

The TALKING AND NOVELTY NEWS MACHINE WORLD

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

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

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





Victor-Victrola X, \$75
Mahogany or Oak.



Four new style Victor-Victrolas



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

More beautiful, more artistic,
more complete.

Wonderful improvements
that make the world's greatest
musical instrument greater than
ever before.

And the greatest thing of all
is that there is no increase in
price.

Just as much profit as ever
for every Victor dealer, and
with the opportunities for selling
increased a hundredfold.



Victor-Victrola XI, \$100
Mahogany or Oak.

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.



Victor-Victrola XVI, \$200
Mahogany or Quartered Oak.

VICTOR DISTRIBUTORS

Albany, N. Y. Finch & Hahn.
Altoona, Pa. W. F. Frederick Piano Co.
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. Talking Machine Co.
Boston, Mass. Oliver Ditson Co.
The Eastern Talking Machine
Co.
M. Steinert & Sons Co.
Brooklyn, N. Y. American Talking Machine Co.
Buffalo, N. Y. W. D. Andrews.
Neal, Clark & Neal Co.
Burlington, Vt. American Phonograph Co.
Butte, Mont. Orton Brothers.
Chicago, Ill. Lyon & Healy.
The 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 Elypse Musical Co.
Columbus, O. Perry B. Whitsett Co.
Dallas, Tex. Sanger Bros.
Denver, Colo. The Hext Music Co.
The Knight-Campbell Music Co.
Des Moines, Ia. Chase & West.
Harbo & Blish, Inc.
Detroit, Mich. Gifford Bros.
Dubuque, Ia. Margen & 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. Stewart Talking Machine 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. Philip Werlein, Ltd.
New York, N. Y. Blackman Talking Machine Co.
Sol. Bloom, Inc.
Emanuel Blout.
C. Bruno & Son, Inc.
I. Davaga, Jr., Inc.
S. B. Davaga Co.
Chas. H. Ditson & Co.
Landy Brothers, Inc.
New York Talking Machine Co.
Silas E. Pearsall Co.
Benj. Switky.

Oklahoma City, Okla. Schmelzer Arms Co.
Omaha, Neb. A. Hospe Co.
Nebraska Cycle Co.
Peoria, Ill. 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.
Koehler & 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.

The Talking Machine World

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New York, September 15, 1912.

Price Ten Cents

A VOICE WITH REAL QUALITY.

Choosing Chorus Girls for the Savage Productions and a Press Agent's Up-to-Date Method of Grasping the Opportunity.

The following press agent's yarn, coming from the Savage offices, is interesting from its originality and might "get by" despite the slight technical inaccuracies regarding the records that have crept in. However, here goes:

"To lighten his labors and to give himself more time for tests of particular voices, Frederick Rycroft, chief of the musical branch of Henry W. Savage's engagement department, recently installed on the top floor of the Savage office building in New York a series of booths, each one of which is furnished with a recording graphophone. Aspirants for positions with the Savage musical companies whose voices do not require immediate attention sing into the machines and the voice records are examined later by Rycroft at home. A clever young woman of Chicago, who learned of the scheme through the newspapers, 'saw' Rycroft's bet and then 'raised' it. To the Savage office she sent a graphophone record of her voice, made, so she said, in her own home. It was offered as a reason for her engagement for the prima donna role in Henry W. Savage's prospective production of 'Somewhere Else.' Rycroft listened to the record once and voted the voice exceptionally good. He ran it through a second time and liked it better. Then he wrote to the sender, thanking her for the record, but declining to consider it as an argument in favor of her engagement. The voice which came from the horn was Tetrazzini's. The record was in perfect condition except for that part of it which bore the announcement of the singer's name. Something, probably a thumb nail, had made that unrecognizable."

PLEASED FREIGHT HANDLERS.

Invitation Placed on Concrete Phonograph Cases to Handle Roughly Is Taken Full Advantage of by Freight Handlers.

These are happy days for baggagemen and freight handlers.

To test the durability of his new concrete phonograph cases Thomas A. Edison is shipping scores of them to various parts of the country. Each case is packed in a box marked "Handle Roughly." He is anxious to have them subjected to all the wear and tear of shipping possible and for that reason freight handlers are invited to treat the boxes "roughly."

Can you imagine the joy of a baggageman's heart when he reads such a sign on a box in his keeping? says the World. One freight hustler was discovered carrying a box thus marked to a third-story window to drop it to the sidewalk. He was sorely disappointed when it did not smash on the stone flagging below.

U-S PHONOGRAPH CO. INCORPORATED

With the Secretary of State of Ohio, with a Capital of \$500,000.

The U-S Phonograph Co., of Cleveland, O., on September 6 received a charter from the Secretary of State of Ohio to deal in phonographs, accessories and records, with a capitalization of \$500,000. The incorporators are William L. David, T. H. Hogsett, F. H. Ginn, Thomas H. Jones and J. C. Rexroth.

A stenographer in one of the talking machine stores was transcribing a letter, when she commenced laughing heartily. The manager inquired what she was laughing about. "Oh," said she, "I just thought of something. 'Well, really,'" replied the manager, "I'm astonished!"

FRANK L. DYER'S EUROPEAN TRIP

Was a Most Enjoyable One—Consummated Many Business Plans With Manager Cromelin, of the London House, and Found Time to Tour Through England's Quaint Old Towns—Mr. Dyer Looks Forward to Busy Times—Dolbeer on the Jump These Days—McChesney's Literary Efforts Appreciated—Recent Visitors to Edison Plant.

Frank L. Dyer, president of Thos. A. Edison, Inc., has returned from his European trip, which was three-quarters for business and the remaining time for pleasure. He spent most of his time in England, Germany and France, his pleasure being taken while in England, one of Mr. Dyer's delights being to motor through the many quaint English towns. He spent a great deal of time in consultation with Paul H. Cromelin, manager of



Frank L. Dyer.

the Edison London organization. Mr. Dyer believes that the coming few months will show magnificent business strides and that the year will be a bountiful one from a prosperity standpoint. He has closely followed conditions here and abroad and his summary comes as a result of careful study and investigation.

F. K. Dolbeer, general sales manager, is doing a lot of jumping about the country these days, the stops being short and numerous. He left last week for a week's jaunt through the Middle West. Before departing, M. Dolbeer reported that the disc phonographs and records are coming along fast, consistent with the quality standard that is maintained at the Edison plant.

C. E. Goodwin, manager of salesmen, got in Monday morning following a two week's vacation spent principally upon golf courses, here and in the Middle West. Mr. Goodwin has a bag of golf appearances that would make a plumber orange with envy (no joke), there being everything from rolling a quinine pill a few feet to dislodging a push ball and shooting it over a mountain. C. E. will drop everything except business to talk about golfology.

L. C. McChesney, advertising manager, recently wrote an article on "Circulation" for Printers' Ink, and a number of magazines thought so much of the force of his remarks, that they took some of the story, incorporated it into advertisements and published them.

Recent visitors to the Edison works included: Daryl H. Kent, of M. W. Waitt & Co., Vancouver, B. C.; J. N. Swanson, of the Houston Phonograph Co., Houston, Texas; F. E. Bolway and F. E. Bolway, Jr., of Oswego, N. Y.; Mrs. D. Shepherd and Miss L. Shepherd of L. Shep-

herd Co., Fort Worth, Texas; C. H. Short, of the C. H. Short Music Co., Pomona, Cal.; H. H. Blish of Harger & Blish, Des Moines, Iowa; J. M. Hayes and Mr. Bertcheri, of the Hayes Music Co., Toledo, Ohio; Howard E. Wurlitzer, of the Rudolph Wurlitzer Co., Cincinnati, O.; F. K. Babson, of Babson Bros., Chicago; Wm. C. Hamilton, of the Hamilton Co., Pittsburgh, Pa.; Louis Buehn, of L. Buehn & Bro., Philadelphia; R. C. Kretchmar, J. Haines and S. S. Wenzell, of R. C. Kretchmar, Philadelphia, and E. F. Glover, of Plainfield, N. J.

A PUZZLING WINDOW DISPLAY.

Mark Silverstone, Head of the Silverstone Talking Machine Co., Again Puzzles St. Louisians With Working Display—Experts Cannot Discover Secret, Hence Its Value.

(Special to The Talking Machine World.)

St. Louis, Mo., Sept. 10, 1912.

Mark Silverstone, head of the Silverstone Talking Machine Co., this city, who is becoming noted for the original and attractive qualities of his window displays, is again puzzling the electrical and mechanical experts with a display in the Silverstone Talking Machine Co. windows. This time he had an Edison record and a cartoon with rounded ends that travel end over end in a circle on a circular track on a surface about the size of a sugar barrel head. The track surface stands at about a 20-degree angle, and why these somersaulting cylinders do not roll off is one of the mysteries. The sign says:

"This Edison record and cartoon doing a somersault stunt for your entertainment was gotten up by our Mr. Silverstone to remind you that Edison records have entertaining qualities. Come in and hear one."

The display, says Mr. Silverstone, has brought more direct inquiries into the store than any other he has devised and scores of persons have come into the store and asked that the special record doing the tumbling act in the window be played for them. A quick glance at the inquirer suggests what the record in the window ought to be, and frequent sales have resulted. The display was suggested to Mr. Silverstone by the toy men that always sit upright and those which can be placed on a slightly inclined surface and turn somersaults to the bottom of the incline. Electricity under the surface over which these two grotesque figures enable them to keep up their constant somersault tour. Incidentally, the demonstration suggests that the Edison records are very durable. Mr. Silverstone is not explaining in detail how this mechanism works, and it is certainly a puzzle to the laymen, and he says no electrician has yet solved it. He has had several offers to buy rights to his device, especially from men making the fair and carnival circuits, who want a moving exhibit to attract crowds, but he has not yet struck a bargain. The constant crowd at the Silverstone window is guarantee of the interest aroused.

BUSIEST MEN ARE READERS.

The busiest men are the readers. They've found that they can't succeed without the benefit of the ideas of other men; they know that the successful man is merely the composite of the ideas and methods of other successful men, as is the successful business the composite of other successful businesses.

Successful men, then, find time to read, and consequently succeed.

They see to it that their employes read, also, even if they have to adopt such heroic means as subscribing and paying for their employes' literature.

The man who climbs over your head was stronger than you—don't envy, but imitate him. "Good luck" is just a lazy man's estimate of a fighter's success.

VALUE OF TALKING MACHINE LINE

Is the Subject of Some Interesting Remarks by W. H. Stever, President of the Lyric Piano Co.—Has Obtained Satisfactory Results from His Incursion Into This Business—Heavy Victor Business at Wurlitzer's—Victor-Victrolas Displayed at the New Haven Comissary Managers' Association—Columbia Co.'s Phenomenal Summer Trade—Manager Whelan Well Pleased with Outlook.

(Special to The Talking Machine World.)

Cincinnati, O., Sept. 9, 1912.

The intense heat in the Middle West has somewhat limited the activities of the talking machine trade. Then, too, the coming and going of Labor Day, a holiday in Ohio, together with a campaign over amending Ohio's constitution, has not helped the situation.

Business at the Rudolph Wurlitzer Co. in August opened up with a rush and the sales for the month far exceeded those of last year in spite of the shortage of all styles of machines over \$50. In the retail way the situation from the dealer's standpoint was extremely unsatisfactory. There was practically no stock of Victors Nos. 10, 11, 14 and 16, but in spite of this drawback a very big volume of business materialized.

Orders for the new style Victors Nos. 10, 11, 14 and 16 have been pouring in to the wholesale department, but business was stagnated to a very great extent because of the fact that the dealers were either disposing of their old stock or else waiting for the new line before resuming operations.

The feature of the month was the convention of the National Comissary Managers Association at the Hotel Sinton, Cincinnati. The Rudolph Wurlitzer Co. had Victor Victrolas on display in a room on the convention floor. The display was in charge of Frank Mahret and T. Sigman, representing the wholesale department. The room was crowded at all times and some big deals were consummated. The company looks forward to a good trade in the new styles as soon as the stock arrives.

President W. H. Stever, of the Lyric Piano Co., in an interview with The Talking Machine World, said:

"Through the columns of The Talking Machine World we are always willing to give the other fellow the benefit of our experience, although we have not been in the business long enough to be in a position to solve some of those questions which might be handled more appropriately by parties who have been in the business for years. The only advantage that we feel that we would have over such a party is that the majority have



W. H. Stever.

an established reputation and they are satisfied to sell a few records and leave "well enough" alone, but in our particular case it was absolutely necessary that we make a special effort to get talking machine business, because we either had to take it from the other fellow or create new business of our own, and by doing so we have had to originate ideas that would appeal to the people before we were in a position to gain the customer's confidence. We have done this and we believe that our ideas of advertising have been unique and original to the majority of the people at large.

"We are still doing this and we find that we have a nice business; in fact, receiving our share of the trade compared to a great many others who are following the same line. I have in mind a few little original stunts which we soon expect to put before the public, and we expect to get results.

"We are pleased with our efforts in every way and the results which we have obtained are very satisfactory, and anyone that is in the piano business and has a space which they can spare and will handle this matter in the proper way, we believe that it will pay them to put in a nice line of talking machines, because I have been positively convinced against my own convictions, as

I was not very much in favor of a talking machine department, but by patience and giving the matter proper attention, I believe that it has been an addition to my company, and I can recommend it."

Another month has passed and Manager Whelan of the Columbia store still smiles over the phenomenal summer trade and the splendid outlook for fall and winter business, and why shouldn't he? Talk about the Presidential year slump in business—nothing doing in the talking machine line. The Presidential bugaboo has not shown itself around the local headquarters of the Columbia Co., hence the "Whelan smile." Women may get the vote and maybe not, but there is no maybe about the increasing popularity of the Columbia product.

Manager Whelan says he is more than pleased with the condition of business, and the sales last month show a marked increase over the same period in 1911 in both wholesale and retail departments, and the marked call for the more expensive types of Grafonolas this year is very gratifying. He says that the widespread summer publicity campaign which was carried on by the Columbia people is directly responsible for the unusual summer boom, and the former plan of relegating the talking machine to the has-beens during the summer months is a thing of the past, the increased sales of records proving this to a certainty. Now as fall approaches the school campaign will be carried on no less zealously.

Many notable installations of Dictaphones have been made this month in both railroad offices and manufacturing concerns, which sales have helped materially to establish the substantial gains registered during the past few months.

Recent visitors to the Columbia headquarters were Cliff Herdman, present assistant manager of the Indianapolis store, and for many years associated with the local store. Mr. Herdman spent a week among his old Cincinnati friends and the week passed quickly and pleasantly. Others were Mr. Green, of Green Bros., of Connersville, Ind.; R. L. Seeds, of Columbus, and Mr. Todd, of Forbes & Todd, Hamilton, O. The last two named were here in relation to several large installations of dictaphones in their respective territories, which they expect to place in the very near future.

Geo. Mueller, for many years connected with the retail sales force of the Columbia store, has gone on the road selling Columbia product. Mr. Mueller's success is already assured, as he is a thorough salesman, thoroughly conversant with his line, and has the happy faculty of making friends.

During the Summer Months We Were 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 Fact This 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 X, \$75
Mahogany or Oak.

Bigger Opportunities



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

The opportunities presented to Victor dealers by

the introduction of the four new Victor-Victrolas are absolutely without a parallel.

The placing on the market of these new styles ranks as one of the greatest achievements of the Victor Company.

To make such marked improvements is a wonderful thing in itself; to do this and yet not increase the cost to either the dealer or the public makes these instruments all the more wonderful—and makes them mean all the more to every Victor dealer.

They bring new opportunities at a particularly opportune time—the biggest selling season of the year—and give assurance of bigger sales and greater profits than ever before.

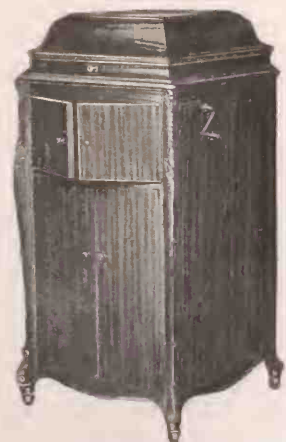


Victor-Victrola XI, \$100
Mahogany or Oak.

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.



Victor-Victrola XVI, \$200
Mahogany or Quartered Oak.

VICTOR LINE WITH STEWART CO.

Latest Addition to the Talking Machine Stores of Indianapolis—Has Arranged Its Hand-some Quarters at 110 North Pennsylvania Street—The Kipp-Link Co., Edison Representative, Is Enlarging Its Quarters—Columbia Eclipse Machine Promises to Be One of the Big Sellers of the Season Throughout Indiana—Aeolian Co. Makes Excellent Report Regarding Summer Trade—Other News.

(Special to The Talking Machine World.)

Indianapolis, Ind., Sept. 9, 1912.

The Stewart Talking Machine Co., handling the Victor machines, is the latest addition to the talking machine force here, and it is rumored that in a few months several other companies will install talking machine departments. The Stewart Co. is not strictly a new company, but it has new quarters at 110 North Pennsylvania street. A. M. Stewart, who recently disposed of the Wulschner-Stewart Music Co., retained the ownership of the Victor talking machine department and moved this department to new quarters. W. E. Ludlow will continue to act as manager and W. S. Barringer will be sales manager. The company is now arranging its stock and expects to have one of the most complete Victor talking machine stocks in the country. A number of booths are being placed in the room and when everything has been "fixed up" the quarters of the Stewart Co. will be inviting.

The Kipp-Link Co., which handles the Edison line, is also getting ready to make a few changes in the way of enlarging its quarters. This company is busy getting ready to handle the new disc phonograph to be put out by the Edison Co., and a visit to the factory at Orange, N. J., has led the company to indulge in great hopes. M. G. Kreuzsch, of the phonograph sales department of the Edison Co. for Indiana, has just returned from the factory and is thoroughly enthusiastic over the new product. He said Mr. Edison was working on an average of four nights a week and

that he put in "time" just as the other workmen do. He believes the new product of the Edison Co. will revolutionize the talking machine business. Mr. Kipp could not give a definite date as to when the new machine would be ready for the market, but he said he had been assured that the machine would be ready in time for the holiday trade.

Thomas Devine, manager of the local branch of the Columbia Phonograph Co., believes he has a good thing in the Eclipse machine, which sells for \$20. Mr. Devine is planning a heavy advertising campaign on this machine and expects to make a record in selling it. The early part of August was slow for the Columbia Co. here, but trade picked up in the latter part of the month. The company expects a good fall trade. The October records of the Columbia Co. are expected to make good and the local manager believes they will be big sellers. C. P. Herdman, assistant manager, has returned from his vacation, which he spent at Cincinnati.

Miss Lazarus, in charge of the talking machine department of the Aeolian Co., says she had as much business in August as she had in July, and July with the Aeolian's talking machine department was unusual.

CHANGE IN JACKSONVILLE, FLA.

W. H. Ransom has disposed of his interests in the Ransom Talking Machine Co., Jacksonville, Fla., on account of failing health. The purchaser of the business intends to conduct it along the same enterprising lines that enabled Mr. Ransom to win such a large measure of success. Mr. Ransom has left for South Carolina for an extended stay.

The United Piano & Talking Machine Co., Newark, N. J., has been incorporated with capital stock of \$10,000 for the purpose of dealing in pianos, talking machines, etc. The incorporators are: Samuel Popick, R. E. Giordano and J. Herman Buchrer

CLEVER ADVERTISING DISPLAY

Gotten Up by A. H. Landry, of Donaldsonville, La., in Which the Columbia Is Featured.

Albert H. Landry, of Donaldsonville, La., is responsible for the advertising scheme shown in the accompanying illustration. It is clever and proved a decided business puller. The enormous machine was specially made for the occasion and mounted



Featuring the Columbia in Louisiana.

on the wagon. It was plenty large enough for a smaller Columbia machine and a small boy to occupy the interior and "make music." The Columbia "Musical Notes" were prominently displayed and the outfit was driven through the streets of Donaldsonville during the pageant or festival which was recently held there.

WHO MAKES THE CLAIM?

When the Shipper of Goods Has Duly Complied with the Instructions of His Customer, It is the Latter Who Must Stand Any Loss or Damage in Transit or Collect for Same from the Transportation Company.

"If a shipper ships goods according to instructions and the goods arrive damaged or short, who should take the claim up against the railroad—the shipper or the consignee?"

This question of general interest to members of the "talker" trade, as well as of other industries, was put to The Dry Goods Economist recently and answered as follows:

The rule is that under ordinary circumstances sold goods become the property of the consignee, i. e., the purchaser, immediately on being placed in the hands of the proper carrier, provided, of course, the consignor or shipper obtains a proper shipping receipt or bill of lading.

The law in the case is that any loss or damage which goods may sustain while in transit falls first upon him who is their owner, while they are in transit, and to him alone the transportation company, if liable, must make good. Briefly, the transportation company is the agent of the party to whom the goods are shipped over its lines and not the agent of the party by whom the goods are shipped. Hence, it is the consignee, or purchaser, who is their owner.

There is, however, an exception to this rule; that is, in a case where the shipper has failed to comply with specific instructions received from the purchaser, or consignee, as to the transportation company by which the goods shall be shipped. In such case, the goods on being placed in the hands of the transportation company do not automatically become the property of the purchaser, or consignee, but remain the property of the shipper. Hence, the shipper is responsible for any shortage or damage while the goods are in transit, or for the entire shipment should it be destroyed in transit or should the transportation company, for any other reason, fail to make delivery.

The law, of course, applies in all cases, whether the shipment is made by railroad, steamboat or express company.



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.

Read the \$8,000 Columbia advertisement of the new "Eclipse" in this week's Saturday Evening Post. It is the chance of a lifetime to begin a Fall business right.



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

DEALERS AND JOBBERS ALIKE LOOK FOR BIG BUSINESS.

Excellent Outlook in Wisconsin—Keen interest in the New Victrola and Edison Disc Styles—McGreal Nominated for Sheriff of Milwaukee County—Celebrates Tenth Anniversary—Victrola Figures in Opening of New Gram House—Victor Expansion at Gimbel Bros.—Managers of Schuster Stores—Increasing Victor Trade at Espenhain Co.'s—Talking Machine for Milwaukee School for the Deaf—Other Gleanings.

(Special to The Talking Machine World.)

Milwaukee, Wis., Sept. 10, 1912.

The fall trade seems to have opened up even at this early date and dealers and jobbers alike are looking for a big business from now on. Dealers about the State have been so confident of future business that they have been ordering stocks at a better rate than in several seasons and jobbers have been meeting with a good demand as a result. Milwaukeeans have returned from their summer outings and are now in the market for machines and records. General business is showing much improvement, money is more plentiful and confidence seems to be widespread.

A bumper grain crop is being threshed in this and surrounding States, while the general crop outlook is bright. The extensive rains which have been received in Wisconsin have caused some anxiety regarding the proper maturing of the corn crop, but experts say that the warm weather is putting the crop in proper shape, so that the yield will be far above the average. It is a foregone conclusion that when crops in this State are good general business conditions will be all that could be asked for.

Much enthusiasm is expressed by Victor dealers regarding the new styles of Victrolas X, XI, XIV and XVI, which are to be placed on the market September 15, and business is expected to show decided improvement as a result of the increased demand for these machines. Advanced shipments of the new styles were received some time ago by the Wisconsin Talking Machine Co., and jobbers for the Victor line and dealers have been evincing a lively interest.

Lawrence McGreal was nominated for sheriff of Milwaukee county on the Democratic ticket at the Wisconsin primary election held on Sept. 3. Despite the fact that there were four or five candidates in the field and the vote was divided, Mr. McGreal received a vote of more than 5,000 and led his nearest competitor by more than 800 votes. Judging from present indications Mr. McGreal's election in November is assured. Oscar H. Morris and Guido Endéris, two well-known Milwaukee newspaper men, were campaign managers for Mr. McGreal.

Harry T. Fitzpatrick, manager of the Wisconsin Talking Machine Co., has returned from a visit to the Victor factory at Camden, N. J., where he placed an order for additional fall stocks.

A. G. Kunde, 516 Grand avenue, Columbia jobber and retailer, says that the September Columbia business is attaining a new high mark for September. Mr. Kunde is enthusiastic regarding fall prospects and is confident that Milwaukee dealers can expect great things during the next three months. A fine Dictaphone business is reported by Mr.

Kunde. Mrs. Kunde and little daughter have been spending some time at the Kunde summer home at Okauchee lake, near Oconomowoc.

Lawrence McGreal, celebrated his tenth business anniversary in Milwaukee on September 2. Mr. McGreal, who has been dubbed "the father of the talking machine business in this city," opened the first talking machine store west of New York at 173 Third street, on September 2, 1902. The well-known jobber has always pinned his faith to the value of publicity, and when he embarked in business in Milwaukee he promptly seized upon the medium of the newspapers to advertise his line. His unique advertising campaigns are still fresh in the minds of Milwaukeeans.

The daily Victrola concerts at the new Espenhain machine department, under the management of John H. Becker, Jr., are proving to be a fine advertising medium, according to Mr. Becker. The Victor department is located on the second floor of the department store, easily accessible to the crowds of shoppers.

The Victrola was scheduled to fill an important role in the interesting musical program which had been arranged to feature the formal opening of the new three-story \$100,000 building of the Edmund Gram Music House at 414-416 Milwaukee street, September 10 to 13. Leading pianists of Milwaukee and about the State were engaged to give recitals, while the Victrola concerts were to be interspersed throughout the entire week. Paul A. Seeger, head of the new talking machine department, is to be in charge of the Victrola features. The new Victor department at the new Gram store is located in handsome quarters in the basement, easy of access and furnished in the most modern manner. Mr. Seeger recently returned from a visit of several days' duration in Chicago, where he was the guest of Roy J. Keith, of the Talking Machine Co.

The Heller Piano Co., 616 Grand avenue, which added the Regina line recently, is now carrying the entire line of Victor machines, records and supplies. Louis Leo, general manager of the Heller interests, says that special quarters for the Victor line will be arranged in the two-story annex which the company is preparing to erect at the rear of its Grand avenue store.

The McGreal building at 174-176 Third street, partly destroyed in the disastrous fire on June 13, will be replaced by an eleven-story hotel building, which will cost in the neighborhood of \$750,000. Lawrence McGreal recently disposed of his lease on the property for \$25,000.

As proof of the good business which has been received by the Victor department at Gimbel Bros.' store, L. C. Parker, manager of the talking machine department, presents figures which show that

during the first seven months of the present year the department met with a gain of 71 per cent. as compared with the same period of 1911. The daily concerts which are held forenoons and afternoons in the Victor auditorium at Gimbel Bros. have proven to be decidedly popular with shoppers at the big store and have done much in the way of increasing the talking machine sales.

H. P. Gibbs, of Chicago, representative of the Rudolph Wurlitzer Co., recently called upon the Milwaukee trade.

J. W. Campbell has assumed the management of the talking machine departments at both department stores of Edward Schuster & Co., and is introducing several innovations at the Third and Garfield and at the Twelfth and Vliet street establishments. Miss Esther Hughes has been placed in direct charge of the Third and Garfield streets store, and, although she has been in the business only one month, she knows the Victor catalog better than some who have been in the business for years. Miss Elsie Meisner is in direct charge of the Victor department at the other Schuster store.

One of the committees of the Milwaukee school board nearly broke up in confusion recently when a request came from the Milwaukee School for the Deaf for a talking machine. The committee members were up in arms at once. "A talking machine, and not a hearing person in the school outside of the teachers? What on earth does a school for the deaf want of a talking machine?" These were only a few of the questions asked by the ruffled committeemen.

Then Miss Wettstein, principal of the school, calmly replied that of the eighty pupils in the school who are absolutely deaf, thirty-six have received pleasurable sensations from the music of the talking machine, while twelve who never had given any evidence of hearing a sound and were regarded as totally deaf also "heard" the music. The committee was convinced.

J. H. Becker, Jr., manager of the talking machine department at the Espenhain Dry Goods Co., who has returned with his wife from a two weeks' vacation spent in the country, reports that the talking machine business at Espenhain's has increased 25 per cent. over the month of July, the first month after the department had been opened. He says that September is opening with a rush and that there is every indication of a big fall trade. Mr. Becker has been meeting with a big sale in the Victor IV at \$15, as a result of a neat circular which he issued some time ago. Something of an innovation in department store window displays has been started by Mr. Becker, who is featuring regular Victor exhibits which are attracting much attention.

In overruling a protest by Kornfeld, Saunders & Co. and others for duty of 35 per cent. ad valorem on phonograph and gramophone discs as manufactures of hard rubber under paragraph 464, act of 1900, the Board of General Appraisers holds the merchandise properly assessed at 45 per cent. as parts of phonographs and gramophones under paragraph 468.

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.



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Cable Address: "Elbill," New York.

NEW YORK, SEPTEMBER 15, 1912.

WE are now standing on the threshold of a promising fall business—promising so far as anything to the contrary can be observed, and if the dealers of the country will keep their minds clear, and their nerves under control, they will have very little occasion to worry about a phenomenal trade this fall and winter.

The fact that the "Presidential year" is regarded as an "off one" by some, is one of those unaccountable superstitions periodically disproven, yet it bobs up serenely indifferent to the oft-repeated verdict against it.

There is one thing clear, the talking machine business is destined to score one of its busiest and most prosperous seasons despite the fight for Presidential honors, simply because we have not had in many years more satisfactory crop conditions.

It is estimated that the season's crops will exceed ten billions in value for the first time. This is fully five hundred million dollars more than last year's yield. In addition to this remarkable wealth from the ground, the principal cities throughout the country report an increasing demand for labor in the factories showing that the industrial army is also getting its share of the increasing prosperity which is now becoming so manifest.

This condition of things should bring cheer to the talking machine dealer, and everyone else throughout the country. It means that there will be a large surplus left, both in the agricultural and manufacturing communities, for the purchase of talking machines.

With the leading companies introducing new styles next month at prices that appeal to every pocketbook, it is clear that it only needs wideawake, progressive methods on the part of the dealer to secure a record business this fall and winter.

EVERY talking machine dealer alive to opportunities should so adjust his business as to get the most out of it this fall. In other words, nothing should be left undone to this end.

First and foremost sales cannot be made without stock, and it is most essential that orders should be placed early with the manufacturers based upon the probable sales output, so as to give manufacturers an idea of their needs.

Then there is another matter, a rather serious one, too, and that is the scarcity of freight cars. The railroad people state that it will be difficult to move goods with the accustomed despatch the coming fall and winter, because of the famine in freight cars. This

will mean delay in receiving stock, and those located at faraway points will suffer accordingly.

The talking machine jobber or dealer who has a good stock of instruments on hand is certainly well equipped, but he must also see that orders are placed in sufficient volume for the future, based upon his good judgment as to the needs of his special community. Those who delay placing orders until a late period will find it difficult to get their stock in time to profit by the accentuated demand which is bound to come. But there are some people who never seem to learn a lesson even when it is forced on them with sledgehammer strength.

Next to carrying full stocks of machines and records, so as to serve the public with promptness and despatch, comes the matter of interesting purchasers in the goods handled. This means that the dealer should co-operate in the most enthusiastic way with the manufacturer in advertising his goods, locally—advertising them in an individual way so that the announcements may attract, interest and bring results.

Apart from this publicity, dealers can always win a special place in the news columns of their local daily or weekly papers, if they give recitals or other entertainments to acquaint the public with the merits of the talking machine.

We have long held that the recital stands foremost as a dignified and profitable form of publicity. It widens the knowledge of the possibilities of the talking machine among people who may be skeptical, while at the same time it advertises the store in which the concert is given.

WE are now entering the season when the fall campaign is to be seriously considered and developed, and every dealer who desires to "do things"—to achieve results—should plan a definite policy to be pursued so that he may expand his business.

Too many people are content to drag along in the same old rut without giving a thought to the inauguration of new ideas that would stimulate interest in their business and enlarge its possibilities.

The man "in the rut" cannot continue long there. He is bound to be crowded out by the quicker witted, progressive chap who moves along indifferent to ruts, or washouts, and who always lands the business prize.

We hear of dealers who get together and talk about the bad features of the business—how their records pile up and the difficulties met with in cleaning up dead stock—the mistakes made by the manufacturers and jobbers, and other passing topics.

There is no denying that it is a good thing to get together and discuss these things.

But, admit that the manufacturers and jobbers are not always right—they are only human. Grant there are bad features in the trade—there are in all lines of business! But why dwell upon the subject continually?

THE grouch is a bad partner in business. Make it a silent partner during business hours, and exercise it at odd times if you must. It will be noted that the dealer who is doing all he can to get more business and keep what he already has—who is studying the talking machine business as a business and acting accordingly—is always too busy to spare time to kick.

Optimism is a more valuable asset than pessimism in business, no matter what may be the conditions. And there are few industries where the dealers are better equipped to capture a large and satisfactory volume of trade than in the talking machine field.

This is due to the stupendous advertising policy of the manufacturers who virtually bring the business to the doors of the dealers; to the unending suggestions of value and importance which are sent by the manufacturers and dealers almost daily or weekly; to the price protection insured them, so that unlike other industries there is no drastic cutting of prices, thus freeing the trade of one of the most harmful forms of competition.

All that is needed is enterprise and ideas to interest the public locally in the store—to bring the merits of the goods to their attention in a novel, but profitable way.

This means planning and concentration, and now is just the time to start the ball rolling.

HIS trade newspaper institution has been in receipt of a number of complimentary communications from South American houses praising our new publication recently put forth entitled *La Maquina Parlante Mundo*.

This paper has aroused widespread interest throughout Latin America and it affords American manufacturers the best opportunity to reach the export trade, which is rapidly growing in magnitude and desirability.

We have recently added to our Spanish staff Mr. Luis G. Rocha, a gentleman who has had a long and varied experience in the Spanish export trade.

He has been in close connection with talking machine interests and he will become business manager of our Spanish paper.

Advertising copy intended for the next issue of this paper should reach this office at an early date, as this work always necessitates considerable time in translation, in careful handling, setting up and proofreading, and we are particularly desirous of having as few errors in this work as possible, and we would urge all advertisers to supply us with copy at the earliest possible moment.

RECENTLY some eminent writer in discussing the varied forms of advertising, and the value to be derived therefrom, stated that window display as a selling power has been largely overlooked, and that this branch of advertising was still in its infancy as far as the National advertiser is concerned.

