped upon the mind and memory. Those  
impressions can never be effaced.

"Let this movement become nation wide and we  
will develop a national music sense which will not  
allow our operas and best songs to be sung in  
French, Italian, and German, but will demand that  
they be sung in English, which we can all under-  
stand. Each revolution of the disc will sound the  
knell of the departing ragtime music. Kansas  
is in the lead again, but other States will soon fol-  
low."—Kansas City Journal.

"There seems to be a strange affinity between a  
darker and a chicken. I wonder why?" said Jones.  
"Naturally enough," replied Brown. "One is  
descended from Ham and the other from eggs."

## CANADIANS ORGANIZE.

Distributors and Dealers Handling Victor or  
Gramophone Goods Form Association with  
W. R. Fosdick as President.

(Special to The Talking Machine World.)

Toronto, Canada, Aug. 9, 1912.

At a meeting of talking machine distributors and  
dealers, held recently in this city, and made up  
entirely of gramophone or Victor representatives,  
"The Victor-Berliner Wholesale and Retail Dealers'  
Association" was organized with the following offi-  
cers: Honorary president, Emil Berliner, of  
Washington, D. C., president Berliner Gramophone  
Co., Montreal; president, W. R. Fosdick, manager  
His Master's Voice Gramophone Co., Toronto;  
first vice-president, H. E. Wimperly, manager To-  
ronto branch Bell Piano & Organ Co.; second vice-  
president, J. H. A. Clark, of Clark Bros. & Co.,  
Ltd., Winnipeg; treasurer, F. B. Kelley, of C. W.  
Kelley, Guelph, Ont.; secretary, H. O. Shuttle-  
worth, of E. C. Corbeau, Regina.

Messrs. J. D. Ford, of R. S. Williams & Sons  
Co., Ltd., Toronto, Fosdick and Wimperly were  
appointed a by-laws committee to prepare a draft  
constitution and by-laws to be submitted at the  
next meeting.

While the attendance was not as large as ex-  
pected those present were very enthusiastic, and it  
is hoped to put into force many plans for bettering  
the trade through this organization.

## WILL HELP THE DEALERS.

Price Cards and Stands Issued by Columbia  
Phonograph Co. Should Act as Trade De-  
velopers.

For the purpose of calling attention to the dif-  
ferent instruments, the Columbia Phonograph Co.,  
General, New York, has ready for its  
dealers something new in price cards. There  
is a card for each Columbia instrument in  
the catalog, and neat little stands to hold  
them. Each card is well lettered, brilliantly em-  
bossed in gold and can easily be read clear across  
a store. A further touch of quality is added to  
their appearance by the gilt beveled edges.

The stands to hold the cards, also ready for  
the dealer, are supplied at cost, and are built of  
handsome oxidized metal. Each one has an ad-  
justable screw for the raising or lowering of the  
card and is also equipped with steel spring clip to  
hold the card firmly in place. The base of the  
stand is heavy enough to insure stability and is  
felt lined, so that it is possible to place the stand  
on the polished wood of an instrument without  
fear of scratching the wood.

There is little doubt that the new cards and  
stands will prove of value in calling attention to  
the different Columbia styles. The colors of the  
cards harmonize well with the finish of the various  
designs and, together with the stands, set off the  
instruments to the best advantage.

## HEINTZMAN &amp; CO. HAS VICTOR LINE.

Heintzman & Co., the well-known piano house  
of Toronto, Can., has decided to handle Victor  
talking machines, and a special department is be-  
ing fitted up on the fourth floor for this purpose.  
The opening of the talking machine department  
will occur about September.

## NOW PRESIDENT McCHESNEY.

L. C. McChesney, advertising manager of Thos.  
A. Edison, Inc., who was recently elected president  
of the Association of National Advertising Man-  
agers, was the subject of an extended mention, ac-  
companied by his portrait, in The Editor and Pub-  
lisher and Journalist recently.

Mr. McChesney at the age of twenty-two began  
his business career in the employ of the Orange,  
N. J., Chronicle, a weekly newspaper, with which  
he remained for twenty years, being business man-  
ager of the publication when he resigned in 1902 to  
become advertising manager of the Edison inter-  
ests, a position which he has filled with distinction.

## ONE OF FIRST TO TAKE UP PHONOGRAPH.

Edmund Rickards, who was one of the first men  
to realize the entertaining qualities of the phono-  
graph and purchased one of the first machines  
manufactured for the purpose of traveling around  
the country and giving exhibitions with it, was  
found dead in his home in Rockville, Conn., last  
month. He was fifty-eight years old.

The reputation that endures, or the institution  
that lasts, is the one that is properly advertised.

## Leading Jobbers of Talking Machines in America

## Paste This Where You Can Always See It!

MR. DEALER:

We refer all Talking Machine inquiries coming from towns  
where we are represented by dealers to the dealer or dealers in  
that town.