There is a lot of truth in this. It is only within the past few years that the talking machine trade has really become alive to the

value of show windows, and there are a large army of people who are still indifferent to this manner of conveying information to the public regarding their products.

Those who have taken advantage of the possibilities that lie in the show window have gone into the matter in a most careful way, and with a thoroughness that characterizes the successful advertiser of to-day. Others have gone into this form of advertising in a haphazard, desultory way, but by far the greater number have utterly ignored this fruitful field.

This will not always be so.

Thomas A. Bird, in discussing this subject recently, made some very pertinent remarks which fit in here. He said: "In a few years every manufacturer whose goods are handled by the department store will have learned the tremendous selling power of the combined show windows of the stores that sell his goods. He will make it profitable for the merchant to put his goods in the windows. The show window is a force that must be reckoned with by the national advertiser of the future. It has a 'circulation' comparing favorably with that of any publication, and, in addition, it has a directness of appeal to each individual that no printed matter can ever have.

"It will pay the young man who is entering the general advertising field to study the show window and its possibilities as a factor in the big general scheme of distribution. He will be required to understand at least the fundamental principles of display, and the more he knows about it, the more useful he is likely to prove to his firm."

NEW VICTOR SOUND BOX.

Letter Sent to Dealers by Victor Co. Giving Choice of Sound Boxes as Regular Equipment—Shipments Made Middle of the Month.

The Victor Talking Machine Co., under date of September 3, sent out a letter to the Victor dealers, calling attention to the Victor "Improved Concert" sound box, sold at \$5, subject to regular Victor discount. In this connection it states:

"This is a sound box whose merits we are quite sure you will quickly perceive, and as you have your choice of either this new 'Improved Concert' sound box or the exhibition sound box as regular equipment on all Victors and Victrolas, we must request that on all orders placed by you with your distributor, that you distinctly specify with which sound box you wish them equipped. Each distributor now has a Victor 'Improved Concert' sound box in his possession, and you can make your test and comparison at your distributor's salesrooms. We expect to supply distributors with a stock of this new sound box by September 16."

VICTOR PUBLICITY IMPRESSES.

Advertising Manager Brown Tells How It Influences and Interests the Trade and Public in the Victor Line Generally.

Referring to the four-page Victor insert in colors which appeared in *The Talking Machine World* for July, and which contained as a centerpiece a double-spread illustration of the great Victor plant at Camden, N. J., H. C. Brown, advertising manager of the company, in a chat with the representative of *Printer's Ink*, said:

"This advertisement we believe cannot help but impress the merchants who should handle our line with its high quality, and also, with its fast money-making possibilities. It tells them about the wonderful things the Victor-Victrola has accomplished in the musical industry, which they know to be true, and it also gives them a hint of what we do for their benefit in the way of advertising; and further impresses on them the value of the Victor trade-mark.

"The illustrations are very effective, and at the same time full of business, showing as they do the complete line of Victor-Victrolas, the immense Victor factories that supply these instruments, and the Victor trade-mark which guarantees the quality of all Victor products.

HOW ADVERTISING HAS ADVANCED,

Both as a Profession and in the Opinion of the Public During the Past Thirty Years, Discussed by L. C. McChesney.

In the course of an interesting article which appeared recently in *Printer's Ink*, L. C. McChesney, advertising manager of Thos. A. Edison, Inc., and president of the Association of National Advertising Managers, spoke as follows regarding the evolution of advertising methods and changes:

"Twenty-four years have taken advertising out of the doubtful business classification and made it a profession of dignity, with a code of ethics as clearly defined as that of the physician or the lawyer. Twenty-four years ago men engaged in advertising were regarded by the public as a species of confidence men, and most advertising men agreed with the public. Today no one questions the standing of advertising as a business or profession, whichever way it may be classified. The

public has given it a recognition that is unquestioned and men are proud, not ashamed, of their connection with it. Twenty-four years ago sales forces had only sneers for advertising as a factor in business-getting. To-day they admit it to be a factor as great as their own, if not greater.

"Advertising, in twenty-four years, has made tremendous progress toward honest standards. Then advertising men unblushingly declared that they were not keepers of their brothers. To-day the best of them admit their responsibility to those who read their copy or their publications, and they are working hard to induce all other advertising men to get the same viewpoint. The spirit of organization and getting together along progressive lines is strong evidence of this changed condition. Twenty-four years ago advertising men were quite as afraid of each other as they were that the public would ostracize them because of the character of their business. To-day thousands of men are eagerly working together for the advancement and uplift of advertising as a whole."

The DITSON Pledge

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

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

The Fastest Victor Service

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

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

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

L. OLIVER DITSON CO., Boston, Mass.

Every money-making reason for carrying the Columbia line this Fall gets a 50% increase of strength by the adding of the new "Eclipse" Columbia.



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

EDISON TALKS OF HIS NEW DISC PHONOGRAPH.

The Great Inventor Tells How He Perfected the New Disc Phonograph with Its New Records and New Form of Reproducer—A Characteristic Interview with the Wonderful but Always Genial Inventor That Will Prove Interesting to Talking Machine World Readers—Working Now on Talking Pictures.

An interesting story of what Thomas A. Edison has accomplished in the work of perfecting the new disc phonograph and records, and how, was told by Karl K. Kitchen in last Sunday's World. The story, which was in the form of an interview with Edison, was, in part, as follows:

"Go to West Orange and see what Edison is doing now," was my commission.

I took the first train for Orange. At the Edison plant it was Charles Edison, one of the inventor's sons, who led the way up two flights of dark stairs to the third floor of the laboratory, where he turned into a small partition roughly boarded off from the big room.

Thomas A. Edison had dropped his work and was standing up when I entered the partition. He was dressed in blue serge, with square-toed shoes much the worse for wear.

"Glad to meet you," he said, greeting me with the most democratic of handshakes. "Don't you know I never have anything to say to newspaper men?"

There was a merry twinkle in his eye, for his kindness and courtesy to newspaper men is proverbial. I knew that once he wrote a story for a cub reporter who had been sent to see him.

"I want you to tell me what you are working on now," I said.

I had to repeat my question, for Mr. Edison is quite deaf. He put his hand to his ear the second time I spoke.

"This," he answered with a smile, pointing to a phonograph three or four feet from his chair, "What do you like, grand opera or ragtime?"

On being assured that I was very catholic in my tastes, he jotted down a dozen numbers on a slip, which he handed to a small boy.

"I'm going to make you sick," he laughed. "I want to see what you think of my new phonograph."

The boy returned with an armful of disc records, one of which Mr. Edison selected. A moment later we were listening to a brilliant march. Never had I heard such a remarkable record. There was not the slightest scratching at the beginning, nor were any of the sounds that mar phonograph records audible. There was no metallic luster to the music. It was just as clear and full as if the orchestra had been in the adjoining room.

Once or twice I turned my eyes from the phonograph to the chair where Mr. Edison was sitting. He was bent forward with his chin on his right hand, his elbow resting on his right knee. A smile was playing on his mobile features.

"What do you think of it?" he asked when the music stopped.

"It's wonderful," I admitted. "I've always been prejudiced against talking machines, but this has converted me."

He heaved a sigh and mopped his brow as if the great task had just been finished. "It's taken years, but I've got it," he added.

So now, gentle reader, you know what Edison has been doing and what he has accomplished.

He has perfected a phonograph which has eliminated all scratching noises as well as the metallic luster to the tones, which has marred all types of talking machines in the past. The music is reproduced in rich, full tones just as it is first rendered.

"What's the secret of it?" I asked.

The famous inventor led me to the machine. "A diamond instead of a needle," he said, lifting up the metal arm which extends over the disc. "The diamond moves up and down on the disc instead of sideways—there's no noise, no scratching; there can't be; also no replacing of needles."

He picked up one of the new records. This is made of condensite, a new material which has carbolic acid for its base. It's indestructible, you can't scratch it and it will never wear out. That's more than you can say for the present records, isn't it?" he added with a laugh.

"These new records contain twice as much music as the old ones," he went on. "Let me play you another one."

We resumed our chairs and listened to the accompaniment of "My Evening Star," from "Tannhauser."

When it was finished Edison tugged at his eyebrows for several moments in silence. Then, suddenly, as if awakening from his reverie, he stood up and began to talk.

"That's one of the four or five good things that Wagner wrote," he said, looking directly at me through his glasses. "Wagner was a good musician who went wrong. He should have stopped when he finished 'Tannhauser.' That was the zenith of his achievement. He should have been an Italian like Verdi. He was a crazy fellow—some of his music is awful," and Edison swept his hands before his face to ward off the "awful" music. "But he wrote four or five good things, and the 'Evening Star' song is one of them.

When the music stopped Mr. Edison continued: "There are better voices in America than there are in all of Europe put together. I know, for I have heard all the famous singers in Europe, and I have tested the voices of American singers. The time will come when Americans will wake up to this fact."

There were two or three men in shirt sleeves in the doorway waiting for an opportunity to speak to the great inventor. They had parts of

machinery in their hands and they seemed impatient, but Mr. Edison paid no attention to them. He put another record on the machine and sat down to enjoy it.

It was "Moonlight in Jungle Land," a ragtime ditty sung by a colored quartet.

A violin solo followed. "We don't need to go abroad for our violinists, either," he went on.

This was followed by half a dozen grand opera records. During most of them Edison sat with his right hand to his ear to catch the slightest defect. One record produced a slight scratching noise. He ordered it thrown out.

Son Charles explained that his father was personally testing eleven thousand records. No wonder the great man is busy and has to content himself with three or four hours' sleep a night.

In fact, he had not been home for four nights before my visit. His meals had been brought over from his home and he had slept on a cot in the library on the first floor of the laboratory building.

"This isn't all father has been doing," said Son Charles. "He's been working on the talking pictures. They are practically perfected."

When the phonograph was silent for a moment I turned to Edison, Sr., for verification of his son's statement.

"Talking pictures?" he repeated. "They're not quite ready. We're testing them in the tent out in the yard. I think they'll be ready this winter. I hope so."

"Anything else?" I asked, my attention having been called to the fact that some of the phonograph cases were made of concrete.

"No, nothing of any importance," answered Mr. Edison. "I've devoted practically all my time to these new disc phonographs. Concrete is an old story. Let me play you another record."

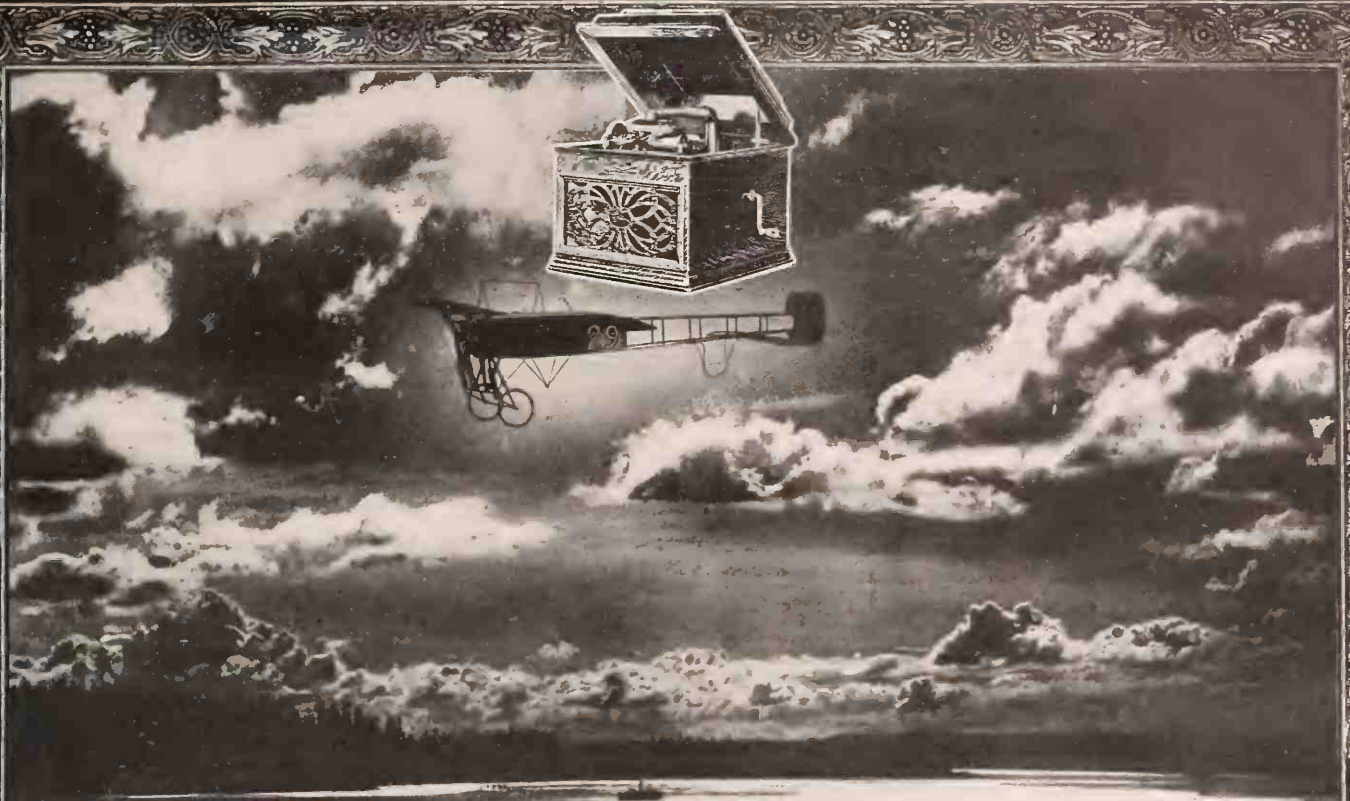
Before I took my leave a score of records had been played. The Wizard had become so engrossed in listening to them that he had forgotten my presence, and when I said "Goodby" he shook my hand perfunctorily.

But I had got what I was sent for.

FEATURING THE CONDON-AUTOSTOP.

The Condon-Autostop Co. has been conducting a great campaign of publicity at Atlantic City all summer, a prominent display being made at the Exhibition Arcade on the Board Walk, where millions of people have seen the Autostop in operation. This has been conducted solely as a means of stimulating trade for the dealers and will doubtless result in many sales this fall. A big shipment of Condon Autostops was made last week to Grinnell Bros. of Detroit, Mich., who have been displaying this specialty at various public affairs and making many sales. Following the usual summer quiet business with the Condon Autostop Co. is now looking up, and William A. Condon, of the company, in a chat with The World this week, stated that he expects an unusually active fall business.

Doubt does to success what the daggers did to Caesar.



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

The standard instrument of the industry—the Columbia Grafonola "Favorite." The instrument having the largest and widest sale of any talking machine model. And its exclusive design and appealing price renders it immune from comparison.



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

COLUMBIA PUBLICITY.

Another Up-to-the-Minute Book Is "Music Money," Just Issued by the Columbia Co. and Which Is Being Closely Studied.

"Music Money, a Book for Merchants," is the title of one of the latest and best of the many books for the trade issued by the Columbia Phonograph Co., General, New York. It contains only ten pages, but those ten pages are packed full of meat and good advice to the talking machine dealer—particularly to the prospective dealer. Herewith we quote the opening paragraph:

"Columbia product is music. Do you know a man who does not like music? If so, dodge him. There's something wrong in his make-up. The four great necessities of civilized humanity are food, drink, clothing and lodging. But music ranks right with them. The passion for it is earthwide. The desire for music is wider than the necessity for clothes and lodging. In some countries clothes and a house are unnecessary. But all races in all countries have their own music. The desire for music is not bound by any line of race or

creed or country. It is absolutely universal everywhere.

"And the demand for Columbia instruments is just as wide as the passion for music.

"Columbia product is music. Every Columbia graphophone and Grafonola is the one incomparable instrument of music capable of giving music for all races in all languages; vocal music and instrumental—music without limit. That does not leave any doubt that Columbia product has a demand to meet.

"Now please observe how Columbia product does meet it."

Then the book goes on to explain, in brief, crisp and right-to-the-point paragraphs how the Columbia product does meet the demand. It takes up and discusses every phase of the business. For instance: How the increase proves the demand; the certainty of the future; the range of price; the record supplements as a monthly magnet; easy selling; big cash business always in sight; easy and profitable instalment business, and advertising pre-eminence and protection of dealers are a few of the interesting headings over more interesting paragraphs to be found in "Music Money."

The book is a typical sample of the excellent advertising which is always a feature with the Columbia advertising department. Present or prospective dealers would be wise to send for one.

EDISON FORGETS TO SLEEP.

He Works 122 Hours Out of 144 to Perfect Disc Phonograph.

Despite his advancing years Thomas A. Edison was so busy last week that he found time for less than 22 hours' sleep in the course of the six work days, according to the New York Times. By his own accounting he devoted 122 hours of the 144 to hard work. This spurt of energy was inspired by the need of finishing touches on his disc phonograph. To-day he was ready to say that the invention was about perfected, and he hopes and believes that he will be able to put it on the market by October 1 or thereabouts.

The man who fails to keep his efficiency a notch above the average is breaking away from his moorings.

Value of Artistic Environment in Talking Machine Show-Rooms.

Despite the rush with which the average business is conducted, the general absence of parley, the evident desire to have the deal closed and done with, there is still enough sentiment left to influence the buying public to appreciate pleasant surroundings while conducting their business, especially in certain lines. Drugs bought over a plain

lines of business, not excepting that of talking machine retailing. In this business one of the most essential features is the necessity, or at least desirability of making the customer feel at perfect ease and in the mood to spend some time in looking over and hearing the new records, as well as inspecting the new lines of machines. A choice of

One of the most elaborate and at the same time original arrangements of talking machine sales rooms are the two new rooms recently added by the Talking Machine Shop, Pittsburgh, Pa. The walls and ceiling of the rooms are covered with trellis work, which in one room supports an abundance of wisteria, while in the other room



Wisteria Room

Rose Room

deal counter would probably prove as good as those handed out over a massive plate glass showcase, but the modern druggist has learned that elaborate fixtures help business. In selling haberdashery the dealers have found that attractive displays and handsome and attractive fixtures increase trade through their drawing powers. So it is in many

records, one that will really please the customer and prove profitable to the dealer cannot be made hurriedly and without due consideration, and the surroundings in which the talking machines and records are offered must be such as will encourage the customer to remain for some time and feel that he is welcome.

the rose is the prevailing flower. Handsome mural paintings are to be seen through the open spaces on the lattice. The whole effect is one of rest and repose that does not in the least suggest business, yet the success of such an arrangement is proven in the increase of the Talking Machine Shop since its establishment in October, 1911.

WILL OVERSHADOW ALL PREVIOUS SEASONS.

St. Louis Talking Machine Men Confident Regarding the Coming Trade—Heavy Orders Placed for Machines and Records—New Models Expected to Create Trade—Talking Machine Department for the Jesse French Piano Co.—Do Moving Picture Houses Hurt Talking Machine Sales?—Personal Items of Interest—May-Stern Co. Enlarging Department—Vacations Now Over and Everyone Is Planning for a Busy Fall.

(Special to The Talking Machine World.)

St. Louis, Mo., Sept. 10, 1912.

Local talking machine men are predicting that this fall and winter will far overshadow any previous season in the talking machine business, and the jobbers have placed orders for new machines in keeping with that outlook. With the arrival of the new Victor models in the jobbers' warehouses, that line took on quite a spurt. Heavy advance orders were on the books for these machines from men who had never seen them but were accepting the promise of the Victor Co. for radical improvements.

The Columbia Co. is expecting great things from the new Regal Grafonola, which at \$40, including record albums, is a trade winner.

The Edison dealers are looking forward to the stir their disc machines will cause, and at the Silverstone Talking Machine Co. it was said that a heavy shipment of these machines would be absorbed by advance orders when the goods arrived. "The trade is taking to the new machines in fine style, considering the price asked," said Mark Silverstone.

"Advance orders for the new style Victors have been phenomenal," said Harry Levy, of the Aeolian Co., "and the trade now fears no competition for years to come with these handsome instruments. These machines are going to be the biggest boosters the trade has had, and while the enthusiasm of dealers over these machines is great, it will grow rapidly when they actually see them. The advance orders now on our books will equal the business ever done before in this department. With the spreading of the St. Louis territory and the increased volume of the talking machine trade, we cannot help have a record trade. Locally we have enjoyed a good business and know that our customers have. Our retail business is making an excellent showing."

"We anticipated a fine demand for the Victor new models," said E. C. Rauth, of the Koerber-Brenner Music Co., "and we are in fine position to handle shipments of them promptly. I look for an excellent business in all lines of the talking machine trade. We have been doing excellently with the records."

"Our August trade was the best we ever put on the books for that month," said C. L. Byars, of the Columbia Co., "and we are anticipating an excellent fall. The record trade has been very good, and what pleases us best of all is that the class of trade is improving steadily."

"Jobbing business has been very fine," said Mark Silverstone, of the Silverstone Talking Machine Co. "We could have done more in a retail way,

but the record trade was very good and the business is looking up nicely. The class of trade is excellent and leads to a belief that the new disc machines will meet with a ready reception."

The retail trade is much interested in the announcement of the Jesse French Piano Co. (Field-Lippman) that a Victor talking machine department will be added to that store on October 1. Changes are being made in the basement of the Olive street waterrooms for the new department which will equal any in the city, according to the firm. It is said that some trouble has been experienced in selecting a staff of experts. Anyway, the Field-Lippman Co. ran a large display advertisement in the local Sunday papers asking talking machine expert salesmen, mechanics and record keepers to call and talk it over. Incidentally, the advertisement served to notify the public that Field-Lippman wanted the best help obtainable for their new department.

Mark Silverstone has an idea that the moving pictures are hitting the talking machine trade pretty hard, especially the record trade. "I have been watching my neighbors," he said, "and I know that a good many of them who used to enjoy concerts on their lawn on hot evenings now go to picture shows, especially since the airdome fad became general. There they are comfortable and they both see good pictures and hear songs between times. Some of these persons used to buy one or two records weekly. Now they spend about the price of those two records for picture shows."

L. A. Cummins, who has been in Colorado with Mrs. Cummins for the latter's health most of the summer, has returned to the Koerber-Brenner Music Co. and taken up his work in the Illinois territory.

Charles L. Byars, retail sales manager for the Columbia Co., took the second half of his vacation the last week in August and spent the time in Cincinnati as the guest of his sister, who will soon become a full fledged M.D. Mr. Byars had the pleasure of being in the Ohio city during the period that it held the heat record for the summer for the Middle West region.

Harry Koerber, president of the Koerber-Brenner Music Co., returned the first of September from Bass Rock, Mass., where he spent August wishing that he had taken his overcoat.

L. E. Elshan, Kansas traveler for the Victor, spent one day in St. Louis on his return from a visit to the factory, the guest of Harry Levy, of the Aeolian Co.

C. H. Hawk, of Greenville, Ill., an Edison dealer, was a recent visitor in the city.

Stark Bros., of Louisiana, Mo., one of the biggest fruit tree selling concerns in the world, recently ordered four dictating machines from the Silverstone Talking Machine Co., of this city.

Robert Duffy, assistant to C. L. Byars, retail manager of the Columbia Co., started on a two weeks' vacation September 1.

Dollie Connolly, of vaudeville fame, was headliner in a local theater the first week in September, and the Columbia Co. celebrated this event and picked up some business by making a window display of her popular hits on its records.

D. S. Ramsdall, manager of the Columbia Co., spent his vacation during August in the Arcadia Valley, one of the beauty spots of the Ozarks.

H. A. Hummer, of New Madrid, Mo., dealer, stopped off here on his way to Colorado on a vacation trip.

The extending of the St. Louis trade territory is perhaps the cause of the announcement of the Aeolian Co. and the Silverstone Talking Machine Co. of increasing their traveling force this fall. The Aeolian Co. will add two men and the Silverstone Co. one man.

Miss Ruby Graf, an efficient employe of the Val Reis Piano Co., has been advanced by being placed in charge of the talking machine department of that company. She will have charge of both records and machines, and beginning with her administration the department will be greatly enlarged.

The May-Stern Furniture Co. is enlarging the talking machine department connected with that store.

It is announced that the Story & Clark Piano Co. will add talking machines to its lines when it opens on Olive street. No announcement has been ventured as to what line will be handled.

ENSURING FIRE PROTECTION.

Employees Should Be Made Acquainted with the Details of Arrangements Made for Preventing Fires and Their Spread.

It is not enough to install fire protection facilities in your store or factory. You should be sure that each of your employes knows about them and how they work, not in a hazy, general way, but definitely. If their attention has not been called to the sprinkler system, the fire buckets, extinguishers, wired glass, doors with fuse attachments, etc., very likely a large percentage have scarcely given them a moment's thought. Tell them about these things through enclosures in their pay envelopes and require them to return the enclosures signed, to the effect that they have read and understand. In this way you will get your employes enthusiastic in fire prevention subjects and cause them to discuss them during their lunch hour or other leisure time.

Treat your customer as if a guest. Don't go beyond the point of tactfulness, and use your own personality. There is no set rule to sell goods, but be always alert.

"DUSTOFF" RECORD CLEANERS SELL FAST

Because they possess those essential features of true merit, thorough effectiveness of operation and practicability, carry a good profit for the dealer, and, further, because they appeal to the customer as being an absolute necessity for his talking-machine records.

"DUSTOFFS" are the only record cleaners made that thoroughly remove all accumulated dust and dirt from the minute sound grooves of the record without scratching in the least. They are simple to use—merely brush over the record a few times before playing.



"DUSTOFF" RECORD CLEANER

Regular model for discs, made of Wilton fabric.
Regular model for cylinders, made of special processed white lambswool.
Retail at 15 cents each.
(Each in a two-color carton.)
Sample postpaid for 15 cents.



"DUSTOFF" RECORD CLEANER

De Luxe model for discs.
Made of a "unique" tiger-back, oxidized finished metal holder with Wilton fabric cleaning surface.
Retail at 50 cents each.
(Each in a box and 12 in a display carton.)
Sample postpaid for 35 cents.

THE USE OF
"DUSTOFFS"
DISCOUNT
TO DEALERS

PROLONGS the life of the record by keeping the reproducing point track clean.
PURIFIES the reproduction, ensuring clearness and distinctness of tone.
REVENTS the harsh sounds, blurs, and scrapings caused by settling of dust in the minute sound grooves.
40% YOUR JOBBER {Or we will ship direct to any point in U. S. Carriage paid on 1 dozen can supply you } or more de luxe model and on 3 dozen or more of the regular models.

Address communications to the manufacturers

MINUTE SHINE COMPANY 281 CANAL STREET, S. W. PROVIDENCE, R. I., U. S. A.

The Talking Machine Trade in New England

SALES PROMOTING FEATURE

Are the Pardell Folding Boxes, Manufactured by the Pardee-Ellenberger Co., of New Haven, Conn.—Special Prices Quoted on This Stock Which Make Them Most Attractive to Dealers—Will Also Prove Helpful Factor in Increasing Sales of Records.

(Special to The Talking Machine World.)

New Haven, Conn., Sept. 7, 1912.

Prices have been reduced on Pardell folding boxes, manufactured by the Pardee-Ellenberger Co., of this city and Boston, Mass. While the prices always were cheap, with the further cut makes them cost about the same as paper bags. For instance, the No. 3 size, holding three cylinder records, cost a cent a piece; the No. 6 size, holding six cylinder records, cost 1½c. each; while No. 12, holding a dozen cylinder records, cost but 2¼c. each. These prices are in 100 lots, as that would be the smallest quantity any dealer would want to use.

To show that Pardell folding boxes are profit makers, suppose a dealer has sold two ten records to a customer. He shows her the dozen size box, and how two more records will just fill the "pretty box." Practically everybody sees the practicability of using a good box to carry their records, so the dealer sells two records more than he would if he hadn't had the Pardell box. If this happens many times a week during the course of a year the extra profits must be tremendous.

On this page of The World will be found the P-E announcement of the reduction in Pardell folding box prices.

VICTORS IN HEAVEN.

Hymn in Church Causes Confusion in Mind of Small Parishioner.

A little boy of six had been visiting an Episcopal Church for the first time. On returning home his mother began to question him. "Why, mother," answered the little boy, "the people first knelt down and then stood up, and the minister wore a kimona nightgown. And, oh mother, they have Victor talking machines in heaven." "Oh, no," cor-

rected his mother, "that is impossible." "But they do," insisted the boy, "for I heard them sing 'Fling open wide the golden gates, and let the Victor in.'"—The Voice of the Victor.

BIG TRADE IN EDISON GOODS

Reported by John H. Massey, Manager of the Edison Department of the John S. Foster Co., of Providence, R. I.

(Special to The Talking Machine World.)

Providence, R. I., Sept. 10, 1912.

John H. Massey, manager of the Edison department of the J. A. Foster Co., has returned from a three weeks' vacation, which was spent absolutely in quietness and happiness. As a result, he has gained a few pounds in weight and a who'e lot more to his already large stock of Edison enthusiasm.

Mr. Massey speaks very encouragingly over the summer's trade in Edison goods and said that it was far ahead of the similar period of last year. He says that the Edison interest is increasing in Providence, and that there is a larger number of machines coming in to have the Amberol attachments applied.

"A CLEARING HOUSE OF KNOWLEDGE"

Is the Trade Journal—Not Merely a Distributer of Trade News or Personals, but an Earnest, Well Equipped Teacher in the Trade or Profession to Which It Is Devoted—Its Higher Purposes in Trade Development.

The great English philosopher, Sir Francis Bacon, stated: "I hold every man a debtor to his profession, from the which, as men do, of course, seek to receive countenance and profit, so ought they, of duty, to endeavor themselves, by ways of amends, to be a help and an ornament thereunto."

The technical or trade paper has come into existence largely to record the "amends" made to the callings represented thereby, says B. B. Herbert, editor National Printer-Journalist. It is a clearing house of knowledge, of experiences, theories, principles and accomplishments in the trade or profession to which it is devoted.

It is wise that a man of attainment in his vocation give of his wisdom to others, and it is a duty of others to learn of that wisdom, that they may profit, and in time become a help and an adornment to the calling.

Educational Purpose.

The trade or technical paper exists not alone to make men more successful, to help them to meet and solve the difficulties that confront them from time to time, but to instruct and educate them, to make them more able, more worthy, for the encouragement, inspiration and uplift of others.

The editor of a trade journal is never more pleased or encouraged than when subscribers state that they carefully go over and study each number when received and mark with a pencil all those things they think they can apply to their own business and then go back and study these marked paragraphs or articles and seek out methods for their application.

The woes of the editor of the technical journal come from subscribers who are alike indolent, listless, inattentive, with the feeling that there is no need for learning or that they already know it all. He is troubled by those who have no object higher than getting a present living, no sense of the duty and privilege of highest possible service or desire of becoming a help and an ornament or glory and inspiration to the calling that furnishes them, or should furnish them, if intelligently and earnestly pursued, "a profit and advancement."

The home papers all over this land (and all newspapers, whether metropolitan or rural, are now home papers), are, in an important sense, in the nature of trade papers to their respective cities and communities and to all the activities and industries carried on therein.

Duty of Newspaper.

It is the privilege and duty of every newspaper as well as of every trade paper, to advance knowledge in promoting the callings of their readers and the uplifting of their lives. One of the curses of the newspaper calling in the past has been the use of the paper for political advancement. Professional office seeking is now at a discount and editors and publishers have come to strive and glory in their work and in making their business useful, worthy and permanent.

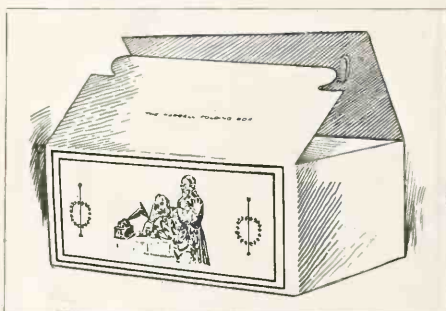
The work of the editors and publishers of trade papers devoted to newspaper and printing has been greatly helped by this change and where only one feeble journal existed twenty-five years ago devoted to these callings, a score of strong, worthy journals now find support. The trade paper as a teacher of newspaper making and good printing has come to be appreciated.

The trade papers aid those engaged in the developing of better appliances, better devices and supplies in the way of presses, types, composing machines, paper, etc., for the use of these callings. They build up the members in the knowledge of their use, as well as in all knowledge that tends to higher professional or expert attainments, to economic management, efficiency and all else that tends to better production, broader and more useful service and a permanent success with rewards and honors.

DISPLAY AT BOSTON ELECTRIC SHOW.

Thos. A. Edison, Inc., Will Exhibit Its New Disc Phonograph, Records and Entire Line, From September 28 to October 26.

At the Boston Electric Show, held at Boston, from September 28th to October 26, Thos. A. Edison, Inc., Orange, N. J., will have an exhibition of its entire line, including the new disc phonographs and records which are about to be marketed.



Reduced Prices ON Pardell Boxes

PARDELL FOLDING BOX

A folding container for three, six or twelve Cylinder Records. These boxes are being very generally used by phonograph dealers and are the most convenient package for delivering Records to customers, particularly during the hurry hours. Many times you can sell "just one more Record to fill the box" by using them. Made of heavy cardboard and shipped "knocked down."

Prices Per 100

No. 3 Size - \$1.00
Holds 3 Cylinder Records

No. 6 Size - \$1.50
Holds 6 Cylinder Records

No. 12 Size - \$2.25
Holds 12 Cylinder Records

The Pardee-Ellenberger Company
NEW HAVEN, CONN.

FROM OUR BOSTON HEADQUARTERS

324 WASHINGTON STREET, JOHN H. WILSON, MANAGER.

(Special to The Talking Machine World.)

Boston, Mass., Sept. 6, 1912.

The sensation of the month has been the marriage of Arthur Erisman, manager of the Columbia Phonograph Co., General, which took place on August 28, the ceremony being performed at Watertown by Rev. Edward C. Camp, pastor of the Congregational Church in that town. Several of the daily papers played up the wedding in a more or less sensational manner, inferring that it was an elopement, which it was not. The bride, whom Mr. Erisman has taken for his lifemate, is Miss Rel'a Winn Reid, of Washington, daughter of Irby W. Reid, who was chief accountant for the Columbia Phonograph Co., General, for a number of years. Miss Reid, or, rather, Mrs. Erisman, has a beautiful voice and was to have studied

at the New England Conservatory in the Back Bay this coming fall, having already been graduated from the Dolly Madison School in Washington.

Mr. Reid, having associated himself with an automobile company in Boston, had brought his family here for the summer, and during July and August they were located at the Hotel Pemberton, Hull, where Mr. Erisman also has been. Despite the stories of a romance, love at first sight, and so on, Mr. Erisman's acquaintance with the young woman was not a sudden affair, as he had known her some time. The wedding was a very quiet one, but at the breakfast, which was served later at the Hotel Lenox, there was a jolly party of congenial friends.

A few days ago Mr. Erisman delved further into hospitality and had as his guests the whole

working staff of the Columbia's Boston establishment, which number more than thirty. A fine banquet was served at one of the Back Bay cafes and there was jollity supreme until a late hour. Mr. Erisman and his bride have taken up their residence at 28 Westland avenue, Back Bay, where Mr. Erisman had been making his home with his brother, Fred Erisman, for some time. Everybody in the talking machine business has been calling up Mr. Erisman on the 'phone offering their congratulations; and these friends are legion, for the head of the Boston office of the Columbia is a very popular man and good fellow.

Silliman Chats of New Edison Disc Phonograph.

Manager F. H. Silliman, of the Boston quarters of the Pardee-Ehlenberger Co., has returned from his vacation at Narragansett in fine fettle for the fall campaign. He is more than enthusiastic over the new disc machine which Thos. A. Edison, Inc., is about to put out, and he says that it about represents perfection in tone reproduction. The new goods, he says, are looked for toward the end of September, although dealers everywhere are loudly clamoring for them, as having heard of the superior merits of this new machine they are most anxious to get hold of them. W. O. Pardee was up from New Haven the other day and he and Mr. Silliman took in the ball game. Of course, they also discussed business.

New Columbia Dealers.

Manager Erisman, of the Columbia Phonograph Co., General, has entered into contracts with a number of large dealers in New England the past month, and among those who will handle the Columbia outfits are J. H. Barney & Co., of Newport, R. I.; George H. Sharp & Son, of Westfield; A. W. Dickerman, of Keene, N. H.; Charles S. Plummer, of Newport, R. I.; H. B. Wentworth, of Middleboro; H. Marshall Gardiner, of Nantucket, and Harris Gleason, of Worcester, whose establishment is a very large one.

Handsome Victor Quarters.

The new salesroom and demonstration booths of the Victor department of the Henry F. Miller Co., which were reported last month as being entirely done over and rearranged, are proving to be among the finest, most conveniently arranged and most artistically embellished of any in the city, and the customers are loud in their praises of the arrangements. The department, under Ubert Urquhart's personal management, is making a record for itself, and the month of September has started in surprisingly well. Warren A. Batchelder, of this department, has returned from his vacation, spent first at York Beach, Me., and subsequently over in New York. There was something doing on the Great White Way while Batchelder was there.

Chas. Trundy Becomes Manager.

Charles Trundy, who has a number of friends in the talking machine business, is back at his old place as manager of the Victor department for George Lincoln Parker in the Colonial building. Mr. Trundy possesses many admirable qualities that are requisite in a good salesman, and he has the well-wishes of his friends in again associating himself with Mr. Parker.

Winkelman Enthusiastic Over Outlook.

Henry Winkelman, manager of the Victor department for the Oliver Ditson Co., is back at his desk again after an enjoyable vacation at Swan Island, Me., and he is most enthusiastic over trade prospects for the coming season. Yesterday Mr. Winkelman entertained James F. Bowers, of Lyon & Healy, Chicago, who was in town calling upon the piano trade. Otto Pissendell, Mr. Winkelman's valued assistant, is taking his fortnight's vacation and will be back the latter part of September.

Eastern Co.'s Magnificent New Quarters.

The improvements now nearly completed at the warerooms of the Eastern Talking Machine Co.

(Continued on page 18.)

The Talking Machine Needle Maker
Lowell, Mass., U. S. A.



Such was the name and address on a letter that came thousands of miles and was delivered to us recently. This brings up for reiteration the fact that there is but one Lowell, Mass., in this world and that there is one Bagshaw who is a manufacturer of talking machine needles in that city and he supplies the world. When you think of Lowell, Mass., think of Bagshaw, and when you think of talking machine needles, think of both—Bagshaw, Lowell, Mass.

DUPLEXETONE Talking Machine Needles

You will make more money by pushing the Duplexetone needles! This is the needle with two tones which has been the talk of the trade since its introduction. Duplexetone needles represent everything that might be desired for the proper musical interpretation of every record, whether LOUD, SOFT or intermediate tones. It seems amazing that a little piece of steel could perform these functions, but its shape has been as carefully designed as the architect's building plans. It has cost thousands to create Duplexetone needles and thousands to introduce it. Jobbers, dealers and owners consider them the best, and with that indorsement Duplexetone needles are made and sold. Could more be said?

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

W. H. BAGSHAW,

Lowell, Mass., U. S. A.

The more you realize that in the future of this industry the best results are yet to come, the more freely you must admit that the Columbia is the line best worth the investment of your time, your energy, and your capital. (Printing this every little while. Proving it all the time.)



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

FROM OUR BOSTON HEADQUARTERS.
(Continued from page 17.)

in Tremont street reflect the greatest credit on Manager Taft, who has worked early and late to see that every detail is as it should be. By the time this issue is being read the new establishment—for such it will prove to be—will have been opened. At the rear of the ground floor are four beautiful demonstration booths done in mahogany and having double sound-proof windows. The front of this same floor has had the walls all done over in a soft shade of red with a suggestion of ivory; there has been a complete new outfit of mahogany furniture installed, the chairs being of handsome Colonial design, elaborate electrolers have been put in and a new consignment of Oriental rugs has been laid on the floors. Both Mr. Fitzgerald and Mr. Read have new mahogany desks with their names on a brass plate on the side. Mr. Chamberlain, the assistant manager, has a room all to himself at the rear of the demonstration booths and his quarters likewise are handsomely fitted up. Everyone connected with the Eastern is full of enthusiasm over the improvements, and it all will play its part in pushing for business on the part of the intelligent and business-like staff, which now comprises nearly forty men and women. One innovation that will be highly appreciated by a certain class of customers will be the presence of two young women on the floor, who will give their attention to the female customers.

Steinert Plans for Fall.

The Arch street headquarters of the Victor department of the M. Steinert & Sons Co. is undergoing several changes that will help materially in the conduct of business. The principal changes are on the second floor, where the executive staff is located. New counters and rails have been installed under the personal oversight of Manager Herbert L. Royer. Mr. Royer is a very busy man these days. He lately made a hurried trip over to Philadelphia and on the way back stopped at New York, New Haven, then back to Boston and on to Portland, Me., all in the space of less than a week. Just now he is off again, visiting the leading dealers throughout New England. Mr. Royer reports a great business ahead and is full of enthusiasm for what he believes is to be the record season in Victor goods.

Chamberlain Figures as a Waltonian.

Assistant Manager A. W. Chamberlain, of the Eastern Talking Machine Co., is back from his vacation at New Found Lake, N. H., where he found delight in catching some large salmon and trout, and he has some "large" stories to relate of the fish's eagerness to grab at his bait. Mr. Chamberlain, speaking of the Victor business, says it never was in a healthier state and he believes that this fall it will come along by leaps and bounds.

Geo. P. Metzger a Visitor.

George P. Metzger, the advertising manager for the Columbia Phonograph Co., General, and Mrs. Metzger, have lately been on an auto trip to the White Mountains. They stopped in Boston to pay

their respects to the Boston office of the Columbia on their way up and back.

Improvements Now Completed.

The improvements in the second floor of the Columbia Phonograph Co., General's Tremont street quarters are practically completed, but the official opening will be deferred until a few weeks. Manager Erisman has planned a fine campaign for the winter by which these new quarters will be used to excellent advantage by way of promoting publicity of Columbia goods. He is planning a series of lectures on grand opera to be given by W. L. Hubbard, lately the distinguished musical critic of the Chicago Tribune, who is coming to Boston to promote a new interest in the Boston Opera House. In his talks Mr. Hubbard will largely confine himself to those works that are to be given at the opera house this season, and he will have the assistance of a pianist and a singer, who will give excerpts from the operas under discussion. The first lecture will be given about the middle of October.

Anent the New Grafonola Room

The officers of the Columbia Phonograph Co., General, through Manager Erisman, are sending out invitation announcements to their patrons informing them of the completion of the new Grafonola room. The card, which is tastefully gotten up, says further:

"It is our intention to have Thursdays known as Society Day, and our customers will find every convenience and comfort for those who are lovers of music."

Changes in Columbia Staff.

R. V. Perrett, who has been in charge of the instalment department of the Columbia business, is leaving this concern on September 15 in order to accept a fine position with a large Boston house, though in a different line. Fred Baker also is leaving the Columbia's employ, and these two resignations have necessitated the addition of several other men. W. E. Getchell, who has been on the road for the Columbia, will come into the office to take Mr. Perrett's place, and Austin Forbes, of Belows Falls, Vt., who at one time was associated with the Columbia's Chambers street, New York, store and who is a nephew of General Manager Lyle, will come to Boston and go into the wholesale department. Harold B. Drown, secretary of the Vermont Seminary, whose home is at Newport, Vt., will associate himself with the dictaphone department of the Columbia's Boston business. B. D. Harris, who formerly was with the Edison Co., in charge of its dictating business, but who was obliged to go South because of the illness of his wife, will associate himself with the Columbia.

GETTING OUT OF THE RUT.

As soon as a man has reduced his work to habit he is in a rut, he gets to doing it in one way, and other ways do not appeal to him; he has incapacitated himself for advance and improvement, because he has a groove so deep that he cannot get out; therefore, if a man wants to advance in his work he must shun habits, he must give attention to all details of his work, in order that he may

have his eyes open for an advance and therefore a better way of accomplishing it.

NEW UDELL CABINET CATALOG.

Cabinets for Disc and Cylinder Records for the Season 1912-13, Shown to Advantage in Handsome Twenty-Four Page Volume—Some of the Features—Free Cuts for Dealers' Local Advertising.

The Udel Works, Indianapolis, Ind., the prominent manufacturers of cabinets for talking machine records, sheet music and music rolls, and of other artistic specialties in the furniture field, has just issued a thoroughly interesting twenty-four page catalog of cabinets for disc and cylinder records for the season of 1912-1913. In the catalog there are illustrated and described an even dozen different styles of cabinets for disc records and six styles of cabinets for cylinder records, all handsomely finished in harmony with the leading styles of machines and arranged with a view to affording the greatest convenience to the record owner.

The disc line includes tables with shelves for holding the record albums while the machine is on top, closed cabinets designed to hold the records flat or on edge and with or without the machine on top. The Udel record box, for use in connection with the tables, is most ingenious in construction and is indexed in order to facilitate the finding of any desired record. The cabinets are furnished with or without rims as desired, there being no extra charge for the rims.

In the cabinets for cylinder records the drawers are fitted with special clamps for holding the records in their original cartons, which arrangement offers the greatest insurance against breakage or scratching. The drawers are also made with a slide which permits of the drawer being pulled entirely out of the cabinet so that every record is readily accessible.

With the issuing of the new catalog the Udel Works has inaugurated a new advertising scheme under which special line cuts of the most popular cabinets of the line are furnished free to dealers handling the Udel cabinets for use in their local newspaper advertising. The cuts show the cabinets and their uses to distinct advantage and can be used to advantage by dealers in their advertising matter.

The line of styles shown in this new catalog is up to the usual Udel standard—always a high one.

WHAT THE CREDIT MAN MUST BE.

The credit man must be a student; a student of broad and liberal mind; a student of the moral, social, physical, financial and commercial elements, which go to make up the credit risks of to-day. First a student, then a teacher—a moulder of character—not merely a dispenser of credit, but a dispenser of good, wholesome, helpful knowledge, which goes to make men better sons, better brothers, husbands, fathers and merchants.

DETROITERS WELL SATISFIED

With Summer Business in Talking Machines—Late Summer Due to Cool Weather Helped Sales—With Vacations at an End Talking Machine Men Are Planning Lively Campaign for Fall and Winter Business, Which They Expect Will Exceed All Previous Years.

(Special to The Talking Machine World.)

Detroit, Mich., Sept. 12, 1912.

A statement made in this correspondence and reiterated several times, to the effect that there was business enough for another big talking machine store in Detroit, new business that actually could be created without detracting any from the business of the established companies, has been borne out by the record of the Farrand Co. since that institution's new store was opened.

The other stores are doing as well as ever, which is saying considerable, while the Farrand Co. is advancing at a rate that, for a newcomer in the talking machine field, is remarkable. E. K. Andrew, who is manager of that department, hardly ever is at his desk—always on the floor demonstrating and selling Victor talking machines. It is likely that some new demonstrating rooms will have to be provided before the holiday rush descends on the city.

The first week of September was much like a home-coming week in the talking machine circles here. Most notable was the return of K. M. Johns, manager of the Detroit branch of the Columbia Phonograph Co., General, after an absence of nearly a year, in which he visited nearly all of the Columbia branches east of the Mississippi as an auditor. Mr. Johns brought home with him unbounded faith in the prospect for a winter business all over the Columbia circuit which will make even the surprising volume of last year look like a mere shine.

S. E. Lind, in charge of the city wholesale business, who has been acting manager in the absence of Mr. Johns, took immediate advantage of the return of his chief to get off the job for a while. He went to St. Louis for his vacation. His pals all conceded that after holding down two jobs for a year, and that year a record breaker in the development of business in every department, he was entitled to all the vacation he could get.

Another home-comer was Max Strasburg, of the Max Strasburg Co., who has been touring the intricate East in a motor car, accompanied by his family for almost three weeks. He did not pay any attention to business affairs in the cities he visited. His route was by steamer to Buffalo, thence over the highways to Boston, down to New York and all the way home by motor, following generally the New York Central's course.

The Strasburg Co. is still balked in its plans for an extension of space, and Mr. Strasburg is worrying somewhat over the outlook. His present quarters were entirely inadequate to take care of the holiday trade of last year. The people who have the lease on the stores on both sides of the Strasburg corner know this, and apparently figure that as a matter of absolute necessity the Victrola shop will have to come to their terms. Mr. Strasburg would like to extend his holdings on both sides, thus retaining the desirable advantages of a corner location, with large frontage on two streets and light from all sides. But there is a limit to the value of even the best of locations, and Mr. Strasburg may be compelled to open a separate store somewhere. The present corner is too valuable to relinquish, and besides the lease has nine more years to run anyway. It is quite likely that there is room for still another big talking machine store.

Another home-comer was Mr. North, of the Victor Co., who has charge of the Victrola sales in Michigan. Mr. North does not reside here, but the Victrola business keeps him in Michigan so constantly that his resumption of activities September 1 was more like a home-coming than anything else. The Victor people all were glad to see him—Strasburg, Farrand, Doran and Grinnell Bros., the latter the largest Victor jobbers in the State. Manager Harry Rupp, of Grinnell

Bros., has himself just come back from a vacation.

Grinnell Bros. have joined the Canadian Talking Machine Association, an organization whose purposes are to advance the talking machine business in the Dominion. This step is taken because of the prominence of the Grinnell stores in Windsor, Chatham and Sarnia. The latter store is a new addition to the Grinnell string of branches, being No. 27 on the list. A full line of Victors is carried in all of the twenty-seven branch stores.

Talking machine dealers are speculating as to exactly what kept the summer business up almost to high water mark all through the months that ordinarily are dull. Generally they hold the weather responsible. Summer did not begin in Michigan this year until August 30. Since then the weather has been what usually is handed out in July. The coolness and the rain of June, July and August kept people in the city, instead of urging them to depart. Being home, they purchased talking machines and records for their entertainment.

Money which under ordinary conditions would have gone into the coffers of the steamship companies and into the cash tills of summer resort souvenir sellers and lunch rooms has been diverted largely to the bank deposits of the talking machine houses. The reasonableness of this theory is attested by the figures of the excursion steamship companies, the managers of those institutions setting forth that they carried a quarter of a million fewer passengers than they did last year.

Anyway, the talking machine folks got the business, and it does not seem that it was a discounting of the future either, for there is no let-up.

OUR FOREIGN CUSTOMERS.

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

(Special to The Talking Machine World.)

Washington, D. C., Sept. 6, 1912.

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

Aug. 17.

Antwerp, 2 pkgs., \$100; Barbadoes, 8 pkgs., \$200; Barranquilla, 20 pkgs., \$118; Berlin, 57 pkgs., \$1,473; Buenos Aires, 72 pkgs., \$7,593; Callao, 9 pkgs., \$112; Colon, 2 pkgs., \$143; Hamburg, 8 pkgs., \$408; Heilbronn, 4 pkgs., \$144; Iquique, 2 pkgs., \$112; 10 pkgs., \$665; Kingston, 9 pkgs., \$645; Kobe, 36 pkgs., \$1,332; Limon, 8 pkgs., \$221; London, 69 pkgs., \$3,118; 94 pkgs., \$1,158; Para, 26 pkgs., \$1,392; Rio de Janeiro, 69 pkgs., \$3,722; Shanghai, 7 pkgs., \$631; Trinidad, 7 pkgs., \$117; Vera Cruz, 43 pkgs., \$2,779.

Aug. 24.

Berlin, 16 pkgs., \$743; Callao, 5 pkgs., \$179; Cape Town, 40 pkgs., \$1,356; Dublin, 13 pkgs., \$566; Havana, 15 pkgs., \$463; 13 pkgs., \$472; La Paz, 6 pkgs., \$350; 8 pkgs., \$242; Liverpool, 68 pkgs., \$7,600; London, 47 pkgs., \$2,615; 54 pkgs., \$2,754; Maracaibo, 14 pkgs., \$1,437; Natal, 3 pkgs., \$229; Para, 35 pkgs., \$3,265; Porto Barrios, 2 pkgs., \$120; Vera Cruz, 158 pkgs., \$5,404.

Aug. 31.

Antwerp, 3 pkgs., \$1,405; Callao, 3 pkgs., \$164; Chemulpo, 8 pkgs., \$596; Cape Town, 93 pkgs., \$3,235; Etten, 28 pkgs., \$471; Guantanamo, 8 pkgs., \$207; Guayaquil, 3 pkgs., \$214; Havana, 7 pkgs., \$490; Havre, 16 pkgs., \$388; Iquique, 14 pkgs., \$839; La Paz, 8 pkgs., \$373; Limon, 4 pkgs., \$259; Montevideo, 8 pkgs., \$583; Rio De Janeiro, 43 pkgs., \$2,953; Shanghai, 10 pkgs., \$450; Tampico, 12 pkgs., \$203; 7 pkgs., \$286; Vera Cruz, 297 pkgs., \$8,227.

September 7.

Autofagasta, 7 pkgs., \$250; Batavia, 128 pkgs., \$1,003; Berlin, 6 pkgs., \$116; Buenos Aires, 14 pkgs., \$1,592; Callao, 6 pkgs., \$195; Guayaquil, 3 pkgs., \$364; Iquitos, 10 pkgs., \$135; London, 1 pkg., \$150; 273 pkgs., \$11,994; 64 pkgs., \$74,419; Maracaibo, 4 pkgs., \$102; Montevideo, 132 pkgs., \$14,665; Para, 24 pkgs., \$731; Port of Spain, 6 pkgs., \$313; Port Limon, 10 pkgs., \$528; St. Johns, 3 pkgs., \$112.

ENLARGES VICTOR DEPARTMENT.

Davis, Burkham, Tyler Co., Wheeling, W. Va., Remodels Main Floor of Building to Make Room for Additional Demonstrating Booths.

(Special to The Talking Machine World.)

Wheeling, W. Va., Sept. 9, 1912.

The Davis, Burkham, Tyler Co., of this city, which has met with great success in retailing Victor talking machines and records, has recently been compelled to remodel the first floor of its store in order to make room for several more demonstrating booths.

In redecorating the store the interior was finished in mahogany with white beading around the plate glass partitions, which gives a very attractive appearance. The interior of each room is finished and furnished differently. One is all white enamel, another golden oak, another mahogany, etc. The appearance of these rooms is causing a great deal of favorable comment from customers.

The rooms are connected by swinging doors, which enable a salesman to attend to the customers in one or more rooms at the same time.

This enterprising company has inaugurated a big advertising campaign for fall business, and with its splendidly equipped sales force and complete department expects to do a rushing business.

ANENT MISLEADING ADVERTISING.

The Effects of Such Publicity Pointed Out In Current Issue of the Voice of the Victor.

Under the caption, "Misleading Advertising which Helps No One and Hurts Your Victor Business," two pages in the September number of the "Voice of the Victor" are devoted to a discussion of the many evils that grow out of misleading advertising. In emphasizing the arguments advanced there is shown a copy of an advertisement in which a 50 per cent. reduction in the prices of record cabinets is so featured as to make it appear that the reduction also applies to the Victrolas illustrated and described in the lower section of the ad. It is pointed out how the reader is confused regarding the prices and how the price maintenance policy of the Victor Co., which has been largely responsible for the success of its business as well as the business of the dealers, is thus undermined in the eyes of the public.

The Victor Co. watches all the advertising of its dealers very carefully and calls attention to all apparently misleading advertisements at once, even when it is apparent that the motive is all right. A sample letter, commenting upon the specimen advertisement, is also published in the "Voice of the Victor."

AT THE SUMMIT OF THE ANDES.

Where a Traveler in Peru Finds a Talking Machine in Action.

Travelers bring back strange tales as to where they have heard the Victor, but one of the most vivid is that of an American mining engineer who lately visited the mountain hamlet of Poto in Peru, near the summit of the Andes. Said he:

"While convalescing from malarial fever contracted in lower altitudes, I passed the time in listening to a Victor talking machine which was the property of some of the American miners employed there, and without which they said they would hardly undertake to stay there at all. The Caruso selections were specially fine. I wondered what the famous tenor would have said if he could have heard his voice three miles up in the air, where, on account of the rarified atmosphere, he himself could not have sung a note!"—The Voice of the Victor.

Educate those under you to make the best of their time and allow them to take a rest when you can, for they will return clear-headed and do their duty better. The deep, hard thinker is usually the best worker.



Style 102

THIS picture will give you a faint idea of the attractiveness of *this* talking machine record cabinet. If we literally filled the page with cuts we would succeed only in giving a partial idea of our line. So we want to confine ourselves to a talk about one cabinet, this Style 102, because it is a beauty and is representative of our whole stock.

Did you ever try to run a warped record on a talking machine? Then you will appreciate one of the good points of Style 102. The shelves are arranged horizontally and records lying in them *can't* warp. Did you ever try to cram four or five records into one compartment with the result that you scratched all the records, probably split some of the compartment shelves, and lost your temper to boot? With Style 102 you wouldn't have tried that. *One* shelf is made for *one* record; each shelf is numbered and you know where each particular record goes. Furthermore *every compartment is felt lined, and felt cannot scratch.*

Notice our large needle box on door, which has a separate cup for loud, medium and soft tone needles, also extra holder for used needles. Very convenient.

You cannot get a neater, more compact, or better made cabinet than the Salter Style 102. It is a handsome piece of furniture.

And, Mr. Merchant! If these good points in a cabinet appeal to you they will appeal to *your* customers. Remember that.

Salter products are not limited to talking machine record cabinets. The new catalogue will show talking machine record cabinets, sheet music cabinets, combinations of sheet music and player roll cabinets, in half a hundred different styles, all of the latest design and up to the Salter standard of quality. Write for catalogue.

"It's hard to find the equal of the Salter."

SALTER MANUFACTURING CO.

337-343 NORTH OAKLEY AVENUE

CHICAGO, ILLINOIS

RECORDING VIBRATIONS.

Rev. F. C. Odenbach, of Cleveland, an Inventor of Note, Discusses His Latest Apparatus for The Audible Recording of Material Vibrations.

(Special to The Talking Machine World.)

Cleveland, O., Sept. 12, 1912.

Somewhat along the line of the possibilities and productions of the phonograph are the inventions of the Rev. Frederick L. Odenbach, director of the meteorological and seismological observatory of St. Ignatius' College, of Cleveland. He is a scientist and astronomer of more than local note, who has invented a number of instruments which accurately diagnose terrestrial phenomena. Philosophy, theology, the natural sciences, chemistry, insect study, clock-work and mechanics generally, in fact, anything puzzling, have been his constant and welcome studies and investigatory tasks. At present he is evolving an apparatus for the audible recording of material vibrations. In an interview he said: "I am now engaged in the construction of an instrument that may enable my ear to tell me more about the identity of vibrations than my eye tells me at present. This instrument in brief consists of a platinum contact pressing against the diaphragm of a microphone, constructed on the style of that used in modern telephony, and having a battery and telephone receiver in circuit. At present we can record every sort of vibration on sheets of smoked paper. The undulating lines show the variation of these vibrations as well as their frequency and length and shift. We know the vibration is going on somewhere, but as to its identity—exactly what it is—we cannot definitely determine.

"Now, I suspect that many of the vibrations that our present instruments record are caused by the breaking of waves on the lake shore. There is a certain rhythm and similarity of lines on the smoked paper record that suggests the surf coming in at regular intervals. When my instrument is finished I will listen through the telephone re-

ceiver at the same time the smoked paper shows a recurring vibration. Calling up the harbor master I will ask him to time by seconds the break of the waves. They may—as I suspect—exactly correspond with the beats of my receiver and the marks on the record paper. If this experiment proves correct, when an exactly similar record is shown on the paper again and through the receiver, I can be reasonably sure that it is the waves rolling in on the lake shore.

"Then, by the same method, the sound of certain trains passing certain points can be positively identified. For instance, suppose I get the time tables of various roads. Their vibrations come at a certain time. My record paper shows exactly what their vibrations are. My new instrument will identify it beyond all reasonable doubt. Eventually I would thus be able to tell by the quality of the sound that such and such a train was causing the vibration, even though I had no time table to verify the particular hour, and could thus locate it, although at a considerable distance."

CO-OPERATION AND ITS VALUE.

Where Conflicting Elements in a Trade Are Brought Together All Have Greater Prospect for Success—Value of Trade Association.

Trade associations have made possible the bringing together of conflicting elements, where these subjects which are so vital to our individual prosperity may be discussed in a most friendly and impartial way, wholly for the purpose of benefiting all alike. It is really remarkable sitting in one of these trade conventions to note the interest that each takes in the welfare of his competitor, and the co-operative effort that is exerted for the betterment of general trade conditions. Each is apparently most anxious to contribute something gained through his own experience that will make for the general good. We have learned that co-operation is the password to success—not necessarily in the maintenance of prices, but co-opera-

tion in establishing more cordial relations; co-operation in discarding that which is harmful and developing that which is good, co-operation in developing friendships, and eliminating strife, co-operation in establishing those higher ideals which are so essential to the general welfare and permanent success.

It is most pleasing to note that the manufacturers are also included in this national movement for co-operative effort. As the movement gains force, and purposes are better understood, members will increase more rapidly, and collectively we will exert a most potent effort in establishing and maintaining an era of long-continued prosperity.—W. M. Pattison in the Dodge Idea.

RECORD A WELCOME MESSENGER.

California Mute, Learning to Talk Under Direction of St. Louis Teacher, Makes Record of His Voice to Acquaint Parents With Progress Made—Message of Hope and Joy.

(Special to The Talking Machine World.)

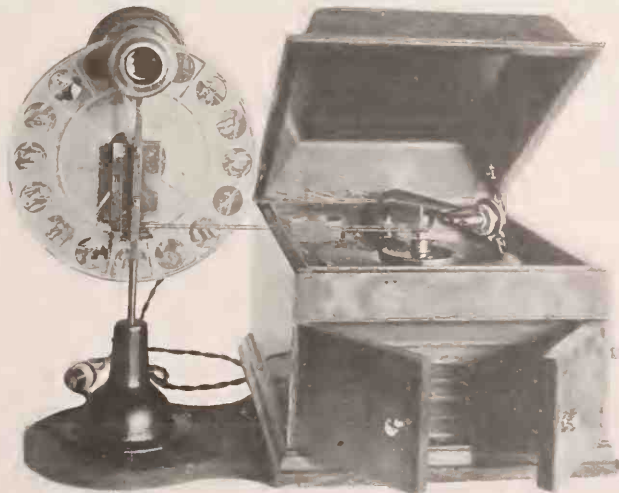
St. Louis, Mo., Sept. 10, 1912.

Mark Silverstone, president of the Silverstone Talking Machine Co., made a record for a visitor to the store a few days ago that carried a message of hope and joy to a certain home in Los Angeles, Cal. Mrs. Beatrice Henderson, who conducts a "special school for special needs" in Kirkwood, a St. Louis suburb, came to the store accompanied by a 12-year-old boy, called Joe, who had been under her care for a year. This boy, she explained, was entirely unable to talk when he was sent to her and that she had learned his trouble and by careful training had him so that he could read ordinary words and she wished him to make a record so that his parents could hear his voice for the first time in their lives. Joe was a bit nervous for this important undertaking, but with some care on the part of Mr. Silverstone he soon made, under the circumstances, an exceedingly creditable record, and one, which those who heard it repeated declare, was a very natural one.

THE ADAPTOR

Attach it to any Disc Talking Machine in one second by one move of the hand.

It automatically illustrates the record being played.



You need this *Illustrator.*

Entertain and amuse your trade.

It's New.

We will tell you about it.

Use It 3 Ways

1 { Talking Machine Illustrator
See the pictures in the song

2 { Show-Window Advertiser
Present changing pictures of the great artists

3 { Home Stereopticon
Project your vacation views life size

PICTURE-DISC COMPANY

Los Angeles, Cal.

Whatever business the Columbia "Favorite" at \$50 is too expensive to meet, can certainly be met by the Columbia "Eclipse" at \$20. You make a good profit on either, and satisfy your customer in the bargain.



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

KEEP UP THE FIGHT AGAINST THE OLDFIELD BILL.

Now That Congress Has Adjourned, Without Any Action Being Taken, It Is Time to Bombard Congressmen and Senators with Facts and Figures Why the Bill Would Be a Menace if Enacted Into Law—Strong Letter Being Sent to Legislators.

It is a source of gratification to the talking machine trade, and indeed to every merchant in the United States that Congress has adjourned without any definite action being taken on the Oldfield Bill, which threatened to undermine the present one-price system of selling goods and demoralize merchandising conditions generally.

The Oldfield Bill, however, is still a "live issue," and between now and the next session of Congress, dealers must keep up a live cannonading of their Congressmen and Senators, to the end that they may be fully informed of the unjust provisions of this Bill. There is ample time not only to write them, but to talk with them in person, and thus point out how every business may be injured by the proposed Oldfield amendments.

If this educational campaign is kept up during the recess of Congress, and every dealer does his share, there is no reason in the world why this bill should not be finally rejected.

We understand that within a week or so, a copy of an article on this subject, entitled, "Price Cutting a Restraint of Trade," which has been prepared by Eldridge R. Johnson, President of the Victor Talking Machine Co., will be sent to every Congressman and Senator; to every editor, publisher, and business manager of every important publication in the United States, as well as to every manufacturer who advertises his goods, and to every Victor dealer.

A very excellent letter entitled, "Price Regulation and the Consumer," is now reaching members of the House and Senate. It covers a phase of the patent situation which is illuminating and which must prove a source of information and education to our legislators. It reads as follows:

Dear Sir:—In compliance with your desire for the fullest information on the subject of the proposed revision of the patent laws, the writer would respectfully ask consideration, at your convenience, of two of the many sides of this question.

It is proposed in the bill (23417), reported by the Committee on Patents, to deprive owners of patents of the right thereunder to regulate resale or retail prices.

The Supreme Court of the United States in its recent decision in the case of Dick vs. Henry, affirmed such right under the patent grant by the government.

One purpose of the proposed legislation is to nullify that decision and leave to patent owners no other recourse than an action under the law of contracts.

The purpose of this communication to you is to emphasize two points: First—That the committee's contention that those manufacturers who are acknowledged by them to have justified price control will be safeguarded under the law of contracts, is untenable and, Second—That the existing system, both of necessity under changing trade conditions, is the consuming public's best weapon of protection against mendacious advertising and the swindling methods of a large and increasing class of department stores.

The inefficacy of the law of contracts in many cases will be conceded if we take, as an illustration, the Ingersoll Dollar Watch.

The manufacturers of this article have 61,000 retail dealers selling these watches. The impracticability of attempting to supervise and have legally executed in all parts of

the world 61,000 individual contracts is almost self-evident; or, granting that such a system is possible, a suit for damages must necessarily be based on a specific violation of a contract; that is, in the case of this article, on the sale of one Ingersoll watch for more or less than one dollar. The damages that could be proved from each violation would naturally be insignificant as compared with the expense which each suit would involve.

In the determination of this question it must be recognized that it is a trade condition and not an economic theory that confronts Congress; a trade condition which is the result of precisely the same tendency that has produced the trusts.

The modern department store is in effect a retail trust and in so far as it is uncontrolled employs the same tool, ruinous price cutting, to build its business and to destroy its smaller and weaker competitors.

As a result, distribution is confined to fewer hands, the manufacturer's output is lowered, thereby raising his cost, the small dealer is crushed, and the consumer is injured by lessened opportunity to purchase and by eventual increase of prices or reduction of quality necessitated by the smaller production.

As a practical illustration of the way price regulation benefits the consumer, let us take as naturally as we may a hypothetical case.

You have a young son who greets you some evening with the glad tidings that his birthday is on the morrow and that when Johnnie Jones had his, his pa gave him a watch and a new baseball. You know the kind of watch he wants, but you ask him about the baseball and he promptly says "Spalding, dollar and a quarter." He knows. You immediately "dig down" and produce two dollars and a quarter, cautioning him to be sure to get an Ingersoll watch and, as he goes racing down the street, you settle down to your evening paper confident that he'll get your money's worth because *you know the prices and you trust the manufacturer.*

Pretty soon he comes back with a long face and says that the Soakem-Good Company is just out of both Ingersoll watches and Spalding baseballs, but they say they've got some other makes better for less money. You don't say: "That's good, go and get them." Oh, no! You lay down your paper and put on your hat and say you guess you'll go along with him. Why? Because *you don't trust the dealer.*

In this case you are the consumer. As long as your boy was going to buy at fixed prices you knew they couldn't swindle him, but the moment you found he was up against unknown goods at unfixed prices you thought you'd better watch the game.

Is it or is it not a good system for the consumer? How many of the wage-earners of this country know any more about values than your boy? I am,
Yours faithfully.