VICTOR and EDISON JOBBERS

*Lyon & Healy*

CHICAGO

# Leading Jobbers of Talking Machines in America

**HARGER & BLISH**  
JOBBER  
**VICTOR EDISON**  
It's worth while knowing we never substitute a record. If it's in the catalog we've got it.  
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**  
DES MOINES, IOWA

Machines **Victor** Everything  
Records in stock all  
Cabinets the time.

**Exclusively Victor Distributors**  
WHOLESALE To Iowa Trade RETAIL


Send us your name and address and we will mail you postpaid complete illustrated catalogues, giving detailed information concerning all Victor products. Showing the various styles of Victor Machines, list of all Victor Records, the entire line of Victor Cabinets, Repair Parts and all Accessories. Dealers, let us help you build a Victor business.

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**Greater New York Phonograph Co.**  
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Repairs and Parts For Dealers in All Lines A Specialty

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it will be money in your pocket to order  
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**JULIUS A. J. FRIEDRICH**  
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FERRY B. WHITSIT L. M. WELLER  
**PERRY B. WHITSIT CO.,**  
213 South High Street, Columbus, Ohio.  
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**OLIVER DITSON COMPANY**  
Largest VICTOR Talking Machine Distributors East of Chicago.  
Creators of "The Fastest Victor Service." Let us tell you more about our service.  
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Product  
Ready, Full Stocks, and Prompt Deliveries from Convenient Shipping Centers all over the United States.  
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Baltimore, Md., Columbia Phonograph Co., 204 W. Lexington St.  
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Boston, Mass., Columbia Phonograph Co., 174 Tremont St.  
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Chicago, Ill., Columbia Phonograph Co., 101 N. Wabash Ave.  
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Los Angeles, Cal., Columbia Phonograph Co., 422 S. Broadway  
Louisville, Ky., Columbia Phonograph Co., 425 South Fourth St.  
Memphis, Tenn., 91 South Main St.  
Milwaukee, Wis., Albert G. Kunde, 516 Grand Ave.  
Minneapolis, Minn., Columbia Phonograph Co., 424 Nicollet Ave.  
New Haven, Conn., Columbia Phonograph Co., 23 Church St.  
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Portland, Ore., Columbia Phonograph Co., 371 Washington St.  
Eilers Piano House, Portland, Ore.  
Providence, R. I., Columbia Phonograph Co., 110 Westminster St.  
Rochester, N. Y., Columbia Phonograph Co., 33 South Ave.  
Sacramento, Cal., Kirk Geary & Co.  
Salt Lake City, Utah, Darnes Beebe Music Co., 45 Main St.  
San Francisco, Cal., Columbia Phonograph Co., 334 Sutter St.  
Seattle, Wash., Columbia Phonograph Co., 1311 First Ave.  
Eilers Piano House, Seattle, Wash.  
Spokane, Wash., Columbia Phonograph Co., 518 Sprague Ave.  
Springfield, Mass., Columbia Phonograph Co., 208 Worthington St.  
St. Louis, Mo., Columbia Phonograph Co., 1008 Olive St.  
St. Paul, Minn., Columbia Phonograph Co., 20 E. Seventh St.  
Toledo, O., Columbia Phonograph Co., 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.

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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.



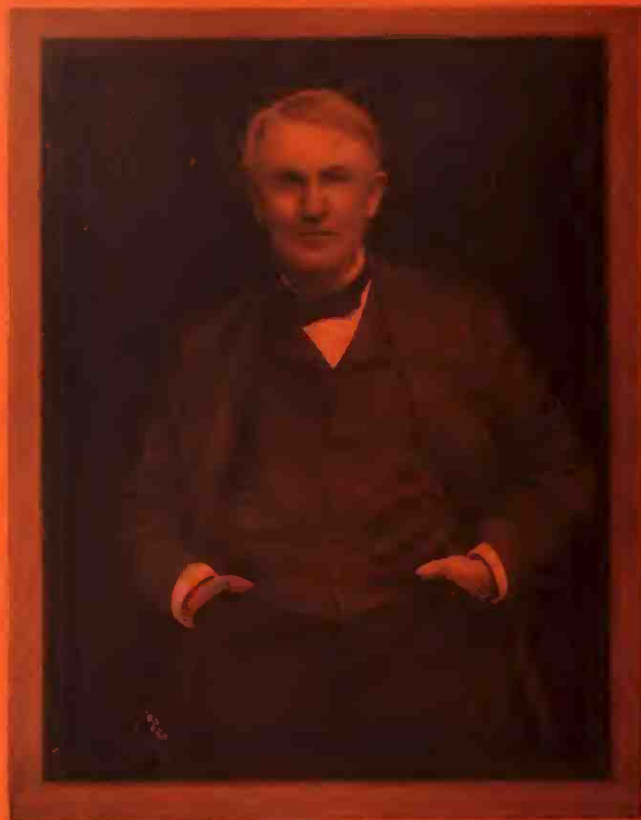
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