P. S.—It is important to consider the character and conscienceless methods of the only class of concerns that favor this legislation and for your information I enclose a reprint of a statement made to the committee by the writer on May 24, last. "PRICE REGULATION PREVENTS EXTORTIONATE PROFITS."

This campaign of education will be kept up for some time to come, and dealers should also be on the alert to every opportunity that presents itself so as to head off this unwise bill becoming a law at any future session of Congress.

It's well enough sometimes to let a customer have his last word; he'll think over his victory, pro and con, and often see his mistake.

THE PHONOGRAPH ATTRACTS FISH.

Skill of a Brooklyn Disciple of Walton Revealed Through Suit Brought by the Game Protector of Sullivan County, N. Y., in Which the Phonograph Plays the Star Role.

(Special to The Talking Machine World.)

Monticello, N. Y., Sept. 9, 1912.

Being of a purely original turn of mind, John Read, who once was an assemblyman from Brooklyn, saw its possibilities as soon as the idea occurred to him. That is why the first phonograph salesman who happened by Mr. Read's estate on the shore of Sackett Lake, a short distance from here, found his commissions unexpectedly increased, and that is also why Mr. Read gave vent to some perfectly good oratorical explosions to-night when he learned that his hitherto undiscovered scheme had resulted in making him the defendant in a unique suit, started, according to Mr. Read, by the most unsportsmanlike sportsmen who ever have invaded Sullivan county.

As everybody knows who is acquainted with that territory, no better bass pond than Sackett Lake ever existed in New York State. But when the big idea came to Mr. Read, chagrin, disappointment, empty baskets and other unpleasant things developed for fishermen who had sung the praises of Sackett Lake for so long they could recite their commendatory orations backward. Day after day they sought to learn the reason for their inability to lure any of the finny inhabitants of the placid lake within two miles of their choicest flies. Cast or troll, the result was the same.

Then, out across the waters of the lake there came to the receptive ears of the fishless fishermen the vibrant notes of an operatic selection. The lure was too great to be resisted and as their boats drifted on toward the spot from which the music was pouring in ever increasing volume they made no effort to coax the bass from their hiding places.

Then, suddenly, the secret was out. Straight across the lake the fishermen saw the unperturbed Mr. Read cast, draw in his line, then cast again. At each return of the Read hook another fine specimen of the bass family landed safely on the bottom of Mr. Read's fishing craft.

The irate fishermen looked at Mr. Read and then at one another. They said things not thoroughly appreciated by Mr. Read. Then they hurried to the home of Isaac Stevens, game protector, and lodged a complaint against Mr. Read.

"I couldn't hire an orchestra," explained Mr. Read to-night, "so I bought a phonograph, placed it on the porch of my bungalow and let it play. Visitors were made happy and the bass were hypnotized. I and my friends never needed to cast twice while the phonograph was playing. Why can't those fellows get a phonograph of their own or else be sports and go where the fishing's good? I'll go to the United States Supreme Court to prove that the phonograph does not constitute an unlawful advantage."

Then he placed the phonograph in his boat house, directly above the water.

LANDAY BROS. TO HANDLE PLAYERS.

The Prominent Victor Distributors in New York Become the Representatives of the American Piano Co., and Will Handle Rythmodik Player Rolls and Player-Pianos—A Chat with Mr. Landay, and His Plans.

One of the most interesting agency appointments which has been made in some time in the music trade was announced this week, when Landay Bros., Inc., of New York city, were selected as representatives of the Rythmodik player rolls. The concern will also handle player-pianos made by the American Piano Co.

Landay Bros., Inc., are among the best-known Victor distributors in the United States, and now operate four stores where Victor goods are handled exclusively.

In order to give the Rythmodik player roll its proper representation Landay Bros., Inc., have rented an additional store next door to their warehouses at Fifth avenue and 46th street, wherein the American Piano Co.'s product will be shown exclusively. The said store is now being fitted up in a manner that will be a credit to the lines represented therein.

Landay Bros., Inc., is the first talking machine house of importance to make a feature of music rolls and player-pianos. In chatting with The World, Max Landay, of Landay Bros., Inc., said: "I have been interested in the music roll situation for some time, and, after investigating the various player rolls on the market, have decided upon the Rythmodik, which was drawn to my attention by B. Feinberg, special representative of the Rythmodik player roll.

"One objection to the music roll business heretofore has been the uncertainty of prices, and abuses have crept in, such as cut-rate fights, etc. In looking over the music roll situation one of the important features was not to handle any roll that did not have a fixed price.

"The success of the Victor talking machine business has largely grown out of the fact that the dealer knew exactly where he was at and that a strict one-price has been maintained, enabling him to get a reasonable profit. The talking machine companies have protected the dealer, and as soon as the music roll manufacturers will do the same there will be unquestionably a larger number of music rolls sold.

"We are assured that Rythmodik player roll prices will not be subject to fluctuation and that a fixed price will prevail. This, as stated above, was one of the important reasons for deciding upon the Rythmodik, but, among the other important reasons was the fact that it reproduced the playing of a piece of music as perfectly as if the artist himself was there to play it. It has none of the objectionable mechanical reproductions which are so evident and noticeable in many player rolls."

ALLEGES PATENT INFRINGEMENT.

Victor Co. Makes Public Letter Sent by Horace Pettit, the Company's Attorney, to Keen-o-phone Co.—Reply of Latter Company.

The Victor Talking Machine Co., Camden, N. J., has just sent out to the trade a copy of a notice served by its counsel, Horace Pettit, upon the Keen-o-phone Co., of Philadelphia, Pa., alleging infringement of various patents controlled by the Victor Co. Special attention is called to the large cabinet machines having enclosed horn construction, motors and sound boxes. Ten patents held by the Victor Co. are specifically mentioned in the matter, eight of which are claimed to cover products of the Keen-o-phone Co., already advertised and on the market, and two to cover the manufacture of disc records.

The Keen-O-Phone Co., Philadelphia, Pa., in replying to the letter recently sent to the trade by the Victor Talking Machine Co., charging the former company with infringing various patents owned and controlled by the Victor Co., denies in an open letter that its machines infringe the Victor patents in any particular and claims that the

Keen-O-Phone machines are constructed along original lines and are covered by patents and pending applications controlled by the manufacturers. The company also states that it will defend any action brought against it for patent infringement.

SINGING FOR TALKING MACHINES.

An Odd and Interesting Occupation in Which Women May Make "Good Money."

How many of those who on a summer evening listen idly to the music of the phonograph reeled off so easily and carelessly ever stop to think how those records were made or to wonder what were the emotions of the musician who poured sweet sounds into inanimate ears, without any of the inspiration of lights, flowers, beautiful clothes and an applauding audience?

Although it doesn't bring so much glory as singing at the Metropolitan Opera House, this business of singing for records is a very lucrative one. Caruso is said to make \$150,000 a year in this humble fashion, and stars of lesser magnitude may count on \$2,000 annually, which means much more than it would if gained behind the footlights, because the phonograph does not demand that its entertainers keep up with the latest caprices of fashion. In the beginning, however, it is rather trying.

"Stage fright is nothing to the feeling with which one confronts that awful horn," testifies a young woman who is now singing for these silent audiences, "and afterward, when the record is played and one hears every false note, every clearing of one's throat, even an audible swallow, it is a wonder anyone ever has the courage to try again. Yet it is a wonderful experience, and one realizes as one never could otherwise how truly marvelous is the talking machine.

"The room where we make our records is an absolutely bare, barnlike place, with a board partition at one end, dividing the room proper from the small space where the recording instrument is placed. The horn into which one sings is suspended from the ceiling, and protrudes through an opening in the partition. Grouped around it are the musicians of the orchestra, seated on elevated chairs, their music hung in front of them on strings and weighted so as not to swing too much in any chance breeze. The instruments themselves are the strangest looking things, the violins having, instead of the regular body, a hollow tube affair, in which are arranged the strings. The 'cellos are skeleton in construction—no sides and very slight wooden supports separating the top and bottom of the body. And to every instrument is attached an aluminum horn, directed toward the large horn in the wall, to concentrate the sound waves.

"The singer is placed on a little platform directly in front of the large receiver, then when all is in readiness he or she slips down out of the way of the sound waves. A light gives the signal and the conductor, who is perched even higher than the musicians, starts the orchestra. At the side of the soloist is an assistant, who, when the orchestra begins, puts into the mouth of the horn a large extension, so as to catch more of the sound, and when the introduction is finished quickly removes it. Then the soloist, rising and standing quite close to the horn, sings. It is rather distracting, for one hears one's voice become at once concentrated and more vibrant than usual, and one must remember those dreadful little sounds which an audience would scarcely notice, but which the horn records relentlessly.

"On finishing the verse one steps down below the level of the horn. The assistant once more puts on the extension and keeps it in place until the second verse starts. This assistant is a most useful person for those new to making records, for he sways one first forward when one is using the middle or low register, then back for the high notes. If the singer makes a mistake he stops. If anything goes wrong with the recording instrument a bell rings and all stop, to begin over again at a given signal.

"After the song is finished the record is played. One listens to see where it can be improved. Perhaps in places the orchestra is scratchy. If so, they rehearse the weak spots once or twice; then again they take their positions, await the red starting signal and try once more.

"The wax discs on which the records are actually made are behind the partition, and all about is a mass of what at first looks like fuzz or fluff, but is in reality wax spun off by the needle. These wax imprints are sent to the factory—about four or five are made of each song—where a metal impression is taken from them. From this pattern the hard black records are manufactured."—New York Tribune.

MILNOR SUCCEEDS BRUSHABER

As Head of the Dictaphone Department of the Columbia Co.'s Chamber Street Store—Mr. Brushaber Engages in Business in Newark.

O. Brushaber, for a long time the manager of the Dictaphone department of the Columbia Phonograph Co. store at 89 Chambers street, New York, has resigned that position and removed to Newark, N. J., where he will operate a Dictaphone salesroom for himself. The Dictaphone out-



N. F. Milnor.

look in Newark is of the best and there is little doubt that Mr. Brushaber will be hugely successful.

N. F. Milnor will fill the vacancy as Dictaphone manager at the New York store. Mr. Milnor has been for the past five years connected with the Oliver Typewriter Co. as manager of the branch at Memphis, Tenn., and as superintendent of sales in New York. He is equipped with a business knowledge which is suited to his new vocation and is already producing results with the Columbia Co.

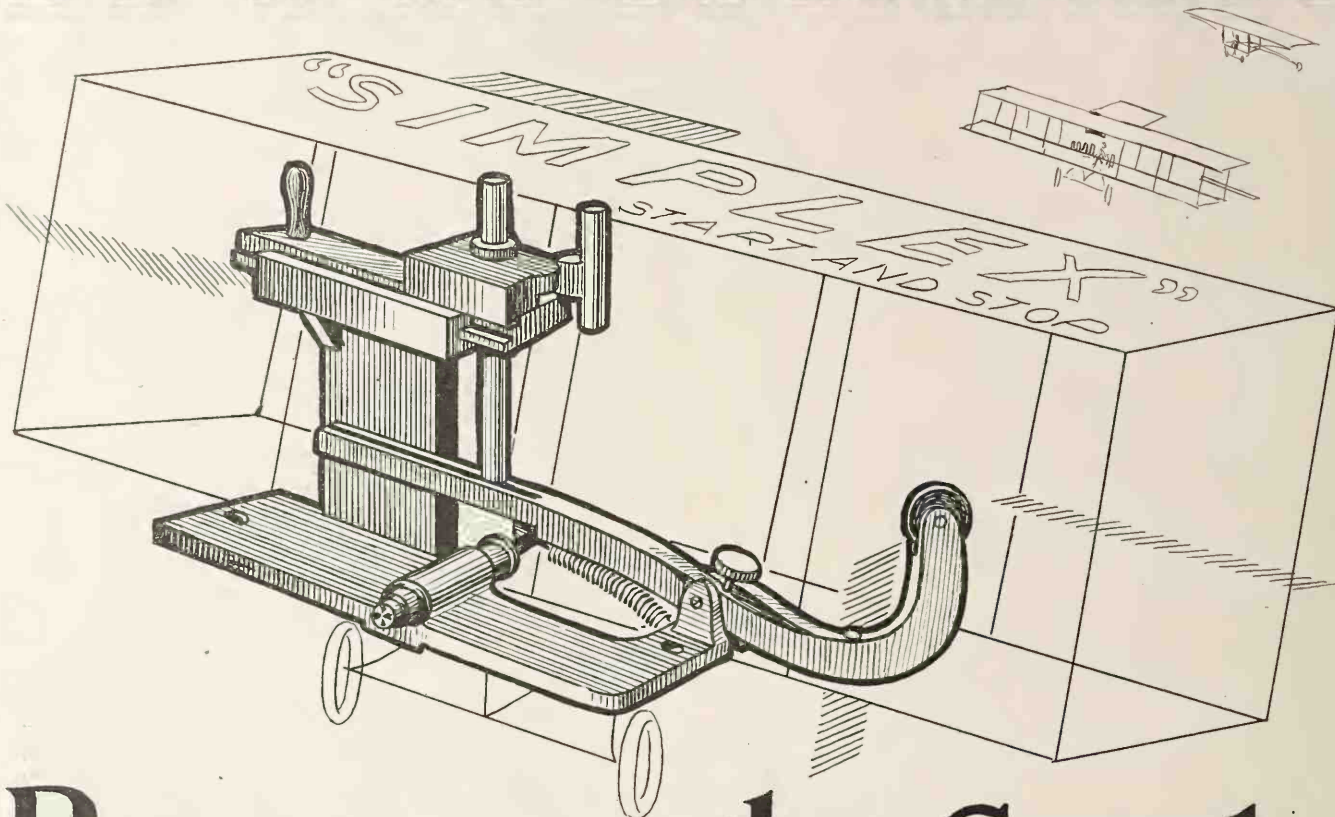
Write To-Day

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

IT'S A WINNER



Because the Goods Are Good!

Manufactured by

STANDARD GRAMOPHONE APPLIANCE CO.

173 Lafayette Street, New York

Sales Agents: Talking Machine Supply Co.

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

Leading Jobbers Handling the SIMPLEX

- | | |
|--|--|
| Baltimore, Md.....Cohen & Hughes, Inc. | New York, N. Y.....Blackman Talking Machine Co.; S. Bloom, Inc.; Emanuel Blout; |
| Birmingham, Ala.....E. E. Forbes Co. | I. Davega, Jr., Inc.; S. B. Davega Co.; Greenhut-Siegel Cooper Co.; Landay Bros., Inc.; Silas E. Pearsall Co.; John Wanamaker. |
| Boston, Mass.....Oliver Ditson Co. | Omaha, Neb.....Nebraska Cycle Co. |
| Brooklyn, N. Y.....American Talking Machine Co. | Peoria, Ill.....Putnam-Page Co., Inc. |
| Buffalo, N. Y.....Neal, Clark & Neal Co. | Philadelphia, Pa.....Penn Phonograph Co., Inc.; The Talking Machine Co.; H. A. Weymann & Son, Inc. |
| Cincinnati, O.....The Rudolph Wurlitzer Co. | Pittsburgh, Pa.....Standard Talking Machine Co. |
| Cleveland, O.....The Eclipse Musical Co. | Providence, R. I.....Manufacturers' Outlet Co. |
| Columbus, O.....Perry B. Whitsit Co. | Richmond, Va.....The Corley Co., Inc. |
| Des Moines, Ia.....Harger & Blish, Inc. | St. Louis, Mo.....The Aeolian Company of Missouri; Koerber-Brenner Music Co. |
| Dubuque, Ia.....Harger & Blish, Inc. | St. Paul, Minn.....W. J. Dyer & Bro.; Koehler & Hinrichs. |
| El Paso, Tex.....W. G. Walz Co. | Washington, D. C... Robert C. Rogers 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. | |

L. J. GERSON ENTERTAINS STAFF.

Manager of the Talking Machine Department of the John Wanamaker Store Acts As Host for the Employes of the New York Department on Labor Day at His Farm Near Palisades, N. Y.—Have Enjoyable Time.

The staff of the talking machine department of John Wanamaker's New York store had a thoroughly delightful outing on Labor Day, when the members were entertained by Mr. and Mrs. Louis

cept at Brookdale, where, nevertheless, it was cloudy and threatening, and as a necessity the outdoor entertainment originally planned was curtailed. However, the day was spent almost wholly out of doors, and the "boys and girls" helped themselves to such sports as tennis, baseball, croquet, riding and walks through the woods and fields. In the middle of the day an old fashioned country chicken dinner was served in the house, covers being spread for twenty-one.

The crowd returned to the city about 7 p. m. looking tired but quite happy and thoroughly ap-



Employes of Wanamaker's Talking Machine Department at Mr. Gerson's Farm.

Jay Gerson, at their country place, "Brookdale," in Rockland County near the town of Palisades, N. Y. When the party reached the railroad station at Sparkhill automobiles were in waiting to take them the two and one-half miles to the farm, which is on the State line and about half a mile from the Hudson River.

Labor Day was chosen for the outing for it was a legal holiday and coming at what is practically the end of the summer provided a fitting close for the vacation season.

It rained almost everywhere on Labor Day ex-

preciative of the generosity of Mr. and Mrs. Gerson.

Among those invited were: Alexander Russell, H. B. Bertine, Martin B. Lynch, Edward J. Kierman, Alice M. Dillon, Anna C. Deady, Yetta Klinger, Charlotte S. Conroy, Helen L. Slade, Bertha C. Johnson, Geo. M. Boyce, James G. Martin and wife, J. H. D. Rehberger, Chas. J. Collins, James Bratherton, Sadie Davidson, John P. Rice, Joseph Fonte and wife, Howard Arnold, Nelson Hartford, Samuel Terry, Rose Flavin, James Livingston, Rebecca Morton and Mr. Van Wulven.

GRINNELL BROS.' EXPANSION.

Talking Machine Departments of the Grinnell Business to Be Benefited by Recent Incorporation of the Concern with Capital Stock of \$3,750,000—Employes Become Interested in the Business.

(Special to The Talking Machine World.)

Detroit, Mich., Sept. 10, 1912.

The talking machine department of the various stores of Grinnell Bros. are destined to share in the advancement which is sure to accrue through the incorporation last month of this, the largest retailing and manufacturing establishment in the music trade in this city, and which controls twenty-six branch stores in Michigan and Ontario, Province of Quebec. The capital stock of the new company is \$3,750,000, all paid in, and the officers include the three Grinnell brothers, Clayton, Ira L. and Albert A. Grinnell, Clinton L. Nye, head of the financial department, and Seward E. Clark, general manager of the branch stores department and of the big store in this city.

Two million dollars of the stock is common and \$1,750,000 is preferred, which is subject to redemption at par thirty years hence at a par value of \$100 per share and carries interest at 7 per cent, payable quarterly, cumulative and payable before any dividend shall be set aside or paid on the common stock, thus offering full protection to the holders of the preferred.

The assets of the company include \$216,500 in cash, stocks and interests in Detroit, Kalamazoo, Lansing, Flint, Ypsilanti and Hancock valued at

\$790,315.26, including a lease for ninety-nine years on the real estate occupied by the Grinnell Bros.' Detroit building at 243-245-247 Woodward avenue, copyrights on forty-one sheet music compositions valued at \$100,000 and three patents on player-pianos.

The stock of the corporation is divided into 37,500 shares, of which Clayton A. Grinnell holds 6,250 shares of preferred and the same of common, Ira L. Grinnell holds similar amounts of each kind of stock, Albert A. Grinnell five hundred of preferred and five hundred of common, Clinton I. Nye a hundred and fifty shares of each kind and S. E. Clark fifty of each kind.

Grinnell Bros. have been in business here for more than a quarter of a century, but always as a partnership. They have advanced from a small beginning to a position of influence throughout the State, having a branch store with a resident manager in every city of more than 10,000 population in Michigan, with the exception of Grand Rapids.

The firm also has a manufacturing plant in Detroit which compares favorably with a big proportion of those in the country, and a smaller one in Windsor, from which their Canadian trade is supplied. Grinnell Bros. have long handled Victor talking machines and records with great success.

"Have you ever read the article on how to tell a bad egg?" asked the Inquisitive One at the hotel table. "No, I haven't," replied the Traveling Salesman, "but my advice would be, if you have anything to tell a bad egg, why, break it gently."

THIRTY YEARS OF ELECTRIC LIGHT.

It Was on September 4, 1882, That Thomas A. Edison Started the World's First Central Station in New York City—An Interesting Description of the Event.

Thirty years ago, or to be more precise, on September 4, 1882, Thomas A. Edison started in operation the world's first central station for the supply of incandescent electric lighting for commercial purposes.

It was 3 o'clock in the afternoon of that day, in an old brick building, a converted warehouse, in lower Pearl street, New York, that steam was turned into a single dynamo and current was sent through underground cables into about 400 lamps that had been distributed through a territory about a mile square.

The newspaper accounts of the demonstration read curiously in this day. While it was generally admitted that the exhibition had been a success so far as proving that the incandescent bulbs gave light, there was a dubious feeling running through the reports as to whether the invention could be made commercially successful.

In the Sun's report Edison's appearance on that occasion was thus described: "He wore a white high crowned derby hat and collarless shirt," and in an interview which followed Mr. Edison was quoted: "I have accomplished all that I promised. We have a greater demand for light than we can supply at present, owing to the insufficiency of men to put down the wires."

Since that day thirty years ago, this city has had electric lighting with only two interruptions, the second and most serious one of which was in 1890, when the old Pearl street station was destroyed by fire.

On this occasion before the flames even had been routed, new dynamos were ordered. In less than four hours' time service had been re-established in other quarters. One of the old "Jumbo" dynamos, designed by Edison himself, was saved from the fire, and is now treasured as a relic of the old days.

Thirty years ago fifteen miles of underground cable sufficed to connect all the installations. Now 1,400 miles of "underground" sends current to 5,250,000 lamps, while the bills are ticked off by 159,000 meters.

The first electric motor was put on the lines in 1884. For six months previously it lay upon the shelf before any one could be found who was willing to experiment with this novel apparatus. Today in New York City 337,000 horsepower is used in motors.

Instead of the old reconstructed brick building at 257 Pearl street that housed the six "Jumbos," as the old time generators were called, there are now two Bastille-like structures covering two city blocks.

LOST MOTION AVOIDABLE.

Lack of System in Shipping and Handling Goods a Big Factor in Costs.

There are too many merchants—not only retailers but wholesalers—there is too much lost motion in selling and reselling, shipping and re-shipping, and every time the goods are handled, on goes an extra to the price, which does not add to the value of the article to the consumer. Ask any merchant if there are not too many in the distributing market; he is sure to say yes. Of course, it is always the other fellows that ought to get out—but that does not alter the fact that the excess of shopkeepers is recognized. The problem is to eliminate waste or reduce its sting.

A great howl goes up about mail-order houses. I do not care to defile or defend them. I do say that there must be some reason for this great development in business, and it strikes at a part of our distributing methods that needs attention.—M. W. Mix.

The man who loafs on his job soon discovers that every day in the year is Friday the 13th.

For four \$5 bills

A genuine Columbia—



To our good friends, those talking machine dealers who still, for one reason or another, are missing a mighty good thing, and needn't miss it, and ought not to:

This advertisement, in the Saturday Evening Post this week, marks the opening of the Columbia fall campaign with the greatest money's worth of musical instruments ever built.

Get the size of this instrument in your mind—15 $\frac{5}{8}$ inches square! Gather the significance of such an instrument in quartered oak, well finished and equipped with that astonishingly attractive feature, the Columbia tone-control shutters!

This same "Eclipse" in mahogany will list at \$25. And all it needs is a comparison against all comers. Anything in the world at \$25, set up alongside the mahogany "Eclipse," is discounted at first glance—the only mahogany machine on the market under \$40.

Sum up this offer—and what it means to your business:

1—A machine at \$20 bigger and better than anything on the market at near the price.

2—Furnished in mahogany at \$25—the only machine on the market in mahogany under \$40.

3—Offered at terms that are easy for you and for your customers.

4—A Columbia Demonstration Record free—to you, and from you to your customers.

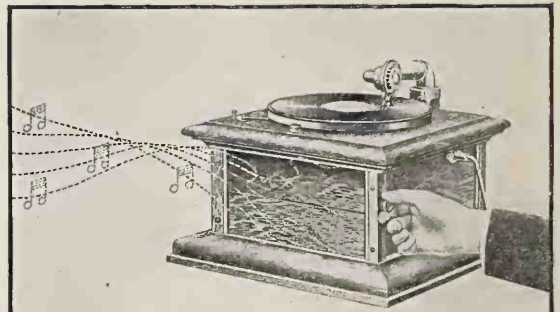
5—A signed guarantee with every machine.

Don't be caught "without the goods"!

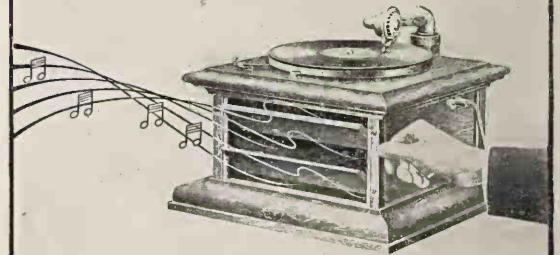
COLUMBIA

PHONOGRAPH CO.

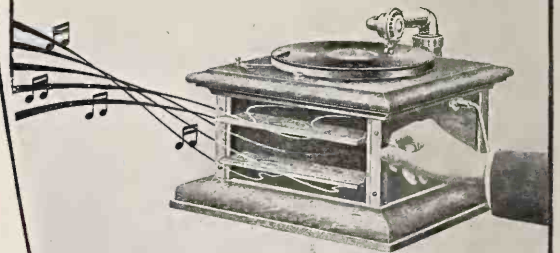
Tribune Building, New York



With the Columbia tone-control shutters closed, the volume of music is very soft, yet round and natural.



With the Columbia tone-control shutters partly open, the music is brought nearer, with its resonance somewhat less restrained, yet with no loss of definite detail.



With the Columbia tone-control shutters wide open, the full, brilliant, vibrant notes of the singer's voice, and the unconfined music of the band or orchestra, pour flooding out.

COLUMBIA

one a month) on free trial
 —full size and complete

FREE

With each instrument delivered within thirty days, this Columbia Demonstration Double-Disc Record.

The "Eclipse" measures 15 $\frac{3}{8}$ inches square. Like all Columbias, regardless of price and in contrast to others, this instrument has a continuous tone-chamber, with the motor-mechanism separated and insulated. See the diagram below.

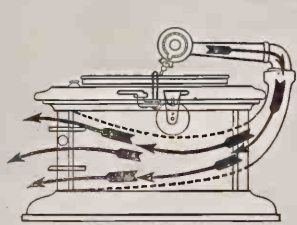


Diagram showing the continuous tone-chamber.

Every money-making reason for carrying the Columbia line gets a fifty per cent. increase of strength by the adding of this new 1913 model. Not too cheap to be perfectly satisfactory to your customers, nor to be unprofitable to you, yet not so expensive that anyone need to think twice before buying—and just as good a record-selling medium as our \$200 Grafonola, because, absolutely, the tone-quality is there.



"ECLIPSE" HORNLESS GRAPHOPHONE

REVIEW OF THE TRADE SITUATION IN NEW YORK.

Summer Business Makes Satisfactory Showing—Fall Opens Up with Demand for Better Grade of Machines and Records—Collections Show Improvement—Politics Not Hurting Business—Opinions of Some of New York's Leading Distributors Are Optimistic.

There is a feeling of general satisfaction throughout the talking machine trade in and around New York. The manner in which business has held up during the hot season and the briskness with which the fall is breaking in is the best indication of what the New York jobbers say will be by far the largest year in the history of the industry.

There is a decided tendency prevailing toward a higher grade of machines and records, and this in itself is one of the best signs possible in any line. Many new machines from the different manufacturers are on the market, machines in which are incorporated the popular features of last year's models as well as additional features destined to make the new machines factors in the coming year's business. To the dealers as well as the manufacturers this is important, and adds just so much more to the prospects ahead.

According to general opinion the quickness of collections is in advance of last season. Cash sales are more frequent and there is a general underlying strength to business which is a gratifying argument in itself. Politics is so far making little or no difference in the trade. It is getting close to actual election time, and the fact that no effect has been noticed up to the present time is enough to warrant the future as safe so far as the political situation is concerned.

Following are published brief interviews with G. T. Williams, general manager of the New York Talking Machine Co., Victor distributors; R. F. Bolton, manager of the Columbia Phonograph Co. store on Chambers street; J. Newcomb Blackman, president of the Blackman Talking Machine Co., and Max Landay, of Landay Bros., Inc., of New York City.

Said Mr. Williams: "We are perfectly contented with the result of the past summer and with the prospects for the fall and winter. August was more than a satisfactory month. I have not the figures for comparison with last August, but there is no doubt that it was well in advance. I am confident that this, the fall of 1912, will be the largest in the annals of the industry. The new line of Victor-Victrolas which the Victor Co. has just announced will insure the dealers their biggest fall trade. The machines are just what was needed to round out the comprehensive Victor line, and there is little doubt but what

they will enjoy an unprecedented demand. Reports from outside of New York in the talking machine trade and in general commercial lines are of the best. The railroads the country over are showing better earnings and are bemoaning a shortage of cars; this, of course, means that shipments are active, and active shipments mean brisk business. We are prepared for an enormous season, and in my opinion it is assured."

Said Mr. Bolton: "Truly, business with us is so good that I am actually afraid to tell you just how good, for fear of injuring my reputation as a truthful man. I have been posted here for fifteen years and I have never seen a season to compare, or even begin to compare, with the present one, or never a time when the prospects were so good for the future. The increase of July and August of this year over July and August of last year, respectively, 84 per cent. for July and 90 per cent. for August. I appreciate the fact that those are strong figures, but they are nevertheless true. The Columbia factory at Bridgeport has been running to capacity both night and day since the first of July, and present conditions indicate that this will be necessary for the balance of the season. The two new Columbia machines just announced are bound to prove winners from the start and will afford an extra stimulus to the already tremendous demand for Columbia goods."

J. Newcomb Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, New York, during a brief talk with The Talking Machine World regarding the business outlook, said: "You can quote me as being thoroughly optimistic. We are preparing for the heaviest fall and winter business in our history, and I am confident that I shall not be disappointed in the outcome. I believe that the basic prosperity of the country lies in the crops, that the crops in a large measure control the high cost of living. This year, according to reports, the crops will be the largest in the history of the country; that can mean nothing less than the reduction of living expenses and is bound to increase business generally. So far as politics are concerned I do not anticipate that they will cause any detrimental effect to business. All three of the candidates have more or less worthy platforms, and considering the condition of the country it is doubtful if they will create much disturbance

commercially. Personally, I have a strong leaning toward the progressive movement."

"In view of the present bright status of the country," commented Max Landay, of Landay Bros., Inc., Victor distributors, "I have every belief that the ensuing four months' business will assume magnificent proportions. Crops were never larger; manufacturing industries of all kinds are flourishing, and there is an optimistic feeling throughout the country that is very bright. No! I do not believe that the Presidential election will have any detrimental effect as in past elections, the present election seeming not to arouse any too much interest anywhere."

RECORDS BY KATHLEEN PARLOW.

The Famous Violinist Making Records for the Columbia Phonograph Co.—Talented Artist.

The first violin records by Kathleen Parlow, the famous woman violiniste, have just been announced by the Columbia Phonograph Co., General, New York. Miss Parlow is a native of Calgary, Alberta, but much of her childhood was passed in California, and her first violin instruction was received in San Francisco, where she appeared in public at the age of six years. In 1905 she went to London, and in November of that year played with the London Symphony Orchestra. Tours of northern Europe followed shortly after this, in course of which Miss Parlow aroused extraordinary enthusiasm, more especially in Berlin, where her first recital was the sensation of the musical season.

She has appeared in recital in all of the principal cities of the United States, where she has won notable triumphs for her art, and during 1911-12 she was chosen as soloist for the entire fall tour of the Boston Symphony Orchestra, appearing more than sixteen times with that orchestra, an enviable reputation for any artist.

REPORTS AN EXCELLENT BUSINESS.

(Special to The Talking Machine World.)

Cincinnati, O., Sept. 11, 1912.

The Victor department of the Aeolian Co. reports a nice business for the month of August, having trebled its record sales, as well as machine sales, over the corresponding period of last year. This increased volume of business will necessitate augmenting our force in this department. The outlook for the ensuing month is exceedingly bright. With the new style Victrolas, which will be put on sale September 15, they expect to have a "record breaking" month.

A VISITOR FROM TURKEY.

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

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.

On September 12 the Thos. A. Edison Co. will ship to jobbers four records made by Theodore Roosevelt, giving the Progressive leader's views upon the great questions of the day.

The Eilers Music House, of Seattle, Wash., is doing some effective publicity work by means of sacred concerts in the churches, for which invitations are sent out.



No. 415 Cabinet for Disc Records

Quartered oak front and sides. Any Victor finish. Mahogany front and sides. Holds 272-10 or 12 inch disc records.

A Good Cabinet For You To Buy

A beautiful and comprehensive New Catalog is ready for you. Shown between its covers is a splendid line of Cabinets and Table Cabinets for Disc Records and Cabinets for Cylinder Records.

The point is just this; that we make attractive designs that are properly priced: then we guarantee the workmanship and finish. Because of a heavy demand all styles are cut in large quantities which is your assurance of prompt shipment.

The necessity for a cabinet to file your customers records in is unquestioned.

It only remains for you to sell that customer the best in a cabinet that you can buy.

So get Udell Cabinet Catalog No. 41 by dropping a line to

Catalog Department

THE UDELL WORKS
INDIANAPOLIS
INDIANA



Some of the largest talking machine men in Latin America have written letters to the publisher congratulating him upon his new publication *La Máquina Parlante Mundo*.

This Spanish paper has created widespread interest in business circles in the countries which lie south of us and the first edition, which was a very large one, has resulted in calling the attention of thousands of merchants in all lines to this new publication.

Our business plans have been further perfected and we have associated with us Mr. Luis G. Rocha whose long experience in export matters connected with the talking machine trade make him an extremely valuable addition to the staff of our Spanish publication.

We, therefore, are in a better position than ever before to cater to the interests of manufacturers in all lines who desire to be brought into close business alliance with merchants in the southern countries.

EDWARD LYMAN BILL, Editor and Publisher

LUIS G. ROCHA, Business Manager

Main Offices, 373 Fourth Avenue, New York

CHICAGO, 37 So. Wabash Avenue, E. P. VAN HARLINGEN, Manager

LONDON, 1 Gresham Building, Basinghall Street
W. LIONEL STURDY, Manager.

GERMANY, 72 Ritterstrasse
KARL E. DIESING, Manager

PLANS OF THE PHONOGRAPH CO.

The Company, Recently Incorporated Under the Above Heading in Chicago, Will Conduct a Wholesale and Retail Business in Edison Phonographs and Supplies—Its Headquarters Will Be at 227 South Wabash Avenue, Chicago—Those Interested.

(Special to The Talking Machine World.)

Chicago, Ill., Sept. 10, 1912.

Clyde E. Shorey, the attorney of 137 South LaSalle street, who appeared as one of the incorporators of The Phonograph Co., recently incorporated, with a capital stock of \$50,000, to-day made the first statement as to the plans of the company. It is as follows:

"The Phonograph Co. is an Illinois corporation with a capital stock of \$50,000, which is fully paid. It expects to conduct its business at 227 South Wabash avenue, Chicago. The company expects to conduct a wholesale and retail business in Edison phonographs and supplies. The company is fully organized and a certified copy of all the papers is filed in the office of the Secretary of State and filed for record in the recorder's office of Cook county."

The records in the office of the recorder give the charter by which the company is authorized to "manufacture, buy, sell and deal in phonographs, phonographic supplies, moving picture machines and supplies, merchandise and personal property of every kind and description." The directors are given as follows, together with their stock holdings: Clyde E. Shorey, 137 South LaSalle street, \$49,600; A. W. Armstrong, Oaklawn, \$100; Wm. J. Fenton, 137 South La Salle street, \$100; Morris Cohen, 137 South LaSalle street, \$100; John E. Gorin, 137 South LaSalle street, \$100.

The building at 227 South Wabash avenue is a four-story structure and it is understood will be extensively improved and a new front constructed.

OCCUPY NEW FACTORY.

The Standard Gramophone Appliance Co. Has Well Equipped Quarters at 173 Lafayette Street, New York.

The Standard Gramophone Appliance Co., manufacturers of the Simplex "start and stop," is now located in its new factory at 173 Lafayette street, New York. Modern in equipment and in policy, it ranks high in the estimation of manufacturing experts. Visitors are cordially invited to inspect the making of Simplex devices, and a guide will be placed at the disposal of any talking machine man who comes to the factory. Orders are piling up for the Simplex start-stops, and a rush working schedule is in force at the factory in an attempt to cope with the order situation.

SOME STRONG ARGUMENTS

Against Interfering with the Manufacturer's Right to Regulate Prices at Which His Goods May Be Sold, Presented in Eldridge R. Johnson's Volume on "Price-Cutting."

Just as we close the last pages of The World for the month we are in receipt of a most important booklet entitled, "Price Cutting—A Restraint of Trade," written by Eldridge R. Johnson, president of the Victor Talking Machine Co., and which in brief is an argument against any legislation that contemplates interference with the manufacturer's right to regulate the price at which his goods may be sold. As might be expected, the argument is forceful and convincing and appeals to the reason of thinking, practical men. The introductory to the volume is in part as follows:

"A number of new bills, most dangerous to general business interests, have been introduced in Congress. The purposes of these bills are to prevent the regulation of prices by manufacturers either through the patent laws or any other method whatsoever. They are based on the erroneous theory that the manufacturer has no rights, interest or responsibility in goods after they leave the hands of the original producer. These bills are aimed at the so-called trust monopolies. No doubt their authors are acting in good faith, but they do not understand the true situation. These bills will not only fail to accomplish the object intended, but will foster certain classes of monopolies based on price-cutting conspiracies from which the public as well as honest manufacturers and merchants are already sadly in need of protection."

Next month we shall take pleasure in reviewing this volume at greater length.

TRADE-MARKS IN CHINA.

Shanghai Chamber of Commerce Requests a Uniform System of Trade-Mark Registration—The Present Situation Summarized.

A Reuter dispatch from Peking states that the Government is considering a telegram received from the Chinese Chamber of Commerce in Shanghai, requesting the promulgation of a uniform system of registration of trade-marks. The present status of trade-mark protection is summarized as follows by Vice-Consul-General W. Roderick Dorsey, of Shanghai:

Although the commercial treaty between the United States and China of 1903 contemplated the protection of trade-marks, patents and copyrights to citizens and (or) subjects of those countries, no patent laws have as yet been enacted and no patent office has as yet been established in China.

Provisional registration bureaus for trade-marks have been opened at the Shanghai and Tientsin offices of the Chinese maritime customs.

A registration is first effected in the consulate of the country of applicant, and is then sent on to the commissioner of customs for registration in the provisional bureau. The result is merely a provisional registration giving tangible evidence of priority of claim of ownership to be considered when trade-mark, patent and copyright laws come into effect in China and application is made for actual registration under those laws. No actual protection from infringement results, hence the importance of action.

BLUE AMBEROL RECORDS

To Be Shipped by the Thos. A. Edison, Inc., the First Week of October.

At a meeting of the operating heads of Thos. A. Edison, Inc., it was decided that shipments of the first 55 Blue Amberol records would go forward some time during the first week of October, taking the place of the November wax list. Fifty of these Blue Amberol will be regular records, while five of them will be concert. With these also will be shipped the diamond reproducers and the combination attachments for the four-minute records. The Blue Amberol records are the first of the new indestructible Edison cylinder records.

1866

1912

NYOIL

FOR

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

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

NYOIL

Absolutely Prevents Rust

Sold Everywhere in Hardware Stores and other Progressive Places

WILLIAM F. NYE
NEW BEDFORD, MASS.



INCREASING SALES EFFICIENCY.

A department where a number of sales people are employed should be as harmonious and quiet as a well-ordered household. Work is greatly hindered and impaired by petty strife among employees. Competition there must be, and personal effort to excel, and it is too much to expect of human nature that there should be no friction at all, but it should never be displayed before the customers.

Sales people should not argue with each other over their respective duties within hearing of people in front of the counter; such matters can always be settled when there are no listeners about. Ts the Dry Goods Economist well says: "The customer wants to be properly served, and any distraction delays her purchase by turning a part of her attention from what she is doing to what is going on."

If there is an unfriendly feeling among sales people it may easily bring about actual damage to the interest of the firm. Many a time a fault-finding customer will complain to a salesman of the treatment he or she has received at the hands of some other salesman. If the former has a little grudge against the latter he will sympathize so heartily with the customer as to tacitly admit that his business associate is really an inefficient person. Such an admission reflects immediately upon the firm, carrying the impression that it is not employing capable people.

Customers who believe that the shop, the goods and the sales people are the best to be found will not want to trade anywhere else. This impression should be made stronger with each visit. The slightest hint of criticism from an employe creates uncertainty in their minds.

A department where orders are quietly given and executed, where sales people are attentive and courteous, attracts custom, for everybody knows that a smooth-running machine does efficient work.

Talking Machine Business for Sale.

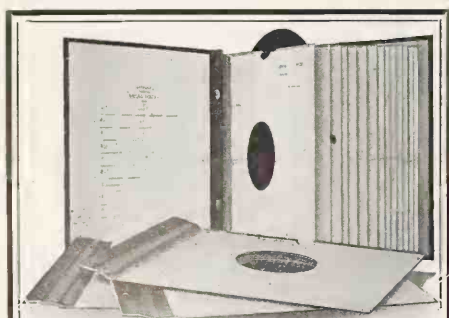
FOR SALE.—Talking machine business on West Side of New York City; established 7 years. Address "Victor," care The Talking Machine World, 373 Fourth Ave., New York City.

Will Buy Established Store.

WILL BUY an established store, in or near New York, handling the Victor line; state full particulars and location. Address "Business Wanted," care The Talking Machine World, 373 Fourth Ave., New York City.

Young Lady Wants Position.

YOUNG LADY thoroughly competent in music, can prepare and give concert programmes, etc., wants position in retail Talking Machine Department. Address "D. R.," care The Talking Machine World, 373 Fourth Ave., New York City.



PATENT APPLIED FOR.

Standard Loose Leaf Holders for Disc Records

Each leaf affords a separate compartment for the perfect protection and preservation of the record. By our loose leaf method records can be arranged to suit the user, making them easy and quick to find. Leaves can be added at any time, and in any quantity desired. Name of record read at a glance. Write for dealers' terms and discounts.

Adams, Cushing & Foster
168 Devonshire Street BOSTON, MASS.

PARCELS POST READY BY JANUARY.

Talking Machines and Records Not Exceeding 11 Pounds Weight and Limited in Size May Be Mailed—Charges Fixed by Zones—Act Also Authorizes Commission to Investigate Subject of a General Parcels Post for All Packages—Details of New Law Will Interest.

(Special to The Talking Machine World.)

Washington, D. C., Sept. 12, 1912.

Postmaster General Hitchcock let it be known to-day that the proposed parcels post plan enacted into law when President Taft signed the new post office appropriation bill would be put into effect as soon as possible. The Bourne-Lewis parcels post plan goes into effect Jan. 1, 1913, so far as the establishment of the parcels post rates and zones are concerned, and Mr. Hitchcock will endeavor to have the details worked out by that time.

Under this legislation it is provided that heretofore fourth-class mail matter shall embrace all other matter, including farm and factory products, not now embraced by law in either the first, second or third class, not exceeding eleven pounds in weight nor greater in size than seventy-two inches in length and girth combined, nor in form likely to injure the person of any postal employe or damage the mail equipment or other mail matter, and not of a character perishable within a period reasonably required for transportation and delivery.

For parcels post purposes the United States and its territories, including Alaska but excepting the Philippines, is to be divided into units of area thirty minutes square, identical with a quarter of the area formed by the intersecting parallels of latitude and meridians of longitude, represented on appropriate postal maps, and these units of area are to be the basis of eight postal zones, as follows:

The first zone will include all territory within such quadrangle, in conjunction with every contiguous quadrangle, representing an area having a mean radial distance of approximately fifty miles from the center of any given unit of area.

The second zone will include all units of area outside the first zone, lying in whole or in part within a radius of approximately 150 miles from the center of a given unit of area.

The third zone will include all units of area outside the second zone, lying in whole or in part within a radius of approximately 300 miles from the center of any given unit of area.

The fourth zone will include all units of area outside the third zone, lying in whole or in part within a radius of approximately 600 miles from the center of any given unit of area.

The fifth zone will include all units of area outside the fourth zone, lying in whole or in part within a radius of approximately 1,000 miles from the center of any given unit of area.

The sixth zone will include all units of area outside the fifth zone, lying in whole or in part within a radius of approximately 1,400 miles from the center of any given unit of area.

The seventh zone will include all units of area outside the sixth zone, lying in whole or in part within a radius of approximately 1,800 miles from the center of a given unit of area.

The eighth zone will include all units of area outside the seventh zone.

The rate on fourth class matter weighing not more than four ounces is to be 1 cent for each ounce or fraction and on matter in excess of four ounces weight the rate is to be by the pound, the postage in all cases to be prepaid by distinctive postage stamps affixed. Except as provided above the postage on matter of the fourth class, which is to be admitted to the parcels post, is to be prepaid at the following rates:

On all parcels post matter mailed at the post office from which a rural route starts, for delivery on such route, or mailed at any point on such route for delivery at any other point thereon or at the office from which the route starts, or on any rural route starting therefrom, and on all matter mailed at a city carrier office or at any point within its delivery limits, for delivery by carriers from that office, or at any office for local delivery, five cents

for the first pound or fraction of a pound, and one cent for each additional pound or fraction of a pound.

For delivery within the first zone, except as above, five cents for the first pound or fraction of a pound and three cents for each additional pound or fraction of a pound.

For delivery within the second zone, six cents for the first pound or fraction of a pound, and four cents for each additional pound or fraction of a pound.

For delivery within the third zone, seven cents for the first pound or fraction of a pound, and five cents for each additional pound or fraction of a pound.

For delivery within the fourth zone, eight cents for the first pound or fraction of a pound, and six cents for each additional pound or fraction of a pound.

For delivery within the fifth zone, nine cents for the first pound or fraction of a pound, and seven cents for each additional pound or fraction of a pound.

For delivery within the sixth zone, ten cents for the first pound or fraction of a pound, and nine cents for each additional pound or fraction of a pound.

For delivery within the seventh zone, eleven cents for the first pound or fraction of a pound, and ten cents for each additional pound or fraction of a pound.

For delivery within the eighth zone and between

the Philippine Islands and any part of the United States, including the District of Columbia and the several Territories and possessions, twelve cents for the first pound or fraction of a pound and twelve cents for each additional pound or fraction of a pound.

Postmaster General Hitchcock, as required by the new parcels post law, will provide such special equipment, maps, stamps, directories, and printed instructions as are necessary to administer the parcels post, and to hire teams and drivers. He will be allowed to draw on a special appropriation of \$750,000 made in the post office appropriation act.

The Postmaster General is also required to provide by regulation for the indemnification of shippers using the parcels post for shipments injured or lost, by insurance or otherwise, and, when desired, for the collection on delivery of the postage and price of the article shipped, fixing such charges as may be necessary to pay the cost of those additional services.

The act also authorizes the President to appoint a joint commission of six members of Congress to make a further inquiry into the subject of a general parcels post. Three members of this commission will be Senators and three will be Representatives. An appropriation of \$25,000 is made available for the expenses of this commission.

Ideas, somehow or other, seem to strike the busy man—not the idle one.

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



Blackman
TALKING
MACHINE CO.
97 CHAMBERS ST. NEW YORK
EVERYTHING FOR EDISON OR VICTOR. WHOLESALE OR RETAIL



¶ Pioneers in selling Victors and Edisons, today our system is far better than the ordinary methods.

There is real help all along the line for live dealers in getting in touch with us. Especially do we aim to assist those dealers who are desirous of achieving supremacy in their local territory.

Three things you find here:

The largest stocks.

The quickest service.

The most courteous attention.

A request from a dealer will result in placing his name at once on our rapid-fire mailing list

World's Largest
MUSIC HOUSE

Lyon & Healy

Chicago

FROM OUR CHICAGO HEADQUARTERS

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

(Special to The Talking Machine World.)

Chicago, Ill., Sept. 12, 1912.

In spite of the fact that there was a good deal of "waiting" on the part of dealers during August on account of new models of machines the appearance of which was scheduled for September, the month is generally referred to by jobbers as having shown a material increase over the corresponding month of last year. Advance orders of goodly volume were placed, however, and it is generally believed that September, notwithstanding the extremely hot weather so far, will make a very fair showing indeed. Business is expected to open up quite briskly about the middle of the month and increase in a steady crescendo up to the holidays.

"We are looking for a big fall business," said L. C. Wiswell, manager of the talking machine department of Lyon & Healy. The farmers are loosening up and are buying liberally. This report we get from our dealers everywhere. They are in good condition now, this year's crops fill them with confidence in the future, and the fact that the big bulk of the crops will not be marketed until next spring means that the farmer is going to have plenty of money in his jeans for months to come at least. Dealers writing in say very emphatically we are going to do business this fall. They don't say that when they have any doubt of it. The advance orders for the new Victor machines have been surprisingly large. The Victor XI, the new \$100 machine, is going to be a phenomenal seller. Although the other new types are being given their full share of attention machine sales are naturally somewhat slack in the summer months, but have been more than up to the average, while our summer record business has been in all respects exceptional."

Arthur D. Giessler, general manager of the Talking Machine Co., says that August showed an increase over every similar month since 1907. The advance orders on all of the new Victor types has been phenomenal. An encouraging feature has been the demand for the new XVIs, showing that while the attractive models at lower figures are being eagerly taken hold of that the dealers are energetically after the highest class of trade in their sections and getting it. The company have their large warehouse facilities crowded to the utmost preparation for the large trade they anticipate this fall.

W. C. Fuhri, district manager for the Columbia Co., said: "We have had an unusual summer business, the total figures for the Chicago office, including local retail, dictaphone and wholesale, running ahead during the entire period and exhibiting a gain of something like sixty per cent. over last year. The business of the Chicago office has grown so rapidly that we will be obliged to increase our warehouse facilities in the near future. I was in New York last week and learned while there that the output at the factory had been greatly increased and that they had been able to lay in a large stock of the popular selling machines at the factory that will enable them to fill orders promptly this fall."

C. F. Baer, manager of the Columbia's Chicago office, is jubilant over the manner in which the fall trade is opening up. He reports the establishing of several sizable new Columbia dealers since the first of the month.

With the Wurlitzer house talking machine business is opening up in good shape both in wholesale and retail. Assistant Manager Fred A. Siemon says that material increases have been made in both branches, although there is a feeling that

dealers are holding off to some extent until the new Victor styles are put on sale. He says, though, that while the new Victors will probably be very popular, there is still a demand for the old styles and that it is hard to supply the demand for them.

The talking machine department of the Aeolian company reports a good prospect for fall business. Demand for machines has been rather spirited with the beginning of September, despite the June-like days that ushered in the month.

The Talking Machine Shops in the Steger building also report a considerable picking up of trade during the last of August and the first week in September.

Roscoe M. Breeden, of the Breeden Office Supply Co., of Salt Lake City, Utah, and dictaphone representatives in that city, was a Chicago visitor this week.

Col. F. B. T. Hollenberg, of the Hollenberg Music Co., Little Rock, Ark., was a Chicago visitor.

W. C. Fuhri, district manager for the Columbia Phonograph Co., leaves this week on a trip to Omaha, Kansas City and St. Louis.

Mr. Carmine, representing the Pooley Furniture Co., was in the city a few days ago. He had with him two new styles of the Pooley talking machine cabinet, selling at \$18 and \$25. Jobbers here say the new cabinets will certainly prove heavy sellers.

Good Dictaphone Month.

August was one of the biggest months of the Columbia Co.'s Chicago dictaphone department. W. W. Parsons is jubilant over some especially good installations, among them being the Illinois Steel Co., American Radiator Co., and International Harvester Co.

Novel "Bird" Window.

The Columbia Phonograph Co. are preparing an exceptionally attractive window in celebration of the aviation meet on the Lake Front. An aeroplane model will be the essential feature, and the window will be filled with the Columbia Aeroplane Glide records, which contain on the reverse side a popular number entitled, "Waiting for the Robert E. Lee."

O. M. Kiess, manager of the talking machine department of Wookey & Co., Peoria, Ill., was a recent caller in Chicago.

Makes Talking Machine Exhibit.

One of the most attractive flats in the parade of the Woodlawn Business Men's Association, which was a part of the association's annual field day and athletic meet, Aug. 21, was that of Miller's Grafonola Shop, 1126 E. 63d street. Mr. Miller's automobile was gaily decorated with flags, pennants and bunting, and on a platform built over the wind shield reposed a Columbia horn machine. It was kept playing throughout the journey of the parade and was surrounded by crowds of eager listeners who followed it for blocks.

The Wade Cutter.

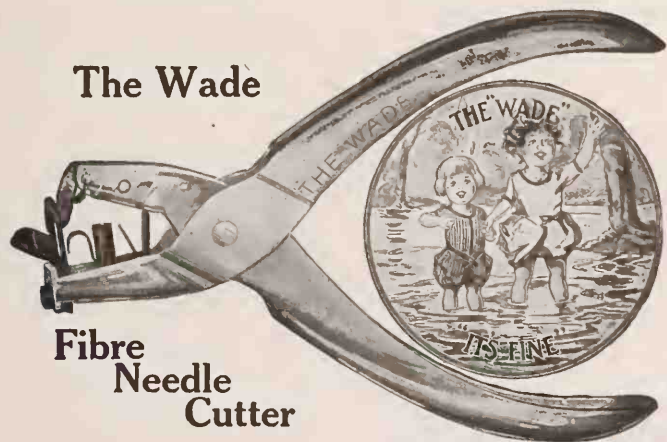
S. O. Wade, of Wade & Wade, manufacturers of the Wade Fibre Needle Cutter, says that business has shown a marked increase with them the past few weeks. They are now filling some of the largest individual orders they have ever received from their wholesale customers.

The Salter Cabinets.

The Salter Manufacturing Co. is not only getting an excellent business on the Salter felt-lined shelf record cabinets, but is also having a nice trade on the new style of sheet music and combination music and player role cabinets which they lately put on the market. The two lines go together in many instances. Dealers would do well to write for both record and music cabinet catalogs.

Favors Music in the Schools.

In connection with the progress of introducing
(Continued on page 34.)



THE WADE FIBRE NEEDLE CUTTER trims the needle at the proper angle, and the needle can be re-pointed from ten to twelve times, thus giving more tunes per needle than any other cutter made. This cutter is provided with a self-acting stop, which prevents cutting away more than enough to make a new point.

The WADE CUTTER has an upper and a lower blade, the upper blade being loosely pivoted and pressed against the lower blade by means of a spring, making a perfect contact. These blades are made from the best Swedish Tool Steel and are scientifically hardened by electricity, giving the most lasting and finest cutting edge that it is possible to produce, and seldom ever needs sharpening.

Order from your regular Distributer—we sell to Jobbers only.

List Price, \$1.50

WE GIVE OUR ABSOLUTE GUARANTEE WITH EVERY CUTTER SOLD

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

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

music in the schools by talking machine, upon which the large talking machine companies are now making extensive campaigns, a statement recently made by Anton Foerster, one of the foremost teachers of music in Chicago, will be of interest. "Music in the schools is the basis for development in other branches of study," says Mr. Foerster. "The educational force of music," he said, "is not generally recognized. The child's first work in all the arts should be creative rather than imitative. Study of music should begin in the lower grades." Mr. Foerster does not advocate compulsory music work except in the lower grades.

A Political Record.

"Sir: The best record Mr. Taft ever made was for a phonograph company four years ago, in which he tells how the Republican party stands by Theodore Roosevelt and in which he promises a continuation of 'his policies.' We tried one on our standpat dad the other evening. The effect was wonderful. If we were the Victor people, we'd push that record as the funniest little piece of monologue in stock. L. B. M."

The foregoing from Lyne-o-type-or-two in Chicago Tribune is respectfully submitted to the Victor Co.

Wurlitzer Improvements.

When the improvements now under headway at the Chicago Wurlitzer store have been completed the space devoted to talking machines will be more than doubled. It is expected that the alterations will be completed in about two weeks.

The annex, one door south of the present entrance to the store, will be devoted to a concert room in front, while in the rear will be a number of display rooms for the machine, the repair shop and the shipping department. In the past this part of the building has been occupied by the wholesale piano stock, which has now been moved to new quarters farther south on the Wabash. Entrance to the annex will be through a large door to be opened in the wall between the two rooms at the front of the building and immediately to the left of the present entrance. The stairway on the right side of the main room leading to the mezzanine floor will be closed, as will be the door now opening from the foot of the stairway into the annex. Toward the rear and middle of the building several doors will be cut between the annex and the main room.

A change will also be made in the arrangement of the talking machine record stock and display rooms on the first floor of the main building. Instead of following the isle which runs straight down the center of the building, between the display rooms, as they are located at present, customers will go through the demonstrating room at the left and pass down a corridor on the left side of the building. The present middle isle will be fitted as quarters for the employes of the talking machine department, where the record stock will be handled.

Visitors and Personals.

Will A. Young, known as "The Music Man" of Fort Wayne, Ind., was in Chicago the other day placing orders for talkers and other musical goods preparatory for the fall trade. Mrs. Young accompanied him.

Bert Chaffee, of Young & Chaffee, furniture and talking machine dealers of Grand Rapids, Mich., was in the city last week demonstrating to the Chicago trade the new Vitaphone, in which he is interested.

Harry B. Hopkins, assistant to L. C. Wiswell in the wholesale talker department of Lyon & Healy, is on vacation. He is making his headquarters at his home in Ferndale, but is making daily runs into the surrounding country in his newly purchased American Roadster. At last reports both Hopkins and the auto were reported safe and sound.

Opening of Gram's New Building.

Paul A. Seeger, who will be the manager of the new Victor department which the Edmund Gram Co., of Milwaukee, is establishing, coincident with his removal to the new Gram building, was in the

city the other day. The formal opening occurs this week. The talker department will occupy commodious and elegantly fitted-up quarters in the basement, consisting of three booths, reception room and stock, and there will also be space on the first floor for display purposes. Mr. Seeger has been with the House of Gram for several years and those in the trade who know him say that he is pre-eminently the man for the place.

Add to Sales Force.

The Talking Machine Co. has just made two notable additions to its sales force. Both are bright, clean-cut young men and college graduates and give promise of success in their respective fields. H. L. Flentye, who owns the University of Wisconsin as his alma mater, will visit the Chicago city trade and has gone through a preparatory course in the shipping, stock and repair departments.

Elmer H. Dittmer, a University of Kansas man, will preach the Talking Machine Co. Victor service gospel in Illinois and Iowa, and is now engaged with Sales Manager Keith in arranging for itinerary of his first missionary journey.

Miss Pauline Tishler, the well-known and hustling little saleslady of the Talking Machine Shop, has just returned to the city after a month's vacation spent in the East. She visited Niagara, Cleveland, New York, and other Eastern cities.

Chandler Gets Coast Territory.

A. V. Chandler, for many years traveler for Illinois, has been promoted and will hereafter make Coast territory for the company. He said good-by last week and headed for the Golden Gate, followed by the choicest benedictions of hosts of friends in the Chicago trade. Mr. Chandler succeeds Mr. Voltz, who left Lyon & Healy a year ago to join the Edison forces.

GEISSLER ON COAST CONDITIONS.

General Manager of the Talking Machine Co., Chicago, Returns from Annual Visit to Pacific Coast, and Discourses Interestingly on Conditions as He Observed Them—Enjoyable Feature of His Stay Was His Visit to the Ranch of L. F. Douglass.

(Special to The Talking Machine World.)

Chicago, Ill., Sept. 11, 1912.

Arthur D. Geissler, general manager of the Talking Machine Co., of this city, returned the latter part of last week from his annual combined business and pleasure trip to the Pacific Coast.

He was accompanied by Mrs. Geissler and their small daughter, the two boys having now reached an age when they can stay at home and bring additional furrows to the brows of their temporary guardians.

"In spite of the fact that there has been something of a slump in general business on the Coast, the talking machine business has kept up remark-



A. D. Geissler as a Deer Hunter.

ably well," said Mr. Geissler. "Everywhere I went I found the talking machine dealers enthusiastic about business and prospects and tangible evidences of prosperity in the form of new buildings and extended departments on every hand. In Frisco Sherman, Clay & Co. have just let the contracts for four additional stories to their building, which will enable them to greatly increase their Victor department. At Los Angeles the Southern California Music Co. has nearly as much money

invested in talking machines as in pianos and is doing a really remarkable business. The George J. Birkel Co., of which my uncle, Edward Geissler, is vice-president, is now thoroughly settled in its new building on Broadway, where it has one of the finest Victor departments on the Coast. The Musical Record Co., of which W. E. Allen is president and Albert Wayne is manager, has opened an exclusive Victor shop, embodying features which it would be impossible to duplicate anywhere except in a climate like that of California. The store itself is attractive, but there is a Japanese tea garden in the rear, where tropical plants and a pond stocked with gold fish gives distinctly the Oriental flavor. Here Victor concerts are given every afternoon and silent-footed Japanese serve tea. At Santa Monica I found Van Sant & Raynor doing a nice business in an exquisitely fitted up store. Mr. Raynor, by the way, was formerly one of the directors of the Southern California Music Co."

Incidentally, it should be said that the Talking



Arthur D. Geissler Enjoying Ranch Life.

Machine Co. enjoys a big business on the Coast, the joint result of the up-to-date service of the Talking Machine Co. and Mr. Geissler's wide acquaintance and popularity with the trade there. As usual, he brought back with him orders from his friends for Victor machines and records amounting to an imposing figure.

A most enjoyable feature of Mr. Geissler's stay in California was his visit to the recently purchased ranch of Leon F. Douglass, in the Geyserville district, in the mountains a hundred miles north of San Francisco. The property comprises a tract of 2,500 acres, part of it heavily wooded, has a trout filled stream running through it and is prolific of farm products and cattle by the hundred head. There is a fine shooting lodge containing eight or nine rooms with baths, running water and all the conveniences of city life and a commodious keeper's lodge. About thirty deer were sighted by Messrs. Douglass and Geissler and the latter succeeded in bringing down a fine three-pronged buck, which weighed dressed a hundred and twenty pounds. Ocular evidence of the capture of the buck is presented in photos here presented and which were taken on the spot.

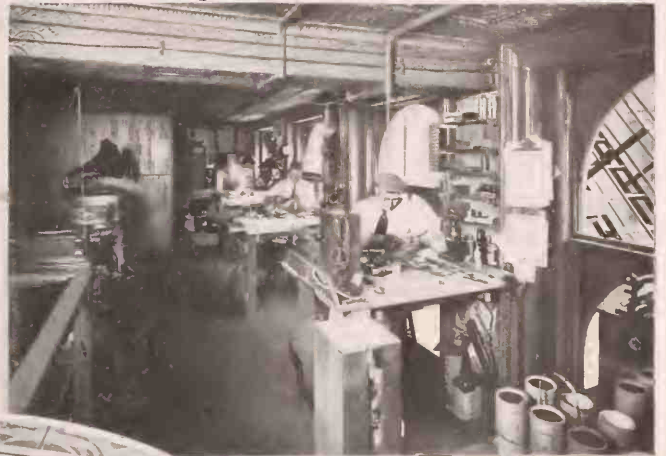
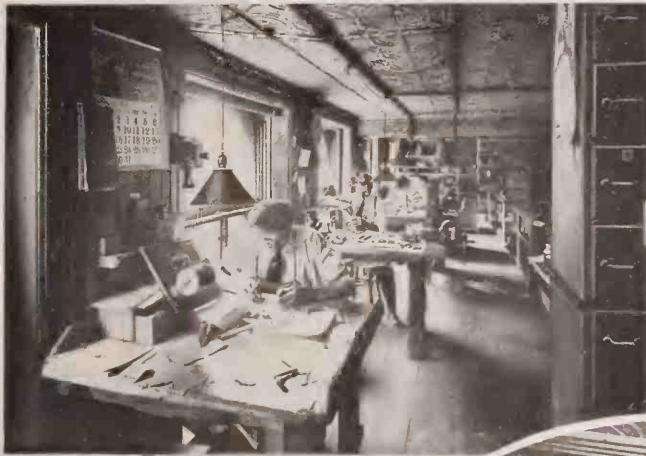
BOOSTING ONE'S HOME TOWN.

There should be a natural desire on the part of everyone to boost his own town, his own community; for by building up the place in which you live you are providing for yourself a guarantee for future prosperity, says a Westerner of wide experience.

This should apply universally to purchasing your necessities, to banking and making your investments. Many will be loud in denouncing the consumer for spending his money with mail order houses and then turn around and buy a supply from distant points while he could have done just as well at home.

Again, many get a living out of one community and then invest their profits in some enterprise at some distant point, while their immediate neighborhood is badly in need of many improvements for lack of local interest and finally "slumps" to such an extent that it becomes an impossible business center.

Another Proof of our Ability to Serve You



Our Repair Department

is the largest and best equipped in the country. It is in keeping with our stock and our methods of Selling Co-operation.

Skilled Mechanics turn out expert work, at a minimum charge for perfect workmanship, in the least possible time.

We solicit your repair work on all kinds of Talking Machines.

THE TALKING MACHINE COMPANY
137 North Wabash Avenue : : : : : CHICAGO

THE QUAKER CITY SITUATION.

Business Keeps Up to Marks Set by Former Years and Many are Waiting to See the New Machines Before Going Ahead Rapidly—New Houses in the Local Field—Columbia Trade Makes Distinct Advance Over That of Last Year—Improvements Made in Local Columbia Store—What the Various Jobbers and Dealers Have to Report—Recent Trade Visitors of Record.

(Special to The Talking Machine World.)

Philadelphia, Pa., Sept. 6, 1912.

While the talking machine business in Philadelphia during August has given the dealers general satisfaction, it was the only month of the year thus far that they have not run considerably ahead of last year. Business was about the same as last year, but the bulk of it was for records and not machines, and this is due to the fact that everybody seems to be waiting to see what the new Victor machines are going to be like, as well as the new Edison disc phonographs—that is, everybody but those who are buying the Columbia.

Those who are buying the Columbia have been legion and the handlers of that machine in Philadelphia report a big increase for the past month of August over last year. The moving shutter of the Columbia seems to be one of its prime qualifications as a seller, and there is no discounting its advantage, for the operator of the Columbia is able to get some wonderful effects out of some of the fine operatic arias by the way he manipulates this shutter, the same idea as the man who is interpreting a composition on the player-piano.

The dealers will only have a very few days longer to wait before they will get the new Victor machines, which will be shipped on the 10th. It is only three weeks off before the Edison disc machine will be on the market. There is much speculation as to what is going to be done. I cannot learn of any of the jobbers who will handle the Edison machine and company may have to get independent men to sell it. Frank K. Dolbeer, general sales manager of Thos. A. Edison, Inc., was in Philadelphia this week, and it is thought that he was looking over the conditions here to see what his firm could do. I believe he gave the dealers to understand that the Edison were going to have instruments of all grades and prices to compare with those of their competitors. There is no doubt going to be a lively talking machine trade all over the country between this and the

ONE OF THE ESTEY COMPANY'S TALKING MACHINE ROOMS.



An Illustration of One of the Several Hearing Rooms in the New Talking Machine Department, Just Installed, in the Estey House at 12th and Walnut Streets, Philadelphia, Pa., Where the Columbia Line Is Handled.

first of the year, or until the new machine question will regulate itself.

I understand that during the past month there were a number of applications for stock to open new talking machine houses in this city, all of which were turned down owing to the exacting conditions now prevalent if anyone wants to go in the business. New dealers started during the month, however, at 6018 Market street—Walter Trepte & Sons, who are piano dealers at that address and who have added an extensive talking machine department to their business. They have a very complete lot of machines and records. The department was opened on August 30. They have been in the piano business for a number of years.

The talking machine business at the Heppes house has been most satisfactory. W. J. Elwell, the manager, went away the latter part of August on a vacation and does not expect to return to work until the 9th of this month. He is spending most of his time on a hunting trip in Delaware County. Among the out-of-town visitors to this department recently were Jerry Charles, a dealer of Selinsgrove, Pa.; Harry F. Cake, dealer of Pottsville, Pa., and Harry Holt, a dealer of Mt. Holly, N. J.

As to records, the Heppes report that the demand for popular songs during August was phenomenal and attribute the reason to the fact that

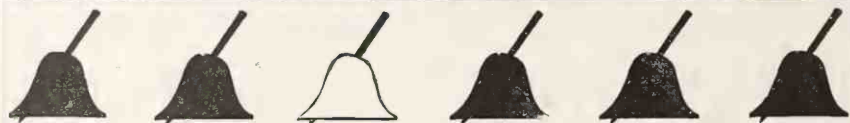
the month was unusually cool and that people remained at home and entertained themselves in this way. E. H. Bruehl, of the talking machine department, has resigned to go to Buffalo, N. Y., in a similar business, and his place has been taken by William Elton. Frank Schallar also resigned to accept a position with Kretschman & Co., and Frederick Neally is at present taking care of the wholesale department. M. R. Matrott, of the selling force, was married during the month to Miss Soby.

As noted above, the talking machine business with the Columbia Co. was way ahead of last year. It has been making extensive improvements in its wareroom. It has changed the offices about and has brought its cashiers down stairs and has built a little office for the selling of Metropolitan Opera House tickets. It has painted and repapered the place throughout and it now presents a most attractive appearance. It has brought all its record stock to the first floor and has arranged shelves for it at the rear of the hearing rooms. It has conceived an excellent idea, and has placed two boys in charge of these records. There are little windows at the back of these hearing rooms, and when the salesmen are waiting on customers any records they may desire are handed to them from the shelves nearby by these boys. This will allow the men to devote all of their time to the selling. It has also installed in all of its hearing rooms very attractive and large alabaster lights. It has been receiving a number of the company's latest machines, the \$20 Eclipse, and Mr. Dorian says he believes it has anything beaten that has heretofore been out up to \$50. The Regal \$40 machine, Chipendale style, is also being received with much favor. The firm has an attractive September list of new music, and the Kathleen Parlow records have just been received. George W. Lyle, general manager of the Columbia, was in town last week.

The report of Joseph Murphy's having eloped during his vacation it would seem was premature. He did not elope, nor is he married, and Joe says the fellows around the Columbia are not going to hustle him off until he gets doggone good and ready. No proposals by telephone in his, and he winked at the Metropolitan box office man who had a little romance all by himself last winter, which has never been placed in grand opera.

Manager Harry Hovey, of the talking machine department at Lit Bros., says that business was a little quiet in August, but they have an unusually large number of prospects for the fall and he believes they are going to have a fine business. They are getting everything to shape to that end.

Manager Doerr, of the Weymann department, says that August was great and the entire summer was good. "There is no kick on this summer's business," he says, and he believes when the new machines come out that they are going to have the largest business they have ever experienced. They



Sell the New Bell-Hood Needle

Use it for demonstrations;
you will sell more machines and records.

After people get a taste of the new tone they dislike to go back.

25 and 50 cents per box

Write for sample and discounts
giving name of your jobber

THE BELL-HOOD NEEDLE CO.

777 Chapel Street

New Haven, Conn.

are arranging to put up a great many additional racks for the accommodation of almost double the number of records they have previously carried.

Louis Buehn notes that their business was this year about the same as last year in the number of instruments sold, but they jumped way ahead on records. Buehn & Bro. have already on hand a great many orders for the new Victor machines, and they expect that they will have a lively September business. In their Pittsburgh store about the same conditions prevail. But in their business phonograph department they have more than doubled over last year, and they have a number of the biggest firms in the city in line for these machines this fall and they believe it is going to be a very big percentage of their business.

Gimbel Bros.' department looks unusually attrac-

tive at present. They have fixed it up for the fall business and are showing all lines of instruments they handle most tastefully displayed. An artistic eye has done the decorating, for nothing more attractive is to be seen in Philadelphia. They were in hopes that they would be able to have two new hearing rooms by this time, but thus far they have not been started. They are very much handicapped, especially since their business has been more than doubled over last year. Two Victor men called at the department the past week, Mr. Bennett and Morley Somers. The firm carries four times the stock it did at this time last year. Emmett Stewart, who was connected with the department for about a year, has gone to Easton to accept a similar position in a big talking machine store in that city.

open up several branch stores throughout Orange and Los Angeles counties, all being equipped with a talking machine department.

Scott T. Allured, the new manager of the talking machine department of the Wiley B. Allen Co., of San Diego, was in Los Angeles for a few days and placed a large order for Victor goods to be ready for the fall season. Mr. Allured takes special pride in his department and takes his men to dinner occasionally at Sargent's Grill, where they discuss the welfare of the department.

A. Graham Cook, who had charge of the talking machine department of the Geo. J. Birkel Music Co. for many years, has just returned from a three months' trip East, visiting many points of interest, including the Victor factory at Camden. What he enjoyed most was the visit to the old Boston home. Mr. Cook is very well pleased with the talking machine business of the West, stating that the Western dealer is just as well equipped to handle the trade as the Eastern dealer.

F. M. Martell, who was formerly connected with the talking machine department of Wanamaker's, of New York city, has recently joined the sales force of the same department of the Wiley B. Allen Co., of this city. Mr. Martell has already had splendid success selling talkers and records in his new location.

SOUTHERN CALIFORNIA TRADE LOOKS FOR RECORD FALL.

Improvement in Business for Past Month Presages Great Activity for the Future—Many Changes Among the Various Houses—Wm. Hobbs Richardson Married—Temporary Quarters for Fitzgerald Music Co.—Woman Manager Makes Good—Other News.

(Special to The Talking Machine World.)

Los Angeles, Cal., Aug. 31, 1912.

Los Angeles and vicinity has enjoyed a very excellent trade in the talking machine lines within the past thirty days. Dealers throughout the country are looking forward to the most promising fall trade that this section has ever had. Owing to the fact that many new styles of instruments are being placed upon the market there is every prospect of a good business for the coming season.

Chas. S. Ruggles, local manager of Sherman, Clay & Co., Victor distributors, has recently returned from his vacation at Camp Baldy, where he had a most delightful time. Mr. Ruggles is expecting a record-breaking fall business.

A great surprise came to the friends and associates of William Hobbs Richardson when news was received of his recent marriage to Mrs. L. Russ. The couple are very well known in southern California, especially Mr. Richardson, who has been connected with the Southern California Music Co. for many years, being manager of the talking machine department. Mr. and Mrs. Richardson will spend a few weeks visiting cities along the coast as far north as Vancouver, B. C.

Geo. J. Birkel, of the Geo. J. Birkel Music Co., has recently returned from a trip to San Francisco, where he had been visiting friends and relatives.

The Southern California Music Co., of Riverside, Cal., has moved into its new quarters, 924 Main street. Morris Griffin, manager of the store, states that the new location will be more of a trade center than before.

L. M. Hay, 5438 Central avenue, has recently taken on the Columbia line and has already been classed as a successful dealer.

August is the closing month of a very successful year for the Geo. J. Birkel Co. Now with new energy the company looks forward to still a

greater year, with prospects of a good beginning with the fall business.

W. F. Stidham, local manager of the Columbia Phonograph Co., is well pleased with the past business and the outlook for the future is so good that he has procured a several years' lease of the entire third floor of the Winsel block, 420-422 South Broadway, thus giving them more than double the capacity than before. Mr. Stidham reports a strong increase in demand for the two new types of Grafonolas, the Regal and Eclipse.

Everybody's Drug Store, Mesa, Ariz., reports a successful season with the Edison line and expects good returns from the coming line of disc machines.

Harold Jackson, the new road man for the Southern California Music Co., is making his first trip over his territory. To Mr. Jackson's line is added the Wood filing cabinet, of which the Southern California Music Co. has just received the jobbing agency.

Max Shireson, 367 North Main street, is very much pleased with the big increase in business in his section of the city. Mr. Shireson is a strong Edison man and is making a record with this line.

H. B. Hinman, manager of the talking machine department of the J. B. Brown Music Co., accompanied by his wife, returned from a trip to San Francisco. This trip was rather a unique one, being made entirely by tandem motorcycle, and Mr. Hinman boasts that they did not have a breakdown on their entire trip.

The Musical Record Co., although a short time in business, has been doing its share of the talking machine business. A. D. Wayne, the manager, predicts a tremendous fall trade and says he is in the position to handle all that comes his way.

Miss Bernice Roby, who has charge of the talking machine department of the Thearles Music Co., of San Diego, has proven herself worthy of the position by the many recent sales.

Guy S. Pooler, salesman for the Southern California Music Co., has returned from Avalon, Catalina Island, where he has spent several weeks' vacation. Mr. Pooler is a live salesman in every sense of the word, proving it by the recent sales.

W. S. Gray, coast manager of the Columbia Phonograph Co., was in this city for a few days combining business with pleasure while calling upon dealers of the city and vicinity.

V. B. Chatten, of the J. B. Brown Music Co., has been showing a splendid selling record of late by making a number of high-priced deals.

The Fitzgerald Music Co. is erecting a new building for temporary quarters at 947-949 South Broadway. It expects to be located in its new home in a very short time. Miss A. Brown, manager of the talking machine department, and her sister returned from a trip to the northern part of the State, where they spent several days.

Whittier Music House, Whittier, Cal., will soon

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.

LOUISVILLE'S TRADE HAPPENINGS.

Ray Bros. Expansion—Dictaphones for L. & N. R. R. Co.—Cerf to Push Columbia Disc Line—Display at Kentucky State Fair—E. B. Walthall Returns from Visit to New York.

(Special to The Talking Machine World.)

Louisville, Ky., Sept. 9, 1912.

E. B. Walthall, local manager of the Columbia Phonograph Co., has just returned from a visit to New York and the Columbia factory at Bridgeport.

Ray Bros., Edison and Victor dealers, are making some extensive improvements in their retail store on Jefferson street.

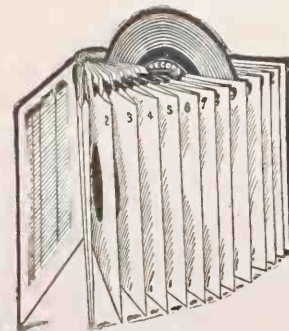
The Dictaphone department of the Columbia Phonograph Co. has just closed an extensive deal with the L. & N. R. R. Co., whose general offices are located here.

Henry Cerf, of 209 Pearl street, New Albany, Ind., in the future will push the Columbia disc line.

The Victor and Edison dealers and the Columbia Co. all report a good August business, with good collections.

The Columbia Phonograph Co. had an extensive display, in charge of Local Manager Walthall and his able assistant, Mr. Reid, at the Kentucky State Fair, held at the State Fair grounds in Louisville, September 9 to 14, inclusive. This was good advertising, as the crowd for the week was estimated at 250,000.

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 Binding on the Market :: :: ::

SIDE LIGHTS ON SUCCESSFUL HOME RECORD MAKING.

Hints Regarding a Fascinating Pastime That Should Prove Valuable to the Dealer Desirous of Increasing His Business—Home Recording Has Its Practical as Well as Its Amusing Side—Making the Talking Machine Supplement the Camera.

Just how far, Mr. Dealer, have you encouraged your customers along the line of home record making? Have you asked them to realize what great fun it is to record the vocal or instrumental talents of a friend? If not, now is the psychological moment!

Long before the postman lays the magazine containing this story upon your desk, a new recording outfit will have been born into the world of talkerdom. It is a wonderful contrivance, this latest Edison recorder, for it makes the amateur four-minute record a practical reality, and, further than that, the shaving machine which accompanies it should eliminate the last shred of objection from the mind of your customer who has failed to become the owner of a recorder in the past, owing to the inconvenience attending the shaving of records. I know by sad experience, the best of teachers, that very often when one is upon the verge of a recordfest, the talent assembled, the repertoire satisfactorily arranged, all seems well. Then a glance at the box of wax cylinders dissolves this state of self-satisfaction into thin air. There are no blanks! This would be an encouraging state of affairs in a prize drawing contest, but applying, as it does, to a recording festival, it is a grim joke. One indulges in exclamatory paragraphs, for which in his saner moments he will be sorry, and marathons to the nearest dealer. All this takes time and money, besides destroying at least in a measure, the success of the occasion.

But when one has a thoroughly dependable device at hand, and with a few turns of a mandrel, can bring forth upon the cylinders to be shaved as smooth and glossy a surface as his dealer, with his far more elaborate paraphernalia, ever dared produce, the situation is saved without the painful necessity of indulging in a marathon or the expenditure of a single copper.

And again, Mr. Dealer, think what this four-minute recorder means to your patrons from the standpoint of old Father Time. I will venture in all sincerity to make the statement that in every household which shelters a talking machine there is a song, a poem, an essay, or what not, recalling some beloved event in the long ago, laid reverently away between the pages of the family Bible or in some other sacred place.

Why not suggest, through whatever medium of advertising suits you best, that these gems from the past be brought to light and engraved upon the new four-minute cylinders?

I hear you answer me: "I have suggested this same scheme to my customers in the days that are gone, and it proved entirely impracticable."

Very good, Mr. Dealer, but why? I will be only too glad to tell you. Until now you have had nothing but a two-minute recording zone to offer them, and that was not sufficient. They have tried to the best of their ability to obtain a satisfactory record of something dear to them upon the old style blank, and failed dismally because it was impossible to record without mutilation. No song is so sweet, and no oration so masterful that can not be ruined by "cutting."

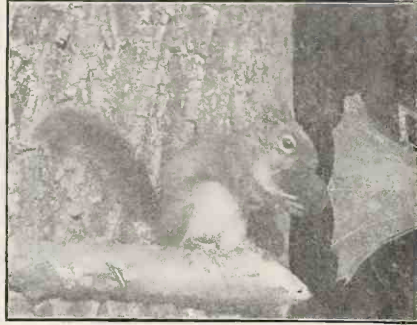
Go back to these fellows, my friend, with the good things you have to say concerning the new outfit. Ask them to bring that abandoned selection once more into the light of day and engrave it, in its entirety, upon a four-minute cylinder.

The lecturers, clergymen and all those who make a living through their voices, should welcome this new recorder with open arms. There are a number of these gentlemen among your customers, Mr. Dealer. Why don't you prepare an attractive little booklet telling in an interesting way just what the new outfit will do for them? (Methinks I hear you mutter: "There's that time-worn booklet crack again.") They have talking machines, but for amusement purposes alone, and could not in all probability, even if its merits were pointed out to them, afford to invest in a commercial phonograph, but when you demonstrated in this brochure you are going to send them that they can get

practically "commercial" results from the machine they now own plus the four-minute Edison recording outfit, you take it from me, they will be eager to talk business with you.

* * *

There is a certain exhilaration to be experienced from an indulgence in amateur photography, just as there is from the recording of human voices. But when one deserts the beaten paths, worn smooth by the multitude of snapshotters who know nothing



Getting Bro. Squirrel's Opinions.

ing of picture making aside from the loading of plate holders and the squeezing of the rubber bulb; fleeing also from those phonographic experts whose exploits in the world of recording are more noisy than melodious, and wanders far afield among God's creatures, photographing them in their own habitat, and making records of their voices as well; then, and then only, is he enjoying to the full his camera and his talking machine.

To those among your customers, Mr. Dealer, who are also interested in photography, I submit



Johnnie Flicker's First Conversation.

the following, trusting I may be able to widen their field of pleasure.

When next you take your kodak to the fields or woods in quest of a nature picture, include the talker also. Will it not prove eminently more satisfying when you return home from a successful hunt, to have not only your film roll loaded with



Still Another Little Record Maker.

negatives of the images of birds and animals, but your record case filled with their voices as well? This sounds fantastic, does it not? However, it can be done, and in some cases very easily.

It is not at all difficult to obtain an oration from Mr. Chick R. E. Squirrel. He is a curious little rascal, a great glutton and a loud talker. Therefore, by arousing his curiosity, and supplying an appetizing feast, you can induce him to pose for his portrait, and tell you the story of his life at the same time. You must be patient, however, as he will misjudge your intentions at first, but after he is convinced that the piece of wood you have nailed to the trunk of his favorite tree is for his especial benefit—dedicated to his use as a declaiming platform—and that the luncheon of walnuts placed in tempting array along its top is also for His Squirrelship, he will draw near, loudly chattering his thanks, but still a little afraid of the queer looking funnel and the hooded black box with its three long legs.

Eventually he grows very daring, and with a flirt of his plumed tail, and much high-pitched jabbering, steals a walnut, retreating with it to a near-by branch. But there are more sweetmeats to be consumed, and he is still quite unharmed; therefore, his next call is a more deliberate one. He is quite assured by this time that all is well, and upon his third visit settles down to enjoy himself, munching and talking.

At the click of the shutter he is off, but in the meantime your camera and talker are not idle.

Young birds make fine "photo-phonos" subjects also. The young gentleman in the accompanying illustration is Master Johnnie Flicker. He, too, has a voracious appetite and is also an accomplished conversationalist. He is making his first pilgrimage into the world, having left his home (the hole to be seen at the lower right hand corner of the photograph) for the purpose of notifying the world at large that he is now open for hole boring and worm exterminating contracts at a surprisingly low figure.

Now, Mr. Dealer, bring the subject of phonography before your patrons this autumn. It will take them out into the parks, the forests and the country lanes at the time when the paint brush of nature is dripping with the most gorgeous colors of the whole year, and whether or not they return with game bags heavily laden, they will have gained clear complexions and improved digestions, besides an entirely new understanding of the doings of the wood folk.

To those of you who believe in side lines, it seems to me that the promoting of phono-photography among your customers should create a demand for cameras also.

HOWARD TAYLOR MIDDLETON.

PROFITING BY MISTAKES.

Looking for What to Avoid Rather Than What to Copy in Competitor's Business.

"I find that most business men when they visit other establishments in their own or a similar line, keep their eyes open for things to copy," said the owner and manager of a large factory in the Middle West. "When I go around, however, I look for their mistakes, and then avoid the same ones in my own place. In this way I believe that I can keep ahead of the game, because I keep away from imitating."

"I believe that so long as you are looking to the other fellow for inspiration, you are a follower, not a leader. If you should lead, you must break away from the beaten track—be a pioneer. Look to the other man to profit by his mistakes—but not to do your thinking for you."

Because her slumbers were disturbed by the cries of a baby next door, Miss Sarah Davenport, a wealthy and eccentric woman of South Norwalk, Conn., is reported to have purchased the loudest talking machine she could get and hired a man to keep it running from 10 p. m. to 3 a. m. every night, playing the same piece continually. The father of the child threatens to have the woman arrested for maintaining an intentional nuisance.



Another Columbia triumph—records from that wonderful Stradivarius of Kathleen Parlow, the one greatest of all women violinists.



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

CLOSE A BUSY SUMMER SEASON.

The Talking Machine Trade in Cleveland Well Pleased with Summer Business, and Are Now Preparing for a Lively Campaign During the Fall and Winter—U-S Phonograph Co. Reports Increasing Output—Wm. Taylor, Son & Co. Take on the Victor Talking Machine—L. H. Lucker Places Big Orders for Edison Disc Phonographs and Records—Leading Dealers Make Optimistic Reports.

(Special to The Talking Machine World.)

Cleveland, O., Sept. 11, 1912.

The vacation season, political State and national agitation and the weather interfered somewhat with the talking machine trade during August, but in the aggregate an unusually large volume of business was done, while the month, usually one of the most inactive of the year, was very quiet, September has ushered in more activity and trade is materially improving. Dealers are now turning their attention to an expected large fall trade, and judging from their optimistic talk a decided improvement is already manifest.

The summer season as a whole was very satisfactory to the trade generally. The demand covered the entire range from the lowest to the highest priced machines and records. Local reports, as well as from outside territory, are of a general tenor regarding a favorable fall trade, and extensive preparations are being made by the distributors to meet it.

A. W. Roos, auditor of the Columbia Co., spent several days at the store of the company here the first of this month.

J. O. Hanna, formerly district manager of the Edison business phonograph, has joined the forces of the Dictaphone in Cleveland. He has had a number of years' experience in the business.

Wm. Taylor Son & Co., a large dry goods and notion store, is installing a talking machine department and evidently intend to do an extensive business in this line. The company's initial order was for \$7,000 worth of Victor goods.

Business is reported moving along at a lively pace at the factory of the U-S Phonograph Co. Mr. Nisbitt, sales manager, said that conditions continued favorable and that he anticipated a good fall trade.

"The Dictaphone business is very good," said G. J. Prebeck, manager, "and the prospects are very flattering."

The same prosperous conditions that existed at the store of the Eclipse Musical Co. during July prevailed during the month of August. "We are just as busy as we can be in the wholesale department," said P. J. Towell. "About the only thing that is worrying us is our inability to get the goods from the factory as promptly as de-

sired. We have booked a number of orders for the new style of machines from retail dealers and are getting in large quantities in hopes of being able to meet the demand which unquestionably will be large. Business is moving along fine in the retail department. Sales of both machines and records are good."

The situation is very satisfactory at McMillin's and everything is said to be booming. "Trade in both machines and records is very good in both the Victor and Edison lines," said O. E. Ke'logg. "We have placed advance orders for a large shipment of the new Victrolas for October 15 delivery, for which we expect there will be an excellent demand. A party recently came in here and purchased \$27 worth of Spanish records. His home is in Rochester, N. Y., and he was on his vacation. He said he wanted to hear some Spanish records, naming some selections, with which he was accommodated. He said he had tried a number of places in Chicago, Detroit and other cities and two other stores in Cleveland before finding them. He struck the right place here, for McMillin's specialize on foreign records and are working up a fine business in them.

Conditions at the Edison distributing store of L. H. Lucker are of the most satisfactory character, judging from the highly elated expressions of Mr. Peterson, manager, over the results of summer trade and future prospects. Mr. Peterson had just returned from a visit to the exhibit in New York of the new styles of Edison disc machines and the new models of the cylinder type. "From what I had heard and read of the new disc machine," he said, "I expected to see and hear a wonderfully improved talking machine, and I was disappointed in that it was far superior to what I had anticipated. In every particular, both as to the machines and records, it is a very long step forward in the perfection of the phonograph. As an evidence of the opinion of Mr. Lusker, whom I accompanied on the visit, as well as myself, we placed an order of \$15,000 for the new machines and 10,000 records. I am now booking a large number of orders for the different styles of these phonographs, and am preparing to meet an expected big demand for them, as well as for the new improved models of the cylinder machines and adamant cylinder records.

Although the activity manifest at the store of the Collister & Sayle Co. is more largely in the sporting goods line, the talking machine department is a close second in the volume of business transacted. Trade was said to be fairly good—about normal in both the retail and who'esale departments.

Business in the talking machine department of the Caldwell Piano Co. is reported seasonably good. A number of sales of Victrolas were made

during the month, and the record trade was said to be excellent and increasing. R. W. Schirring, a young man of considerable experience in the music trade, has been appointed manager of the department.

R. Svchla, proprietor of the West Side Columbia store, is building up a large business, especially in the foreign record line. "I am quite well satisfied with conditions," he said. "Business is very good considering the season. I have a good steady trade in both machines and records and other musical instruments." Mr. Svchla has opened a branch store on Broadway, and is sanguine of doing a prosperous business there.

The W. H. Buescher & Sons Co. report the most satisfactory conditions. "Business for August," said Mr. Roberts, "was exceptionally good, but as the shipments from the factory were slow by reason of the new models coming out, deliveries of sales could not be made complete. Our new auto truck, on the sides of which is the large, beautiful oil painting of the 'Victor dog,' is attracting universal attention. When our new model Victrolas arrive and the store is filled with instruments a formal opening will be held."

The talking machine department of the Dreher Bros. Co. is a busy place. Mr. Guion said he was making daily sales of machines and that the record trade was fine and constantly increasing. "We are having numerous inquiries, indicating a prosperous fall trade," he said.

A prosperous, satisfactory business is being done in the talking machine department of the Bailey Co.'s store. "We are making large sales of machines," said Miss Sarah Shulman, the able assistant of Mr. Friedlander, "and our record trade runs into the thousands monthly. Our August business was more than double that of the same month last year. We expect a largely increased trade when the new model Victrolas are received."

The May Co. reports business in the talking machine line excellent, both in Victor machines and records. Miss Ethel M. Volk, manager of the department, is away on her vacation, which accounts for the briefness of this notice.

The Bailey Co. and the Caldwell Piano Co. have secured the representation of the Edison home kinetoscope and films for Cleveland. Judging from the optimistic expressions and the energetic way the dealers are pushing the new invention, it is destined to prove an eminent success.

WINS FIGHT FOR LOWER DUTY.

The United States Board of General Appraisers upheld the Columbia Phonograph Co., General, recently in its contention that wax master records should be assessed at 25 per cent. under Par. 462 of the tariff, instead of at 45 per cent. under Par. 468.

The cash value of proper lighting cannot be over-estimated. The well-lighted store is the store that attracts trade. Under the influence of good and sufficient light the employes work more efficiently, are more responsive, maintain better health, are more cheerful and give better service to customers.

CHEMISCHE FABRIK E. SAUERLANDT **FLURSTEDT**
 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.

Despite Weather Conditions Talking Machine Dealers Are Looking Forward to an Excellent Autumn and Winter Trade—The Public Has Awakened to the Vast Possibilities of the Talking Machine as a Means of Enjoyment in the Home—Gramophone Records in Future Will Be Double Sided—Hitherto Only Single Records Were Issued—Important Odeon Changes and Developments—S. B. Turner, Formerly of Pathé Frères, Starts in Business on His Own Account—Records of the Voice of the Commander-in-Chief of the Salvation Army—New Records Announced and More Coming—The Large Fees Earned by Opera Singers—Some of the Many Interesting Records Issued by the Various Companies During the Past Month—New Amberola Style Announced by the Edison Co.—Other Items of the Month.

(Special to The Talking Machine World.)

London, E. C., Sept. 5, 1912.

Reports from the different centers of trade activity indicate in no uncertain measure the probability of an early commencement of the season's business, and unanimous opinion prevails that the hustling time is not far ahead. And there is good ground for this belief. Partly due, perhaps, to the unsavory weather conditions of late, trade shows a steady increase each week, and many large record orders have been booked for delivery over a period. Dealers, too, are experiencing a better time. Interest in the latest record issues is keen, and the public seem to have awakened to the vast possibilities of home talking machine enjoyment rather than a "damping" holiday at the seaside. Many new machine models are in course of preparation for the season's trade and, with improvements in other styles, dealers have a voluminous and attractive range from which to choose at prices ranging from 12s. 6d. upwards. The leading houses have commenced operation in earnest by opening up stock rooms in the chief cities throughout the country, and sales reports are exceedingly satisfactory.

Announce Double-Sided Gramophone Records.

Under the simple words "an announcement," Sidney W. Dixon, sales director of the Gramophone Co., Ltd., tendered a startling item of news to "H. M. V." dealers this month, which, in effect, made known that a certain category of gramophone records will in future be double-sided. Hitherto only single records were issued, and the gramophone company is practically the last to adopt the two-in-one disc. Such a radical departure calls for exceedingly careful handling, having in view the extensive character of the single-side record repertoire. The change, therefore, will be very gradual at first, and applies only to band and instrumental impressions, a list of which has been sent to the trade. Prices for the double records are the same as for single, i. e., 10-inch, 3s. 6d.; 12-inch, 5s. 6d.; which really represents a very substantial reduction in price. The initial double-sided issue of titles is thoroughly representative and forms a lengthy list. To ease dealers' stocks the company gives advice of a generous exchange plan, but only certain records, particulars of which were given on a separate sheet, may be returned for exchange, these numbers having now been deleted from its catalog. A certain quantity of new double-sided records will be issued each month in future. Trade prices remain unaltered.

In addition to the enormous extra expense involved by this change, the company announced they will back it up with an expenditure of £20,000 this season on newspaper publicity.

The various changes which have and are taking place in this industry, must exert a powerful influence in the direction of increased popularity for

mechanical music, but so keen is competition becoming that the market is liable to be overtaxed and trade stability threatened. And what with the new records promised this season, there is already close upon thirty different makes, things would appear to look very lively. It is possible to have too much of a good thing!

Odeon Developments and Changes.

An important item of news this month is the announcement relative to vital changes in the Odeon business here. Perhaps the most sensational aspect of the new move is the price reduction from 4s. to 3s., and in the case of 12-inch records from 6s. to 5s. Hitherto 10¾ inches in diameter, the future size of the 3s. double record will be 10 inches, although for some little time ahead the monthly issues will include a few of the 10¾-inch size. There is to be a practically "all English" list of titles, comprising the pick of the old 10¾-inch catalog embodied with current 10 and 12-inch impressions. In this list only two prices prevail—3s and 5s. Mainly composed of operatic and foreign titles, a separate list of what is called "Royalty" records is issued, and the prices of these will vary according to the value and standing of the artists.

In order to counterbalance the depreciation of stock which the price reductions entail, Messrs. Barnett, Samuel & Sons, Ltd., who control the Odeon output here, have adopted a very generous rebate plan, of which their dealers have taken full advantage.

A choice selection of 150 titles appears in the Odeon "Popular" record catalog, and the "Royalty" series consists of some 500 titles by artists of the very highest rank, including Mme. Emmy Destinn, John McCormack, Walter Hyde and H. M. Grenadier Guards Band, to mention only a few, some of whom also figure in the "Popular" catalog.

This new departure has very naturally aroused a great amount of interest in trade circles, where it is regarded as a further manifestation of the kaleidoscopic-like nature of this industry. Received, however, with the utmost favor by dealers, it will doubtless prove a wonderful sales stimulant, insuring an exceptionally fine harvest this season for all live Odeon dealers. As an additional means to that end it may be mentioned that Messrs. Barnett, Samuels have planned an extensive advertising campaign throughout the country.

S. P. Turner Resigns from Pathé Frères.

S. P. Turner, who has been connected with Messrs. Pathé Frères, London, as manager for the last few years, has just resigned, with the object of starting in business on his own account early in October. Negotiations are proceeding for the rental of spacious premises, consisting of six floors in the neighborhood of Cheapside.

Having acquired a new patent tone arm in which he puts very great faith, Mr. Turner will start an extensive advertising campaign to make known the ingenuity and excellent properties of the invention, which, by the way, has been patented in all important countries.

In this new business Mr. Turner will have his own style of instruments, and will trade in all makes of records. Through the medium of The Talking Machine World Mr. Turner wishes to thank all those with whom he has come into contact during his 11 years' connection with the talking machine trade for the courtesy and good fellowship that has been extended to him. More anon when everything is ready.

Records of Commander Booth's Voice.

With the passing of the venerable Commander-in-Chief of the Salvation Army, it is interesting to recall that the only records in existence made by General Booth are two listed by the Columbia Co., the titles being "Don't Forget" and "Rope

Wanted." They are well recorded and furnish excellent examples of the general's unrivaled declamatory power and oratorical fire. Both are single-sided 10-inch records priced at 4s. each. Part of the proceeds of each sale is credited to the Salvation Army fund for reclaiming the criminal and assisting the unemployed.

Meeting of Russell & Co. Creditors.

A meeting of the creditors of F. M. Russell & Co., Ltd., was recently held at the company's registered office, Junction Works, Hythe Road, Willesden. This firm, it will be remembered, was the manufacturer of the "Russell" disc record, but little was heard of it, and after a few months' precarious existence and a five days' law action, now some three or four years back, it died a natural death.

New Records in the Field.

Since last season several new records have seen the light of day and, according to dame rumor, others may be expected shortly!

"His Master's Voice" Titles for September.

In the following list of "His Master's Voice" titles for September, special attention is drawn to the first issue of double-sided records by some of the most renowned performers of the day. Particulars will be found elsewhere as to this new departure, and I may here mention that it has caught on to an amazing extent, which, despite the company's huge output facilities, bids fair to tax the resources of the factory to the utmost. Some idea of the magnificent fare provided this month may be gleaned from the list hereunder:

His Master's Voice, 10-inch records—"Minuet" (Beethoven), Miss Marie Hall (violinist); "I Know of Two Bright Eyes" (Chelsam), John McCormack; "Haste to the Fair" (Kennedy Russell), Thorpe Bates; "Autumn Winds Are Sighing" (Klem), Herbert Heyner; "That Hypnotising Man" (Von Tilzer), American Quartet; "Carmena—Vocal Waltz" (H. Lane Wilson), Lyric Quartet, and "Berceuse" (Jarnefeldt), Renard Trio. Twelve-inch records—"Unfinished Symphony," Part I of first movement (Schubert), new Symphony Orchestra; "Unfinished Symphony," Part II of first movement (Schubert), New Symphony Orchestra; "Like Stars Above" (W. H. Squire), John McCormack; "When the King Went Forth to War" (Koenemann), Robert Radford; "Sincerity" (Emilie Clarke), Peter Dawson; "The Vale of Dreams" (Baer and Schmid), Florence Smithson; "Come to Town, Miss Brown" (Sterndale Bennett), Margaret Cooper; "Gems from 'The Sunshine Girl,'" Part I (Rubens and Winperis), the Light Opera Company; "Gems from 'The Sunshine Girl,'" Part II (Rubens and Winperis), the Light Opera Company; "Little Girl, Little Girl," "Sunshine Girl" (Rubens), George Grossmith; "The Night When the Old Cow Died" (a song of the impossible) (H. Montague), Tom Clare, and "E Can't Take the Roise Out of Oi" (West), Albert Chevalier.

His Master's Voice Celebrity Records—"Voce di Donna o d'angelo" ("La Gioconda") (Ponchielli), Mme. Kirkby Lunn; "The Lost Chord" (in English) (Sullivan), Caruso; "The Swallows" (in English) (Cowen), Tetrizzini; "Pescador, Af-fonda l'esca" ("La Gioconda") (Ponchielli), Amato; "Ge Sal Solle Drude" ("Norma") (Bellini), Schaliapin. Two new records by Mme. Clara Butt are also to be issued this week. The titles are "My Ain Folk" and "Daddy."

His Master's Voice new double-sided records—"Come Sing to Me" (Thompson) (assisted by Frank Winterbottom), (cornet solo by Corporal W. Bright) and "Gypsy Love Waltz" (Lehar), band of H. M. Coldstream Guards; "The Geisha," Selection I and Selection II (Sidney Jones), band of H. M. Coldstream Guards; "Sunshine Girl," Selection I and Selection II (Rubens), band of H. M.

FROM OUR LONDON HEADQUARTERS— (Continued from page 40).

Coldstream Guards; "Mystic Beauty," intermezzo (Finck), and "Rosemary," intermezzo, Elliott; "Princess Caprice," Selection I and II (Leo Fall), by Mayfair Orchestra; "Lisclotte" and "Lancelot" (Leon Adams), by Bohemian Orchestra.

Fees Earned by Opera Singers.

A contemporary gives some interesting notes of the immense fees paid to some of our leading singers. It is announced that Caruso has just signed a contract to appear at the National Opera House in Buenos Ayres at twelve performances, for which he is to receive £1,400 each. Madame Patti often received £1,000 for each appearance, and during one season at New Orleans the diva was paid \$1,200 a night, plus a percentage of the receipts above a certain amount, besides all traveling expenses for herself and her staff.

One Order for 125,000 Records.

It is reported that the London branch of the Favorite Record Co. recently secured an order for no less than 125,000 records at full trade price. For this time of year it is regarded as a "record" contract, and I congratulate Karl Harth on his success. Certainly, under his guidance, the Favorite record business has increased wonderfully.

Records Now Made by New Process.

J. E. Hough, Ltd., announces that all its phonograph records are now made on the "new process" system, the distinctive letters "E. B." and "N. P." will no longer be used.

Speaking of Edison Bell records, it may be mentioned that the disc sales for this year show an increase of something like 50 per cent. over last year, a fact which suggests eloquent appreciation of Edison Bell quality.

Planning Big Advertising Campaign.

The Gramophone Co., Ltd., has advised its dealers of plans for a big advertising campaign this season which will involve them in an expenditure of £20,000! A truly record amount this—at any rate, in the talking machine business.

Concert Tours by Record Artists.

"His Master's Voice" Co. issues particulars of an unique undertaking in the shape of concerts at which prominent talking machine artistes will be presented. These concerts are booked for various dates in October at Glasgow, Edinburgh, Manchester, Liverpool and Birmingham. Among the performers we notice the New Symphony Orchestra (70 musicians), conducted by Landon Ronald, who is also principal of the Guildhall School of Music; Miss Irene Scharrer, described as the greatest English pianiste, and Evan Williams, who, we are told, is making a special 3,500 mile trip from his home in Akron purely to gratify the clamorous demand of those who have heard his records and wish to hear and actually see this wonderful tenor in the flesh.

It is obvious that "His Master's Voice" tour will prove one of the big musical events of the season.

New Columbia Record List.

Among the recent scoops announced by the Columbia Co. we notice "The Two Bobs" (Adams and Alden), two genial comedians—with their piano—who came to this country from the States some few months ago with some of their best ragtime hits, two of which may now be obtained on Columbia-Rena records. Nella Webb is another exclusive Columbia acquisition, whose appearance at leading London music halls won for her a lasting place in the hearts of Londoners. She has been described as a "very pretty parcel of good looks and glad glances." Her first records will be found in the current Columbia list, which also includes the following excellent numbers:

Columbia 12-inch records—"I Have a Song to Sing, O" (from "Yeoman of the Guard") (Sullivan), Walter Passmore and Miss Hilda Francis, and "Like a Ghost His Vigil Keeping" (from "Yeoman of the Guard") (Sullivan), Walter Passmore and Robert Howe, and "Festiva! Overture"

(E. Lassen), and "Sleeping Beauty Waltz" (Tschaiakowsky), Russian Symphony Orchestra. Ten-inch records—"Cavalleria Rusticana," selections (Mascagni) (organ solo), J. J. McClellan, and "The Gondoliers," from "A Day in Venice" (Nevin) (organ solo), J. J. McClellan; "Gipsy Love" selections, Part I and Part II (Franz Lehar), regimental band of H. M. Scots Guards; "Patricia" (Maurice Scott), and "We Must Have a Song About the Isle of Man" (C. W. Murphy), Stanley Kirkby; "Cigarette Papers," Part I and Part II (Jack O'Connor), comic sketch by Jack and Evelyn; "In the Land of Harmony" and "Stop, Stop, Stop" (Ted Snyder), and "Dill Pickles Rag" (C. L. Johnson), accordion solos by Guido Deiro, and "Viva la Jota March" (P. Marquina), and "El Albanico March" (arranged by Ord Hume), regimental band of H. M. Scots Guards.

Now "Thomas A. Edison, Inc."

The names of the National Phonograph Co., Ltd., and Edison Manufacturing Co., Ltd., have now been dropped in favor of Thos. A. Edison, Ltd., under which name the company will in future be known. An excellent move, truly.

New Beka Record Exchange Scheme.

During September the Beka Record Co. has a live exchange scheme running and no more appropriate time could have been chosen to relieve dealers of old stock and put in new goods for the season. The firm itemized over twenty different makes of records which they are prepared to accept in exchange for new Bekas on liberal terms.

Reduction in Telephone Rates.

The Postmaster General announces particulars of a reduction in the telephone rates for trunk calls, details of which may be obtained from any post office.

Improved Protection Against Fire.

The recent terrible fire in London, which involved such a heavy sacrifice of life, has stimulated

(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

'His Master's Voice'

Trade Mark is recognized the world over as the

Hall Mark of Quality



To H. M. the SHAH OF PERSIA



BY APPOINTMENT To H. M. QUEEN ALEXANDRA

AUSTRIA: Oesterr. Grammophon-Gesellschaft, m. b. H., 8, Rugerstrasse, 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 Uteza 8, Budapest.
 ITALY: Compagnia Italiana del Gramofono, 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., Lourenço 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, Ballighatta 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.



HIS MASTERS VOICE

The Columbia Hornless Graphophone "Eclipse" is not too cheap to be more than satisfactory to your customers, nor too cheap to be profitable for you to handle—yet not so expensive that anybody needs to think twice before buying it. And a record seller as good as the best—for absolutely the tone quality is *there!*



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

FROM OUR LONDON HEADQUARTERS—(Continued from page 41).

lated many firms to overhaul and reorganize existing methods of protection against and in the event of fire. The basic principle underlying schemes of this nature is, of course, to insure the utmost safety for employes, and doubtless with this idea in the forefront additional protective measures against a possible outbreak have been recently installed by the Gramophone Co. Hand hydrants and buckets will be kept ready for instant use should occasion arise, and on every landing and in other prominent positions are to be found large red-lettered notices indicating the nearest exits and giving clear instructions as to course of procedure in the event of fire. The whole arrangements are in the hands of a thoroughly efficient man, whose duties will entail, among other things, a weekly visit of inspection. Although the best laid plans, etc., do sometimes fail, it is evident that the Gramophone Co. can justly claim to have utilized the best possible means of minimizing the danger accompanying an outbreak of fire.

Many Standard Records Withdrawn.

Accompanying its October list of records, which, by the way, contains an exceptionally pleasing selection of titles, is an announcement from the Edison Co. notifying the trade that something like 250 "Standard" records will be withdrawn from sale. The various pieces are itemized and dealers are urged to closely study the list and order at once any titles they may require, as when the present supply becomes exhausted the moulds will be destroyed.

The current list contains two specially fine Amberol concert records, in addition to the usual quantity of Amberol, but it is to be noticed that the "Standard" titles diminish in numbers each month. The complete list is as follows:

Edison Amberol Concert Records—"O Happy Day, O Day So Dear" (C. Götz), Miss Margaret Keyes, and "Nocturne E Flat" (Chopin) (vio'n solo), Miss Kathleen Parlow.

Edison Amberol Records—"Battle March of Delhi" (Pridham), National Military Band; "Its Nice When You Love a Wee Lassie" (Lauder), Harry Lauder; "Money Talks" (Terry, Pe'ham and Wallis), George D'Albert; "The Lady with the Glad Eye" (A. Allen), Miss Florrie Forde; "I Feel So Lonely" (Bert Lee), Stanley Kirkby; "Les Sirens Waltz" (Waldteufel) (concertina solo), Alexander Prince; "Here's to All the Girls" (Jones and Martyn), Jack Charman; "The Wo'f" (Shield), Peter Dawson; "The Hundred Pipers" (Lady Nairne), William Davidson; "Gae Bring to Me a Pint o' Wine" (Robert Burns) (traditional), Archie Anderson; "I Want a Girl" (Harry Von Tilzer), Walter Van Brunt and chorus; "Drifting" (W. R. Williams), Miss Elsie Baker and James F. Harrison; (a) "Silver Threads Among the Gold" and (b) "Cordelia Polka" (xylophone solos), William Dorn; "Because I Love You, Dear," Charles W. Harrison; "Scarf Dance" (C.

Chaminade) (piano so'lo), Karel Bondam; "With All Her Faults I Love Her Still" (M. H. Rosenfeld), Will Oakland; "By the Old Cathedral Door" (A. Solman), Cathedral Choir; "The Last Hope" (L. Gottschalk), Edison Concert Band; "Pastel—Minuet" (H. Paradis), the Tol'sen Trio; "Mysterious Moon" (N. D. Ayer), Miss Ada Jones and Billy Murray; "When the Old Folks Were Young Folks" (A. Solman), Manuel Romain and chorus, and "Hear That Orchestra Rag" (J. Hollander), Peer's Quartet.

Edison Standard Records—"Bonne Bouche Po'ka" (Waldteufel) (concertina solo), Alexander Prince; "God Will Take Care of You" (Martin), Wm. McEwan, and "Will You Come Home With Me?" (Irish bagpipe solo), W. N. Andrews.

Book on Music Refers to Records.

I am in receipt of a valuable little work entitled "Recueil de Chants," compiled by D. L. Savory, professor of French and of Roman philology, Belfast University. It contains the text, in French, of some of the gems from the works of Gounod, Bizet, Meyerbeer, Schumann and other popular authors, but the interesting point is that all these pieces are obtainable on "H's Master's Voice" records (by such artistes as Caruso, Plancon, Calve, Journet, etc.), the index numbers of which are given in the book. The usefulness of such a handy work to the gramophone enthusiast is obvious. Professor Savory strongly favors the use of both gramophone and phonograph as aids to the teaching of foreign languages, and has adopted this

means at the college. All the records mentioned in this excellent publication, by the way, may be obtained from Thos. Edens Osborne, of Belfast.

Billy Whitlock Now Recording Expert.

Chancing across that famous humorous singer, Billy Whitlock, whose chief aim would seem to be to invest the world with mirth, I learned that he has secured the responsible position of recording expert to the Favorite Record Co. A good man in a good place. Congratulations!

September List of Zon-o-phone Records.

Up-to-date in every respect, the September list of Zonophone records reveals a striking example of quality and popular prices. It is a fact that the Zonophone offerings become increasingly interesting and more enjoyab'g each month, and if any evidence of this be required it is certainly to be found upon perusal of the following choice examples:

Zonophone 10-inch records—"I Bring My Roses" (A. Von Ahn Carse), and "Pack Clouds Away" (Macfarren), Mdme. E. Jones-Hudson; "Hush-a-Bye Baby" (yodling song), C. P. Watson, and "Roll on Silver Moon," Pete la Mar; "Shadows of the Night" (cello solo), Van Biene, and "The Deep Blue Sea" (Piccolo), Miss W. Hudson; "Nearer My God to Thee" and "Fierce Raged the Tempest" (Dykes), Besses o' the Barn Band; "Hush, Little One" and "I Want to Be Your Nightingale" (Max Erard), Zono Vevey, and "Motoring" and "Fishing," by Harry Tate.

New Edison Concealed Horn Machine.

A new concealed horn phonograph, to be known under the title of Amberola III, is announced by the Edison Co. The cabinet, measuring 44 inches high, is made of mahogany, and in all respects the finish and construction of this model is of the highest technical and artistic merit. It will play only 4-minute records and five of these without rewinding. Special features are: Movable mandrel, stationary reproducer arm, an ingenious automatic stopping device and a combination starting lever and reproducer lift which releases the feed nut and raises the sapphire for the return of mandrel and removal of record. Lowering this lever places the sapphire in contact with the record and starts the motor. The operator, it would seem, has little to do but listen. That is mechanical efficiency undreamt of a few years ago. Amberola III will retail at 25 guineas.

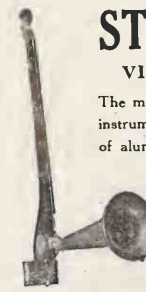
Another Edison departure is a new 4-minute home recording outfit consisting of shaving machine, three blanks and recorder. With the many trade-winning schemes initiated by the Edison Co. this last few months, dealers should experience a real bumper season.

The man who *never* makes mistakes, *never* makes anything else.


Anybody can cut prices, but it takes brains to make a better article.

STROH VIOLS

VIOLIN, VIOLA, ETC.



String Fiddle



Violin

The mellow and matured tone of these instruments, which are constructed largely of aluminum, yet possess *none* of the characteristics of the gramophone or wind instrument, is only one of its many points which are fully set out in an illustrated booklet which will be mailed free on request to the *sole makers*.

GEO. EVANS & CO. 94 Albany St. London, Eng.

OR

in U. S. A. to their sole representatives

OLIVER DITSON CO.

150 Tremont Street
BOSTON
NEW YORK and PHILADELPHIA

BIG SEASON IN BALTIMORE.

Dealers Close Great Trade in August—Victor-Victrola Used for Dancing at Swimming Club—A. Thomas Gordon Married—Peabody Piano Co. Takes the Columbia Line—Growth of Business with E. F. Droop & Sons Co.—Dealers Handling Columbia Line Make Encouraging Reports—Other News.

(Special to The Talking Machine World.)

Baltimore, Md., Sept. 9, 1912.

Dealers here closed one of the best Augusts in the talking machine business that they have experienced. This is a gist of statements given out at all the stores, and those engaged in the trade declare that they have no fear of the Presidential year having any detrimental effect upon the trade whatever. They are all preparing for a big season and believe that it will compare favorably with any previous year.

While many novelties have been introduced from time to time with talking machines, the latest in this section is the use of a Victor Victrola for dancing music. This stunt has been introduced by members of the Maryland Swimming Club at their spacious club rooms at Dundalk, Md. Of course, the use of the Victrola for dance music is only impromptu and takes place on nights other than the regular dance evening, when an orchestra is in attendance. While the members of this club for the most part are athletes, they are always ready for a good social session in the evening, with the result that the Victrola is kept busy furnishing waltz and two-step music while the dancers skip merrily over the floor. The Victor Victrola which the swimmers use was purchased from the Gordon Phonograph Co. Mr. Gordon says the selection of a Victrola by the swimmers speaks well for the Victrola, and he is delighted to get in with such good company.

Manager Denison, of the Columbia Phonograph Co.'s branch in this city, announces that he has placed the Columbia line with the Peabody Piano Co., of this city. Mr. Denison says that this has been the biggest August he has had and that everything points to a big fall trade. This is both the case with the retail trade and the wholesale trade, as he has most roseate reports from his traveling representatives in the various sections covered by the local office.

A. Thomas Gordon, proprietor of the Gordon Talking Machine Co., is now a benedict. He became one on August 12 when he eloped to Philadelphia with Miss Mary O. Ostendorf, daughter of Lieutenant Frank Ostendorf, of the Police Department, and Mrs. Ostendorf, while the parents of the young lady were quietly enjoying a vacation at Ocean City, Md. They were married in Philadelphia by Rev. Father Schuler of the Cathedral, Logan square, Philadelphia.

Joseph Fink, of the Gordon Talking Machine Co., has made several good sales of large machines since returning from his vacation the first part of August.

After a most enjoyable stay in Atlantic City and up the Hudson, Manager W. C. Roberts, of the E. F. Droop & Sons Co., is back on the job ready for a big fall business. He says that he has no doubt that the fall of 1912 will be a banner one for both his Baltimore and Washington stores, and he is making every arrangement with this idea in view. Hammann-Levin & Co. report a fine month for Victors. In fact, Mr. Levin said that figures for the close of the firm's fifth year show up excellently in every branch of the music trade, the figures for the fifth year doubling those for the fourth.

Cohen & Hughes announce that August has been as good as could be looked for, while September and fall prospects are fine.

H. R. Eisenbrandt Sons are enjoying a big Victor trade, according to Manager Strahan, who is just back from a vacation which he spent in short trips out of Baltimore.

The Columbia line has also been in good demand in a retail way, according to the reports of many of the local dealers. Such statements are



SOLID WOOD (NOT VENEERED)

Mr. Dealer !

MUSIC MASTER
Solid Wood Horn



Trade Mark
on
Every Horn

Once again your attention is called to the tone shadings from a

Music Master Solid Wood Horn.

It being the heart of harmony to own a Music Master, it is accepted among the world's greatest artists as proof of best tone judgment.

The tone from the Music Master appeals to those who demand the best.

Only Horn Guaranteed.

If your jobber cannot supply you, write us

SHEIP & VANDEGRIFT, Inc.
PHILADELPHIA, PA.

made by the William Knabe & Co. branch of the American Piano Co., the Hub Piano Co., Rosenstein Piano Co. and Sanders & Stayman. Manager Albert B wden, of the talking machine department of Sanders & Stayman, has just returned from a two weeks' trip to Atlantic City.

SELF-CONFIDENCE HELPS TO WIN.
No Man Can Succeed at Calling Regarding Which He Feels Apologetic.

The man who has confidence in himself and his wares has an easy battle with the competitor who lacks self-confidence and who is not sure of the value of his proposition. No man can hope for respect from others unless he has it for himself; he cannot readily win others to his cause unless he has first convinced himself. No man can do himself justice in a calling which makes him feel apologetic and neither can he successfully advocate a cause for which he feels called upon to apologize. The remarkable effectiveness of such phrases as "The kind you'll eventually buy" is to

be found in this spirit of unbounding confidence which the promoter displays in his commodity.

CURE FOR BUSINESS ILLS.
Hustling and Advertising Sure Remedies for Business Stagnation.

If anybody asked us for a sovereign remedy guaranteed to cure all business ills, we should simply say, "Hustle, my boy, hustle. Also advertise and again advertise." The prescription is simple, and in its very simplicity lies much of its efficacy. But advertising, for instance, means necessarily in our business good advertising. The player trade has spent uncounted thousands already in bad advertising, which has brought next to nothing in the way of returns. That is a condition which no longer can be permitted to exist. We must have greater efficiency in all departments of our great business, and in none is the tonic needed more than in that of advertising. Good advertising will be the remedy for any slow player business this winter.

**We are going to pull things wide open
this Fall and we want you to have a
hand in it. You have been missing good
money that you may just as well have!**



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

DECIDED ACTIVITY APPARENT IN SAN FRANCISCO.

General Conditions Point to a Large Fall and Winter Business in the Talking Machine Trade—Much Interest in New Styles of Machines—Girard Co. Expansion—A. G. McCarthy Honored—Columbia Co. in New Quarters in Los Angeles—Babson Bros. Enlarge Establishment—The News of the Month Worth Recording.

(Special to The Talking Machine World.)

San Francisco, Cal., Sept. 7, 1912.

The talking machine dealers here have been predicting a lively fall business all during the dull summer season, and it seems they are not to be disappointed in their anticipations, as already a decided activity is beginning to make itself felt at the various houses. What new goods have been received have at first showing been enthusiastically pronounced a decided improvement over the old, and for that reason, together with the fact that general conditions are better than in a number of years, fall business will probably surpass any previous record.

Waiting for New Edison Disc Phonographs.

At the Pacific Phonograph Co., Manager Pommer, who has been indisposed for some time, is back at his desk feeling almost himself again and is glad to resume the responsibilities of business. Mr. McCracken, who has been in charge lately, says business has shown a marked improvement in the last two weeks, although the new disc Edison phonographs, which promise to stimulate trade, have not yet arrived. Advance orders have been placed for the new product in a very gratifying manner. Further shipments of the new Edison home kinetoscope are also awaited somewhat anxiously, as a large business is expected with them. So far only a small shipment has been received from the factory, and they could not be pushed as much as the company would have liked.

Preparing for Increase in Business.

At the San Francisco branch of Babson Bros., Chicago, which does a large mail order business in Edison machines, two new demonstration rooms are soon to be installed in view of increased business when the new disc machines arrive. J. S. Baley, manager of the local store, thinks these will be a great factor in the local trade. He reports very good success with the new model Amberola, which he says is the finest Edison machine yet placed on the market. The first shipment of the new four-minute Edison recorders is expected in San Francisco most any time now. A number of orders have already been placed for them. F. K. Babson, of the main office at Chicago, paid the store here an inspection call not long ago.

New Quarters for Columbia Co. in Los Angeles.

The Los Angeles headquarters of the Columbia Phonograph Co., General, have been moved from their former location on Broadway a few doors farther up the street. The move was necessitated by the building which it had been occupying being re-leased, and besides the company needed more room as the business in the southern part of the State has grown very rapidly of late. W. S. Gray,

Pacific Coast manager, with headquarters here, has just returned from Los Angeles, where he went to see that arrangements for the new location were satisfactorily adjusted.

New Columbia Machines Well Received.

The principal feature of interest at the local office of the Columbia Phonograph Co., General, is the arrival by express of samples of the new Regal and Eclipse machines. Mr. Gray says that dealers to whom they have been shown are very enthusiastic over the instruments, as evidenced by their expressions of praise, backed by good substantial orders for as early delivery as possible. Fred R. Ang'emier, manager of the wholesale department, has just returned from a month's vacation in the San Joaquin valley.

Dictaphone Department Growing.

Geo. S. Murray, manager of the Columbia dictaphone department, says that the closing of August marks the closing of a glorious month in his department, although no very notable single orders have been taken, still general business has been exceedingly good and promises to be better as the season advances.

Trade Visitors of the Month.

H. L. Hill, manager of the talking machine department of Kirk, Geary & Co. at Sacramento, Cal., who are distributing agents for the Columbia machines, spent a few days last week at the San Francisco headquarters of the Columbia Phonograph Co.

J. T. Stitt, a director and the advertising manager of the Southern California Music Co., Los Angeles, who is a talking machine enthusiast, has been spending a few days in San Francisco and vicinity.

With Sherman, Clay & Co. a Quarter Century.

During the month A. G. McCarthy, treasurer of Sherman, Clay & Co. and manager of the talking machine department, celebrated his twenty-fifth anniversary with the firm, or, rather, the firm celebrated the event. The employees of the company presented him with a handsome silver service, and the directors gave a dinner at the St. Francis Hotel in his honor, at which time he was presented with a silver loving cup.

August Business Proves Excellent.

In speaking of business, Mr. McCarthy reports the sales of this August in the talking machine department ahead of the same month last year. The first part of the month was rather slow, but business has been better toward the end, easily making the sales exceed what they did last year. The revival is attributed largely to the fact that the vacation season is practically over and also to the showing of new style Victrolas, which are

creating a decided sensation on the Coast. Chas. C. Skinner, of the department, who has been visiting the northern branches of Sherman, Clay & Co. for the past month, is expected home within a few days. Work on the remodeling of the Sherman, Clay & Co. building, which will give the talking machine department the entire fourth floor, is progressing nicely, but owing to the extent of the alterations the fourth floor will not be ready for occupancy much before the end of September.

A. D. Geissler on Douglas Ranch.

Arthur D. Geissler, of the Talking Machine Co., Chicago, who has been visiting the Pacific Coast distributors of Victor goods for the past month, is about to leave for home after a week's hunting and fishing at the Douglas branch in Sonoma County. Mr. Douglas is also connected with the Victor Talking Machine Co.

Girard Piano Co. Activities.

The branching out of the Girard Piano Co., of Oakland, into new fields promises to give that city a much improved talking machine department. The company has purchased the lease, stock and fixtures of the Bussey-Mihan Furniture Co. and is now operating under the name of Girard's at the former furniture store location. George H. Barnes, who for the past three years has been manager of the Fitzgerald Music Co., of Los Angeles, has given up that position to become vice-president and general manager of Girard's, and it is his intention to give the talking machine department special prominence. As soon as arrangements can be completed, it will be installed on the first floor, which will be the first instance in Oakland of a talking machine department occupying space on the main floor of a music establishment.

Advertising Campaign Makes Good.

Geo. R. Hughes, assistant manager of the Wiley B. Allen Co., says their advertising campaign in talking machines has met with a great deal of success. The members of the force have all returned from their vacations and preparations are under way for fall business, which, from all indications, Mr. Black, manager of the department, says, will be an improvement over that of a year ago. The new Victrolas, he thinks, will stimulate trade, as there is a growing demand for the machine and the cabinet all in one. The Oakland branch, under the management of Mr. Dougherty, formerly with the Victor Talking Machine Co., is doing a nice business.

Bacigalupi on Hunting Trip.

Peter Bacigalupi, Jr., manager of the phonograph department of Peter Bacigalupi & Son, has just returned from a hunting and fishing trip in southern Oregon extending over the past month. The hunting, from reports, was especially good, as the party of six killed twenty deer.

"Business," says a very wise observer, "is like friendship. 'Tis sensitive. It goes only where invited, and stays only where well treated."

We are not measured so much by what we do as by what we get done.

A CHIP OF THE OLD BLOCK.

Tosti Russell, Son of Henry Russell, Director of the Boston Opera House, Writes Interestingly About His Efforts in the Operatic and Musical Field—Emphasizes the Value of the Columbia Phonograph as an Aid in His Miniature Opera Productions.

The following letter from Tosti Russell, son of Henry Russell, director of the Boston Opera House, to the Columbia Phonograph Co., General, New York, is reproduced in full. It ex-



Tosti Russell.

plains itself and effectually demonstrates what a lot of pleasure and knowledge an ingenious youth can derive from a useful Christmas gift. The letter was under date of July 21, 1912, at Camp Algonquin, Holderness, N. H.

"For our Christmas present on December 25, 1910, father gave us a theater; a model of the Boston Opera House. The stage had footlights and two border lights, connected with 12 batteries and a switchboard. Immediately I set to work and painted some scenery, regardless of the fact that I already had some very artistic scenery painted at the opera house by an expert.

"From the start my aim was to render the theater worthy of the name I had given it: 'The Boston Miniature Opera House.' In other words, I wished it to be not only a very high class toy (which it was), but also an extremely interesting 'piece of workmanship.' Several months after this, and about

two weeks before the time my brother and I were told to get ready to go home (to Paris), father got us a phonograph through the courtesy of the director of the Columbia Phonograph Co., General. With the phonograph came many of the Columbia Co.'s best records. Owing to the shortness of the time during the first season of the Boston Miniature Opera Co. I had time only to execute very few of my very numerous plans. In fact, during six months while I was abroad I saw nothing at all of my theater. When I came home in October I started to do some serious work on the stage of my theater. I removed the foot and border lights that came with the theater and made some myself. It seems a shame to do away with the original electric fittings, but I was not satisfied with them for the reason that the footlights had 18 lamps; 6 white, 6 blue and 6 red. I could not turn on less than six lamps at one time. Of course, that made any change of color in the lighting extremely sudden. Therefore you can see why I thought I should make some foot and border lights of my own. The latter included two switchboards, which enable me to turn on the lamps two by two. I have mounted an opera (The Golden of the Golden West). I have fixed up a fan behind the stage, which when I switch on the current starts blowing paper snow through Minnie's log cabin door. The stage includes three curtains: asbestos, drapery and a drop curtain.

"I have fixed up my stage so that it should work exactly the same way as the Boston opera stage does. That is to say, that the scenery works by weights. Next year I intend to fix up hydraulic pressure for the curtains. You may be sure that I owe a great part of my success to the excellent Columbia phonograph that I have."

EMPHASIZING SCHOOL CAMPAIGN.

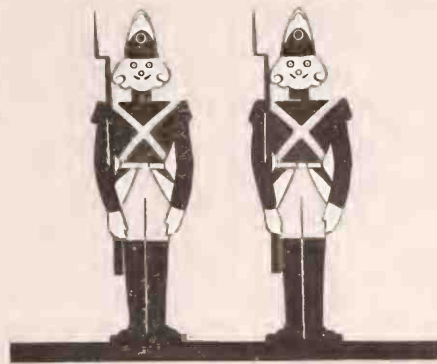
Circular Letter Sent to Victor Dealers Shows What Has Already Been Done in That Direction and What May Be Accomplished.

Mrs. Frances E. Clark, director of the public school educational department of the Victor Talking Machine Co., has just sent out to the Victor dealers some interesting printed matter regarding the Victor in the schools, together with suggestions for the dealer who desires to get business in that field. One of the new features mentioned in the letter to the dealers is a series of two double faced twelve-inch records giving the tone, color and quality of each instrument in the modern orchestra and their grouping into families and sections, with combinations of each group. These records have been perfected after a year's work.

Attention is also called to the advertising, which will be run in twenty of the leading educational magazines beginning September, of the special types of Victors and Victorolas most desirable for school use. Dealers are also furnished with a copy of the circular letter sent out to supervisors of music all over the country, with the various booklets relating to the Victor in the schools which have also been compiled. The booklets include both the Victor playground, with special attention paid to folk dances, singing and games and dance music of modern character; a graded list of records for practical school use, which has been carefully compiled—how to use the Victor in the schools, an interesting booklet telling how, when and where to use the Victor, and how to get the best effects, and a book of "Encomiums on the Victor in the Schools," containing letters of praise from school authorities in all sections of the country, and what we hear in music; a prospectus for a four years' course of study of music for high school pupils.

FINAL MEETING OF CREDITORS.

A final meeting of the creditors of the Leeds & Catlin Co. was held on Thursday, August 29, at the office of the Referee in Bankruptcy William Allen, 67 Wall street. At the meeting application was made for allowances for the attorneys for the trustee, for the appraisers and for other services, and the trustee's account was examined.



We protect our customers' interests

by giving them the kind of service that enables them to take the best care of their customers.

We have the right goods and in the right quantities to fill every order that comes our way, and as soon as you give us the word we start them to you on the "double quick".

We have a reputation for being "Johnny on the spot," because we ship every order the same day it is received—and we keep it up every business day in the year.

Let us show you how quickly and satisfactorily we can fill your orders for whatever you want in Victors, Victor-Victrolas, Victor records, record cabinets, horns, fibre cases, and accessories of every sort:

Send along a trial order as a "feeler" and we'll take a chance on that clinching the argument for our kind of service.

Write for our catalog anyway, and we'll also send you our booklet, "The Cabinet That Matches".

"If it's in the Victor catalog, we have it".

Yes, we even have in stock the entire list of Victor

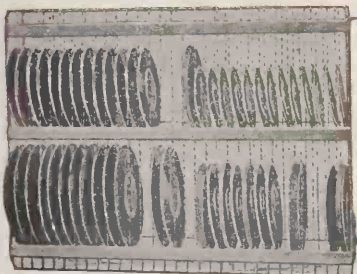
Victor foreign records

- | | | |
|-----------------|-------------------|-----------------------|
| Arabian | Greek | Norwegian |
| Bobemian | 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 |

New York Talking Machine Co.

Successors to Victor Distributing and Export Co.

81 Chambers Street New York



You need the Heise System for the best keeping of your records.

Above is shown a small multiple of the system. Made for 10" and 12" records; built of heavy, strong wire, plated and lacquered. Furnished in 2 to 7 tiers, each tier holding about 250 records. Cost about \$2 a tier. An immense space saver; keeps records clean and accessible.

Write for 20-page catalog giving details and information on record systems.

The Syracuse Wire Works, Syracuse, N. Y.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

Washington, D. C., Sept. 10, 1912.

PHONOGRAPH REPRODUCER. Herbert H. Dyke, East Orange, N. J., assignor by mesne assignments to Thos. A. Edison, Inc., same place. Patent No. 1,036,469.

This invention relates to phonograph reproducers, and the particular object of the invention is to provide an improved mounting for the stylus lever, whereby the same may be permitted freely to travel in a direction transverse to the record groove tracked by the stylus. This invention resides chiefly in an improved construction whereby this desirable freedom of movement can be attained.

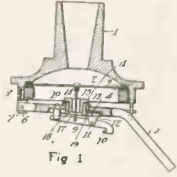


Fig. 1



Fig. 2

and Fig. 2 is a fragmentary bottom view of the same.

PHONIC APPARATUS. Daniel Higham, East Orange, N. J. Patent No. 1,036,235.

This invention relates to phonic apparatus of the type in which a shoe is held in frictional engagement with the periphery of a rotating wheel of suitable material, such as amber, and the pressure of said shoe upon said wheel is varied by any suitable means which is representative of sound vibrations, and which may be termed the primary vibrating means, as for example, a reproducer stylus capable of being operated by a phonograph sound record. Such variations in pressure cause corresponding variations in the friction between the wheel and shoe, thereby causing the shoe to vibrate in accordance with the sound vibrations and such movements of the said shoe may be transmitted by any suitable mechanical connection to a diaphragm or other means for propagating the effects of such variations in friction and which may be termed the secondary vibrating means. In this class of apparatus the friction shoe in frictional contact with the rotating friction wheel has a certain angular extension with respect to the periphery of the friction wheel and it is desirable that the angle of such extension should be considerable so that the shoe will have a tendency to "bite" or bind upon the friction wheel. The required amount of this circumferential extension or the degree of mechanical bite of the shoe must, in order to obtain the best results, vary inversely with the coefficient of friction of the frictional contact of the shoe and rotating wheel; that is, a lower coefficient of friction will require a greater circumferential extension or a stronger bite, and a higher coefficient will require correspondingly less extension or bite to obtain equal results from this type of apparatus. In such apparatus, however, the amount of circumferential extension of the friction shoe cannot be readily varied, although owing to varying atmospheric conditions which always affect the coefficient of friction, the latter continually varies so that it has

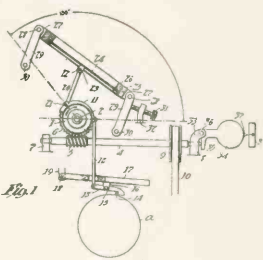


Fig. 1

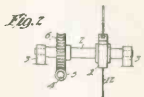


Fig. 2

heretofore been impossible to secure uniformly good results with this type of apparatus.

It is the object of this invention to provide means whereby variations in co-efficient of friction can be readily compensated for, such means acting to vary or adjust the degree of the mechanical bite of the friction shoe upon the rotating friction wheel.

Figure 1 is a side elevation, partly in section, of an apparatus constructed in accordance with the invention and adapted to be used as a phonograph reproducer, and Fig. 2 is a view of a certain of the parts as viewed from the left in Fig. 1.

TALKING MACHINE. Louis Lumiere, Lyon, France. Patent No. 1,036,285.

This invention has for its object, to provide improved means for connecting the stylus with the diaphragm.

A further object of this invention is to so construct the connection between the stylus and the diaphragm, particularly when diaphragms of large diameter are employed, such as are illustrated in above mentioned application, that the said diaphragms are permitted to and will vibrate freely and fully without being subjected to any torsional or other strains, due to the fact that the diaphragm is attached to a stylus bar, the axis of oscillation of which is comparatively remote from the diaphragm; and to so arrange the connection that the point of the attachment of the stylus with the diaphragm will not vibrate in any other manner than in a line substantially normal to the plane of the diaphragm.

Referring now to the drawing forming a part of this application, Fig. 1 is a partial side elevation of one construction embodying this invention; and Figs. 2 and 3 are similar views of modified forms of the invention. In all these figures the manner of mounting the diaphragm and the manner of mounting the stylus bar, in so far as the support for these parts is concerned, are not illustrated, in as much as they are substantially the same as is illustrated in the drawings of aforesaid patent No. 986,477.

ACOUSTICAL INSTRUMENTS. Louis Lumiere, Lyon, France, assignor to Victor Talking Machine Co., Camden, N. J. Patent No. 1,036,529.

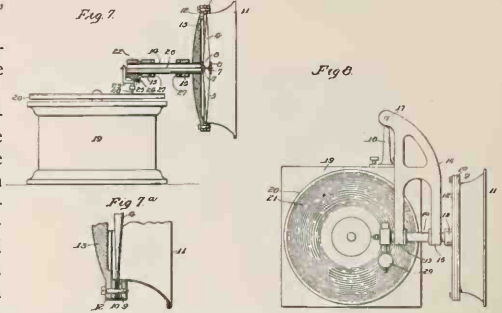
This invention relates to improvements in acoustical instruments, such as telephones, microphones, sound recording and reproducing machines and musical instruments in general, and the present application is a division of an application filed June 30, 1909, Serial No. 505,149.

As applied to sound recording and reproducing apparatus, this invention relates more particularly to that part of the instrument which is generally known as the diaphragm, or the body which in the process of sound recording is thrown into vibration by the sound waves, and the vibrations of which are traced and recorded, by means of a stylus in the original record, while in the process of reproduction the diaphragm (as a general rule, the diaphragm of a separate machine) is thrown into corresponding vibrations by a stylus to which it is attached, being made to follow the undulations in the record.

This invention also relates to the sound box in which said diaphragm is mounted.

The object of this invention is to provide a diaphragm and a mounting therefor, by means of which sounds may be faithfully recorded and reproduced, which will be sensitive to sound waves and by the use of which the reproduction of sound will be improved and amplified.

Further objects of this invention are to increase the reproducing surface of a diaphragm, and, at the same time, to place the entire surface under a tension (preferably torsional), to make it sensitive; to increase the active surface of a diaphragm of a certain given diameter; to increase the diameter of the diaphragm without making it liable to vibrate in parts, or to set up nodes or inactive portions in the diaphragm, or, in other words, to



substantially increase the size of the diaphragm and at the same time have it vibrate throughout; to construct a diaphragm having a plurality of sound responsive elements, each of which is subjected to a molecular tension, and to subject each of a plurality of sound responsive elements to a molecular tension to increase the sensitiveness thereof and to cause them to vibrate as a whole.

The invention consists in a diaphragm for acoustical instruments, having one or more freely resilient, sound responsive surfaces or elements, which have been brought into a condition of molecular stress, of an aggregate superficial area substantially larger than the surface of a plane disc of the same diameter, and in a recorder or reproducer in which said diaphragm is mounted.

It is found that the effect of bringing the surfaces of a vibrating body into a condition of molecular stress by torsion, is to reduce to a minimum the tendency of the vibrating body to form nodes during operation, so that the surface or surfaces of the diaphragm will vibrate as a whole and will not produce the disagreeable effect which is technically known as blasting or shattering.

One construction of diaphragm made according to this invention and the method of making it is illustrated in the accompanying drawings, in which Fig. 1 shows a folded strip of material from which the improved diaphragm may be made; Fig. 2 is a plan view of a modified form of folded strip of material from which a diaphragm may be made; Fig. 3 is a plan view of the diaphragm; Fig. 4 is a sectional elevation of the diaphragm; Fig. 5 is a sectional elevational view of a slightly modified form of diaphragm; Fig. 6 is a diagram to illustrate the way in which the surfaces or elements of the diaphragm are twisted; Fig. 7 is an elevation of a sound reproducing machine fitted with the diaphragm made in accordance with this invention and illustrates a convenient method of carrying the diaphragm and connecting it to the stylus bar, and Fig. 7a is a sectional detail portion of Fig. 7. Fig. 8 is a plan view of the machine shown in Fig. 7; Fig. 9 is a side elevational view

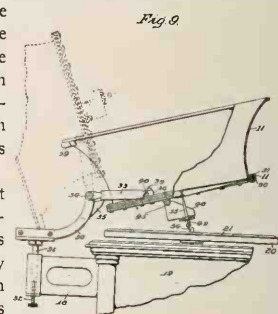


Fig. 10

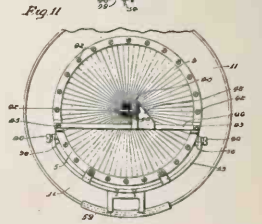


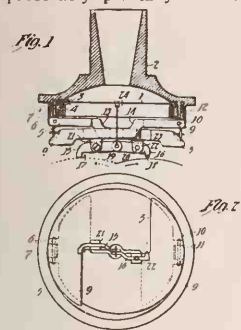
Fig. 11

partly in section of a modified form of sound reproducing machine provided with the invention. Fig. 10 is an enlarged view, partly in section, of the diaphragm and stylus bar mounting shown in Fig. 9, and Fig. 11 is a bottom plan view of the reproducer shown in Fig. 9.

PHONOGRAPH. Frank D. Lewis, Elizabeth, N. J., assignor by mesne assignments to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,036,279.

This invention relates particularly to phonograph reproducers, and the object is chiefly to provide a device by means of which two styluses adapted to track records of different character as the well-known "one hundred thread" and "two hundred thread" records, may be carried by the single reproducer, which is provided with a single diaphragm, one of the said styluses being in operative position to track the record with which it is designed to co-operate, while the other stylus is in inoperative position. One stylus is removed from operative position and the other stylus placed in such position by a bodily movement of the whole reproducer, preferably by swinging the same through an angle of 180 degrees.

In carrying out this invention, the two styluses referred to are mounted on stylus levers which are preferably pivotally mounted each on a separate



floating weight. The construction of these two floating weights, by means of which the weight of each may be advantageously distributed and the construction made compact and efficient, also forms the subject matter of one of the objects of the invention.

Another object is the provision of improved means for pivoting the stylus levers in their respective floating weights, whereby universal motion of the stylus may be attained.

In the drawings, Fig. 1 represents a central vertical section through an improved reproducer, some of the elements being shown in side elevation. Fig. 2 is a bottom plan view of the same.

PHONOGRAPH RECORD. Jonas W. Aylsworth, East Orange, N. J., assignor by mesne assignments to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,036,415.

This invention relates to improved duplicate phonograph records, which can be manufactured very cheaply and which will be of superior character.

The inventor has also devised an improved process and apparatus designed especially for producing the improved records, although they may be employed for the manufacture of records of other types. The process referred to forms the subject matter of the patent of which this is a division.

The improved record which constitutes the present invention is a composite cylindrical structure having an outer layer of a tough, smooth, amorphous material, in which the record surface is formed and from which a smooth and brilliant reproduction can be obtained, and a main body or support therefor composed of a very cheap and tough material unsuitable itself for receiving a record surface, the two layers being welded together so as to constitute practically a single homogeneous structure.

The improved process is one in which the material in a molten state or in solid or powdered form is introduced into a rapidly rotating mold, as described in patents numbered 855,605, 855,553 and 855,554, all granted on June 4, 1907, the outer layer being first formed by the centrifugal force developed and, when the material thereof is sufficiently set but preferably while still slightly plastic, the material to constitute the inner or main layer is introduced so as to be intimately welded to the outer layer. The process also contemplates the carrying on of operations by which the interior of the record may be suitably developed to fit the supporting mandrels of talking machines of the phonograph type, although if an expanding mandrel is employed as disclosed in the Patent No. 855,604, granted June 4, 1907, of Aylsworth and Dyer, no

separate finishing operation is necessary, since when the records are removed from the molds after being chilled therein, they will, as an inherent result of the process, be formed with perfectly smooth cylindrical bores.

The apparatus used in the above process is essentially of the type disclosed in Patent No. 855,605, above referred to, except that supplementary use is made of the mechanism for finishing the bores of the records, when this is desirable.

Figure 1 is a longitudinal sectional view of the improved duplicate phonograph record; Fig. 2, a similar view of the rotating mold, showing the formation of the record thereon.

PHONOGRAPH. Leslie A. Brown, Bedford, Ind., assignor by mesne assignments to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,036,440.

This invention relates to phonographs of the type in which a traveling carriage carrying a reproducer stylus is fed axially past a rotating record cylinder, and the object of the invention is chiefly to provide efficient means whereby the phonograph may be started and stopped automatically.

In the preferred construction, the operating mechanism of the phonograph is stopped by the action of the traveling carriage in unlatching the end gate of the machine when the end of the record is reached, or at some other desired predetermined point, the machine being automatically started when the end gate is closed, which would in practise, of course, be after a new record has been inserted on the mandrel.

More broadly, this invention comprises efficient means for starting and stopping the operating mechanism of the phonograph without regard to the end gate.

This invention also comprises means for preventing slipping of the record when in place upon the mandrel.

Figure 1 represents a side elevation of a phonograph equipped with this invention; Fig. 2 is a plan view of one end of the phonograph showing improved starting and stopping means; Fig. 3 is a detail view showing the tripping means carried by the traveling carriage, and Fig. 4 is a view of the rotating mandrel showing the improved anti-slipping device attached thereto.

PHONOGRAPHIC APPARATUS. Thomas A. Edison, Llewellyn Park, West Orange, N. J., assignor to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,036,470.

This invention relates to phonographic apparatus, and the object thereof is to provide a diaphragm adapted to be used in a sound recorder or reproducer, but particularly in the former, and having such qualities as to cause it to vibrate truly in accordance with the sound waves to be recorded or reproduced, when mounted in a suitable sound recorder or reproducer.

This invention also consists in a sound recorder or reproducer having such a diaphragm as an element thereof.

It has heretofore been proposed to manufacture diaphragms from a large number of substances, among which copper and other metals, glass, mica, felt, fiber, paper stock and thin wood may be mentioned. None of these substances possesses all the attributes necessary for the perfect diaphragm. In the case of diaphragms made from substances which do not occur in nature in such a form that they can be directly used for the purpose, as metals, glass, etc., internal and local stresses are bound

to occur, so that the thin elastic disc constituting the diaphragm necessarily has an uneven and buckled surface, each minute buckle or portion of different tension vibrating independently when the disc is vibrated as a diaphragm resulting in the production of foreign noises. In the case of mica, the structure is such that the best results can not be obtained. In the case of wood, birch bark, etc., the grain and natural formation of the same render them unable to vibrate in perfect accordance with the sound waves to be recorded or reproduced.

The difficulties above noted are overcome by the use of cork as a diaphragm material. Cork is a substance which is absolutely free from internal stresses or distortions, and which is not striated or foliated, or otherwise rendered uneven in its structure. Preferably, the diaphragm is cut from a section of the bark taken at right angles to the diameter of the tree, so that the small holes or pits which are found in cork, and which extend radially outward when the bark is in position on the tree, will extend transversely of the diaphragm. A cork may be obtained in which these openings are very fine and slight, and this material should be used for the manufacture of diaphragms. If diaphragms are made from cork of poorer quality, in this respect, having a number of holes or air passages extending therethrough, the proper operation of the diaphragm will be interfered with. The diaphragm should be sufficiently thick to have the requisite firmness. The best results are obtained with a diaphragm having a thickness of at least one-sixteenth of an inch.

Figure 1 represents a central vertical section through a phonograph recorder embodying the invention. Fig. 2 is a bottom plan view thereof.

AMPLIFIER FOR TALKING MACHINES. James M. Evans, Westport, Conn. Patent No. 1,036,474.

The said invention relates mainly to amplifiers of sound reproducing or talking machines, its object being to deliver the amplified sound waves with uniform and equal distribution and without interference or distortion, into the surrounding atmosphere. The form of amplifier which is devised for these purposes also is well adapted to a form of musical instrument at once compact and convenient, and susceptible of ornamentation.

Figure 1 shows a central vertical section of the instrument; Figs. 2 and 3 elevations of details.

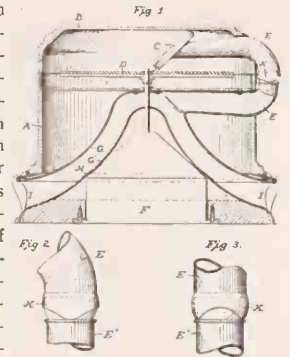
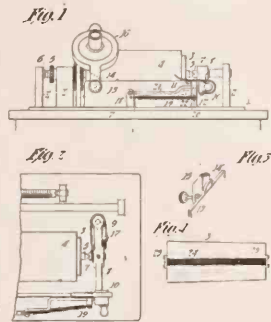
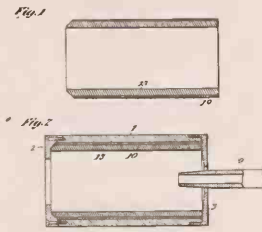
PHONOGRAPH REPRODUCER. Alexander Pierman, Newark, N. J., assignor by mesne assignments to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,036,329.

This invention relates to phonograph reproducers, and has for its object the provision of an improved mounting for the stylus lever, in order that the same may have great freedom of movement in tracking the grooves of the sound record, and in order that chatter of the stylus in the record groove due to inertia and lack of balance of the moving parts, may be obviated.

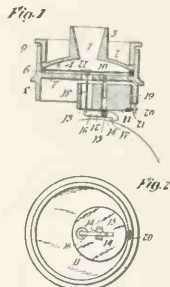
More particularly, the object of this invention is to provide a mounting for the stylus, which shall permit the latter to be used in connection with records having two hundred threads to the inch, and track the same faithfully and without injury to the record or the stylus.

While the stylus mounted in the manner of the invention is equally well adapted for use in connection with records having one hundred or some other number of threads per inch, the requirement of great facility of movement of the stylus lever,

(Continued on page 48.)



both in a direction parallel to and transverse to the record groove, is particularly important in the case of the two hundred thread record, or other record having a great number of threads per inch, owing to the thin walls between the record grooves, which might be broken down, or jumped across, by a stylus, the parts moving with which have considerable inertia, and to the character of the record grooves generally. Accordingly, a stylus mounting of the least possible inertia and the greatest possible balance is desirable. This is provided for in the invention by mounting the stylus lever on a member, preferably the floating weight, which is so shaped as to be symmetrical with respect to an axis upon which it is mounted to allow rotation or lateral movement in a plane transverse to the record grooves, the said member also being permitted to shift longitudinally of the said axis, to allow movement of said stylus in a direction parallel to said grooves. A weight or member so mounted is evenly balanced and can not be jarred from its position by a blow on the phonograph



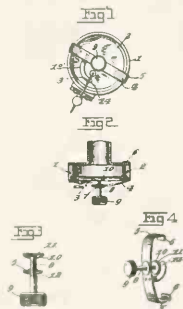
transverse to the direction of the grooves in the sound record, whereas such a blow delivered on a machine employing the hinged floating weight, well known in the art, would move the same violently in a direction transverse to the record grooves.

Figure 1 is a central vertical section through a reproducer equipped with the invention, and Fig. 2 is a bottom view thereof.

TALKING MACHINE ATTACHMENT. Peyton J. Henry, Charlotte, N. C. Patent No. 1,036,492.

This invention relates to an attachment for talking machines, the object of the invention being to provide a damper and modulator of simple, cheap and efficient construction, which may be readily attached to the sound-box of a machine for dampening and regulating the sound producing mechanism at will and eliminating the harshness and squeakiness of the sounds sometimes produced and at the same time rendering the enunciation of the sound producing mechanism clearer and more distinct.

A further object of the invention is to provide a device of this character which may be employed



for governing the vibrations of the diaphragm and stylus arm to a greater or lesser extent without injury thereto, which may be thrown out of operation without removal from the sound box when desired, and which may be attached to and detached from the sound box in a ready and convenient manner.

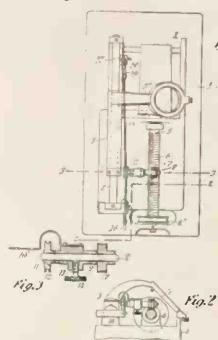
Figure 1 is a front elevation of the sound box of a talking machine with the device attached thereto. Fig. 2 is a sectional plan view of the same. Fig. 3 is a detail section through the bracket and damper and showing the adjusting screw. Fig. 4 is a perspective view of the device detached.

FEDING MECHANISM FOR PHONOGRAPHS AND OTHER MACHINES. Chas. N. Wurth, Orange, N. J., assignor by mesne assignments to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,036,403.

This invention relates to mechanical movements and more particularly to means for imparting a progressive movement to the carriage which carries the reproducer or recorder of a phonograph, whereby the same is fed transversely to the direction of movement of the surface of the record and the stylus traverses a spiral path on the record.

In ordinary phonographs now in use, it has been usual to provide a feed screw having a pitch of substantially one one-hundredths of an inch. As records can now be produced with a very much smaller pitch, preferably one two-hundredths of an inch, and as it is impracticable to manufacture feed screws with so small a pitch, it is the object to provide means whereby the ordinary phonograph

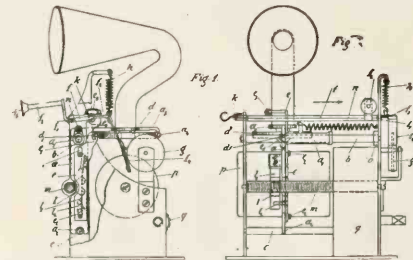
may be adapted for the recording or reproduction of records having either of the above, or any other desired pitch. This object is accomplished by the production of improved means whereby the carriage may be advanced either directly by the rotating feed screws, as has hitherto been the practice, or whereby, at the will of the operator, the carriage may be advanced at each revolution of the feed screw, a distance bearing any desired ratio to the pitch of the said screw.



invention; Fig. 2 is an end elevation of the device shown in Fig. 1, the feed screw being shown in section taken on the line 2-2 of Fig. 1; and Fig. 3 is a section of the improved feeding device taken on the line 3-3 of Fig. 1.

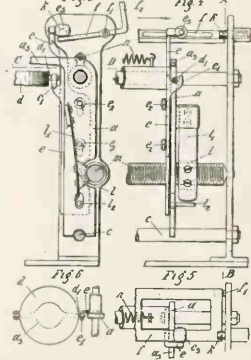
PHONOGRAPH. Oscar Arnold, Neustadt, Coburg, Germany. Patent No. 1,036,413.

This invention relates to phonographs and particularly to an improvement therein whereby at the



end of the particular record the reproducing apparatus is automatically returned to the starting point, ready for a second reproduction upon the release of the driving mechanism.

A phonograph constructed according to this invention is particularly well adapted



for use in connection with talking dolls and like toys in which the speaking apparatus is built into the doll body and is caused to operate by the pressure of a button.

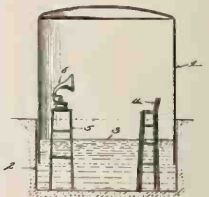
Figure 1 is a view partly in section. Fig. 2 is a front elevation of the same; Fig. 3 an enlarged detail view in sectional side elevation taken on the line A-B; Fig. 4 a front elevation from the same; Fig. 5 a plan view of the parts shown in Fig. 4, and Fig. 6 a sectional plan taken on the line C-D. Fig. 3.

METHOD OF PRODUCING TALKING MACHINE RECORDS. John P. Snare, Modesto, Cal. Patent No. 1,035,057

The present invention has reference to the production of records for talking machines, and it comprehends, briefly, a method or process whereby the medium which transmits or carries the sound waves from the performer to the recording instrument is highly improved and rendered more efficacious for that purpose. To effect this object, the recording operation is carried out in a closed chamber wherein the contained air constituting the aforesaid transmitting medium is subjected to an appreciable degree of pressure, all extraneous disturbing influences which would otherwise affect such medium being at the same time removed, with the result that the voice of the performer is

more perfectly reproduced than has heretofore been possible. This is due primarily to the fact that the condensation of the air produces a medium which transmits or carries the sound waves much more readily than air at normal or atmospheric pressure. In consequence, the slight strain to which the voice of the performer is subjected, (and this is particularly true of amateur recording, as opposed to professional recording in specially constructed and equipped laboratories), is avoided, and the sounds reproduced approach more nearly the natural tones actually sung or spoken. For the same reason, the lowest and softest tones may be perfectly recorded, and subsequently reproduced, and this holds good for both vocal and instrumental performances, which is a matter of considerable importance, inasmuch as at the present time many records of selections containing extremely low notes and pianissimo effects are more or less considerably spoiled by the flattening of a low note, or the failure to record and reproduce all of the notes in a passage played or sung pianissimo. Finally, the recording is further facilitated to an appreciable extent both by constructing the chamber in part in the form of a bell made of sound-amplifying material, preferably metal, and in mounting such bell in much the same manner as the bell of a gas tank; that is to say, the bell is supported in a pit or stand partly filled with water, which latter will act not only as a seal to prevent entrance of extraneous disturbing influences, but also, to some extent, as a deflector for directing the sound waves toward the recording instrument.

A vertical sectional view of one form of apparatus for carrying out the invention is illustrated in the accompanying drawing, but it is to be understood that such illustration is intended merely as diagrammatic, and, moreover, that the term "talking machine," as employed both above and hereinafter, is used in its broadest sense, as covering the so-called phonographs, graphophones, gramophones and the like in general use at the present time, without restriction to the character of record utilized in connection therewith.



ADD PHONOGRAPH TO PHONE.

Scheme Is New Adjunct to Berlin System— Tells Would-Be Talkers When Line Is Out of Order.

The phonograph has been temporarily installed as an adjunct to the telephone service of Berlin. When the line gets out of order, the phonograph automatically calls out to would-be talkers "The line is not working." The operators may also switch on the phonograph to ask persons what numbers they want. It is said for the new instrument that it is so nearly inaudible that the work of the exchange can be carried on with less noise and wear and tear.

"Two heads," it is said, "are better than one." That all depends on how harmoniously the two heads are working together.

You cannot sell the goods unless you have them.

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PATENTS

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MUNN & Co 361 Broadway, New York
Branch Office, 625 F St., Washington, D. C.

RECORD BULLETINS FOR OCTOBER, 1912

VICTOR TALKING MACHINE CO.

No.	Size.
17154	10
17155	10
17127	10
17144	10
17143	10
17144	10
17148	10
17149	10
17150	10
17151	10
17152	10
17153	10
17156	10
17157	10
35232	12
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5872	10
31867	12
60075	10
60076	10
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60047	12
60077	10
64258	12
74298	12
74203	12
64270	12
87100	10
64271	10
76026	12
88381	12
74272	12

64269	10
64205	10
64232	10
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68339	12
60012	10
64197	10
64183	10
31824	10
70037	12
74236	12
87502	12
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496	10
497	10
502	10

504	10
508	10
21141	10
21140	10
21137	10
21257	10
21258	10
21374	10

THOMAS A. EDISON, INC.

28020	10
28032	10
28033	10
1121	10
1122	10
1123	10
1124	10
1125	10
1126	10
1127	10
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1145	10
12471	10
12474	10

COLUMBIA PHONOGRAPH CO. GEN'L.

A5412	10
A1199	10
A5397	10
A5398	10
A5399	10
A5396	10
A5395	10

U-S PHONOGRAPH CO.

408	10
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A1197	10
A1198	10
A1200	10
A1192	10
A5411	10

(Continued on page 50.)

RECORD BULLETIN FOR OCTOBER, 1912.
(Continued from page 49.)

- A5407 Elijah (Mendelssohn). "Hear Ye, Israel" Part 1. Gertrude Rennyson, Soprano, orchestra accompaniment.
Elijah (Mendelssohn). "Hear Ye, Israel" Part 2. Gertrude Rennyson, Soprano, orchestra accompaniment.
- A5410 Bohemian Girl (Balfe). "I Dreamt I Dwelt in Marble Halls." Grace Kerns, Soprano, orchestra accompaniment.
Bohemian Girl (Balfe). "Come With The Gypsy Bride." Grace Kerns, Soprano, orchestra accompaniment.
- 10-INCH DOUBLE-DISC RECORDS.
- A1201 Crossing the Bar (Behrend). Byron G. Harlan, Tenor, Arthur Collins, Baritone, orchestra accompaniment.
Buddy Boy (Wenrich). Byron G. Harlan, Tenor, Arthur Collins, Baritone, orchestra accompaniment.
- A1195 Panama Exposition March (Charles A. Prince). Prince's Band.
Bell Buoy March (Charles A. Prince). Prince's Band.
- A1196 I'd Like to Be in Peachland with a Peach Like You (Spencer). John E. Meyer, Baritone, orchestra accompaniment.
That Is the Time for Sweethearts (Hawcroft). Peerless Quartet, orchestra accompaniment.
- A1122 Crossing the Bar (Behrend). Harold Jarvis, Tenor, orchestra accompaniment.
Oh, It Is Wonderful. Harold Jarvis, Tenor, orchestra accompaniment.
- A1194 Venezia Waltz (Desormes). Prince's Orchestra.
Country Dance, from "Nell Gwyn Suite" (German). Prince's Orchestra.
- A1193 Desperate Desmond (A melodrama) (Duprez). Comic sketch by Fred Duprez, with orchestra.
Jimmy Trotter, the Boy Hero. Comic sketch by Billy Golden and Joe Hughes.
- 12-INCH DOUBLE-DISC RECORDS.
- A5408 Medley of Strauss Waltzes. (Arr. by Price). Dance music, Prince's Orchestra.
In Souseland. Medley of Marches. Two-step. (Arr. by Price). Dance music, Prince's Orchestra.
- A5409 Rose Maid (Granicstaeden). "Roses Bloom for Lovers." Grace Kerns, Soprano, orchestra accompaniment.
Rose Maid (Granicstaeden). "Sweethearts, Wives and Good Fellows." Charles W. Harrison, Tenor, and Columbia Mixed Quartet.
- 10-INCH BLUE-LABEL HUNGARIAN DOUBLE-DISC RECORDS.
- E971 Három Levele Van az Epermek, by Cigány Zenekar. Csak Egy Kislány Van a Viágon. Az én Uram Vén Csárdás, by Cigány Zenekar.
- 10-INCH BLUE-LABEL ITALIAN DOUBLE-DISC RECORDS.
- E989 La Dimostrazione a Tripoli per L'Attentato a Vittorio Emanuele III Re d'Italia, scena dal vero, by Falco. Sulle Alture di Derna, Canti soldateschi, Scena dal vero, by Falco.
- E990 Le Eroiche Gesta Dell'Alpino Finimondo Alla Presa Del Merchèb Ioms, Febbraio, 1912, Scena dal vero, by Fercor.
Ore Allegre Fra Le Trincee, Scarpagrosse compone, Scena comica, by Fercor.
- E991 La Presa Del Merchèb a Ioms, Scena dal vero, by Falco.
La Sera di Pasqua a Tobruk, Scena dal vero, by Falco.
- E992 L'Arrivo Degli Ascari Eritrei a Tripoli, 11 Febb., 1912, by Fercor.
Come Canti Ben in Tripolitania, by Fercor.
- E993 La Grande Battaglia Delle "Due Palme", Bengasi-12 Marzo, 1912, Scena dal vero, by Fercor.
Dopo il Rancio ad Ain, Zara, Pasqua 1912, by Fercor.
- E994 Vicino a Gargareschi, Scena dal vero, by Falco.
Un Tiro Birbone Al Colonello Ovvero il Socialismo a Tripoli, Scena comica, by Falco.
- E995 La Presa de Sidi-seid, Scent dal vero, by Falco.
Alla Mensa Ufficiali a Derna, by Falco.
- E996 Uno Gara Musicale, Scena Militare a Tripoli, by Falco.
Sulla Nave Ospedale, by Falco.
- E997 Partenza de Napoli di un proscaro Italiana con truppe per Tripoli, by A. Pantalena.
Il Natale dei soldati Italiani, a Tripoli, by Pantalena.
- E998 Duellista Senza Saperlo, by Fercor.
Musica Descrittiva, by Fercor.
- E999 Lettera, Tripolina, Romanza. Soprano Solo sung by L. Garavaglia.
Cin, Ciu, Bum, Bum! Canzone del Generale Turco, Soprano Solo, sung by L. Garavaglia.
- E1000 A Tripoli, Canzonetta, Baritone Solo sung by L. Baldassare.
L'Italia a Tripoli, Canzonetta, Tenor Solo sung by Diego Giannini.
- E1001 Parto Pe' Tripoli, Ganzonetta, Tenor Solo sung by Diego Giannini.
I Bersaglieri D'Italia, Ganzonetta, Baritone Solo sung by L. Baldassare.

SOLD OUTSIDE THE STORE.

One cause for forgetting to charge goods is, when goods are sold in warehouses and basements, or on the sidewalk, or away from the main part of the store. The salesman tries to remember to make the entry upon returning to the store; something distracts his attention when he does return; later he tries to think of all the items, but some escape him. Arguments with a customer, a fire alarm, an accident on the street, a parade, a fight, a remark, the unusual attractiveness of a customer, weariness, illness, lack of interest, positive disloyalty, spite, revenge, and a thousand and one things cause the employer, as well as the clerk, to forget to record a sale or part of a sale.

Teach your help to know the goods. A salesman who can quickly marshal the selling points of a line of merchandise can keep the upper hand of customers. Goods are sold upon their merits (usually), and if a salesman has the good qualities of a line of merchandise at his finger tips he can completely overwhelm the objections of a doubting patron.

NEW MODEL COLUMBIA MACHINE.

The "Regal," Just Announced to the Trade, Possesses Many Features of Particular Interest, Including the Price.

Columbia "Regal" is the name of a new machine which the Columbia Phonograph Co., general, New York, is announcing to the trade. The accompanying illustration is a better description than we could present in words. It is distinctively a Columbia model and contains the elements and features of the Columbia line, with which the trade is already familiar. The shelf record capacity is prominent in the "Regal," and is one of the units



New Columbia "Regal."

to mark the advance in the devising of talking machines.

The "Regal" is already being featured by the company in an extensive advertising campaign and, according to reports from headquarters, a surprising demand has already been established. The price of the "Regal," without albums and containers, is \$40. The price with two twelve-inch and three ten-inch albums and containers is \$50.

The Columbia Co. prophesies great success for the new machine and bases its claims on the fact that the price is reasonable, the quality is wonderful and that the "Regal" has all of the attractive features which are embodied in any first class instrument.

You may be right in thinking that you know more about the business than the boss does, but be careful about how you assert the fact.

SALESMANSHIP AND SUCCESS.

A Disquisition on the Various Factors That Tend to Interfere with or Promote Success—The Combination of Brains, Work and Ginger Will Enable the Salesman to Make Good in the Talking Machine Field as in Any Other Line of Effort.

A salesman pre-eminently is the graduate of the University of Hard Knocks. He comes from nowhere in particular, goes everywhere, and ends—who can say where? It is said, a "man's destiny is in his own hands," and in no line of endeavor is this so applicable as in salesmanship. Most salesmen, like Topsy, just "grewed"; few have been made, they mostly just have happened. No matter how they came to be, however, they are fearfully and wonderfully made. If shaped of the common clay nearly any man can make for himself a name in the salesman's hall of fame.

Let us look at the future which beckons the salesman. He starts with a house and if he proves to be a good man and gets a record for honest dealing, he may be taken behind the frosted doors marked "private" and come out a member of the firm. The other kind of salesman continues periodically to renew his acquaintance with poor hotels, musty sleepers and frequently in his lifetime buys enough mileage to stretch several times around the globe.

The question then is: how to be a "class A" salesman and earn the promotion that comes to his lot? Let us say here, many steam engines use only about 25 per cent of their potential energy, while the other 75 per cent goes to waste. That's the answer. A man who stays a salesman, uses only part of his energy on his business, the remainder is expended in having a "good time," blowing off steam. Find the man who keeps good hours, never goes to a ball game during business hours, does not drink to excess, and smokes little, and you have a man who some day will sit behind the frosted glass, bossing the man who had the "good" times.

All a salesman needs is the average small supply of brains, a large amount of work, a dash of ginger and soon the road will lose a good man, for no firm will long permit a natural leader to hit the road. The way to win is to work, and the way to work is to start, and that means begin right now. Whistler, the great artist, was asked by an aspiring artist: "What do you mix with your colors?" He replied: "Brains," and brains must be mixed with every line of work, if success is to result. You have brains, and constant use will make them efficient.

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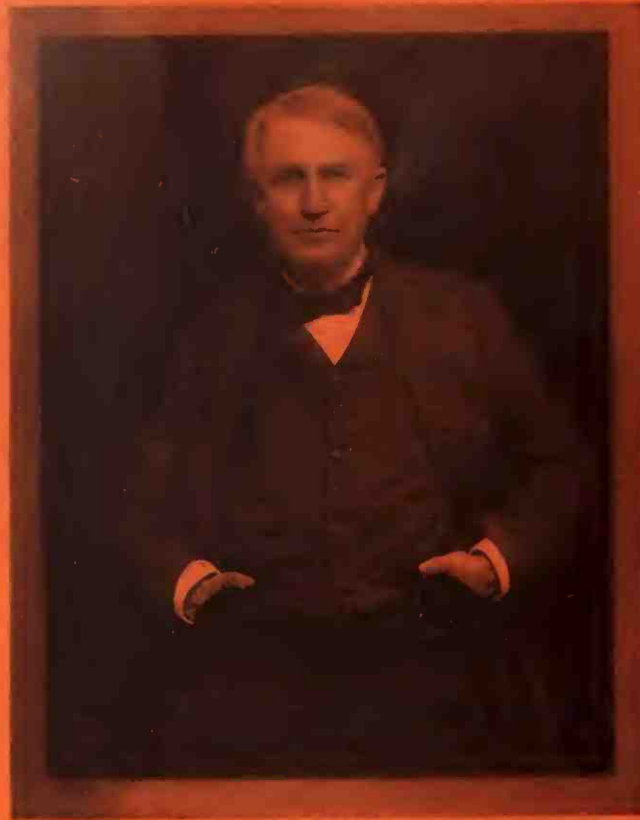
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