

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

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



A Corner of the Music Room
in the White House

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Double Record Discs

10 inch—65c.

12 inch—\$1.00

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

Our first complete new catalogue of Double Side Spanish and Italian Records is ready to mail on application. Grand Opera and other selections list at 65 cents each.

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ZON-O-PHONE INSTRUMENTS

from \$20.00 to \$75.00

\$50.00, \$60.00 and \$75.00 Machines all equipped with Wood Horns.

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

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

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

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St. Louis..... D. K. Myers, 3839 Finney Ave.

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Brooklyn..... R. G. Warner, 1218 Bedford Ave.
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Fargo..... Stone Piano Co., 614 First Ave., N.
Grand Forks..... Stone Piano Company.

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

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Allegheny..... H. A. Becker, 601 Ohio St.
Harrisburg..... J. H. Troup Music House, 15 So. Market St.
Philadelphia..... Harmonia Talking Machine Co., 1521 Arch St.
Philadelphia..... S. Nittinger, 1202 N. 5th St.
Pittsburgh..... C. C. Mellor Co., Ltd., 219 Fifth Ave.

TEXAS

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

WISCONSIN

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

CANADA

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

The Talking Machine World

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Price Ten Cents

THE CHAIN OF PUBLIC SERVICE

That Must Be Maintained by the Successful Merchant—Five Important Links.

The public to-day, more than ever before, demands service. The only way that you can serve the public properly, and place upon your list a large number of names of satisfied customers, is by having a good sales organization. When you mention salesmanship, we all naturally think of the man who waits upon us in the store. He, however, in our opinion, is only one link in the chain of the true salesmanship of a store.

This thought can be illustrated with a chain having in it the following links:

First.—An advertising campaign.

Second.—Proper show window displays.

Third.—Connection between advertising and sales force.

Fourth.—Salesman's thorough knowledge of goods and policies.

Fifth.—Arrangement and display of goods on ware room floor.

In other words, it takes all of these links together to make true salesmanship in a store.

If a lady desires a talking machine and you have an attractive ad. in the paper, after looking it over, she resolves to visit your store and look at the various styles displayed. She does not make up her mind to buy, but simply wants to see what you have. When she arrives at your store, if the show window is nicely and attractively arranged, that backs up your ad. and invites her to enter. If she is met at the door by a courteous, clean and obliging salesman, he backs up both the show window and the newspaper ad., and makes the lady feel that she is very welcome, even though she does not choose to place her order.

PREFERS EDISON THE INVENTOR

To Edison the Philosopher—Some Interesting Views of Irving Dixon on Edison's Views on Immortality—What We Have Escaped.

Discussing the views of Thomas A. Edison, on "The Immortality of the Soul," Irving Dix, of Shelawken, Pa., in the course of an interesting article in the New York Times, said that the world should be thankful that the famous inventor was never much interested in religion. "And that he did not believe in the immortality of the soul, it should be doubly thankful," says Mr. Dix, "for, if he had been seriously interested in these things, we might have had Edison's 'Intimations of Immortality,' Vols. I. and II.; the 'Philosophy of Prayer,' by the Rev. Thomas A. Edison; Edison's 'Power of the Gospel,' 'The Science of the Soul,' by Thomas Edison, D.D.; Edison's 'Dictionary of Religious Terms,' etc. But we should have had no Edison electric light, no Edison phonograph, no Edison telegraph system, no Edison electric railway, to mention only a few of his well-known inventions. Verily, the Creator of man moves in a mysterious way his wonders to perform. And He does not spoil a good inventor to make a poor philosopher. The world can well do for a while without Edison's 'Science of the Soul'—but how it would miss the electric light, for instance!

"So far as immortality is concerned, I, for one, would be much in favor of electing Edison among the immortals, whether he believes in immortality or not. He is, it seems to me, also entitled to sainthood. Thus, while I question Edison the Philosopher, I bow myself to the dust before Edison the Inventor, for his inventions have really been a blessing to mankind. He said, let the lame ride, and it was so; he said, let sounds be multiplied, and it was so; he said, let there be more light, and there was more light; he said, let there be more music, and there was more music; he said, let distance be divided, and distance was

divided. And for these things, among others, Edison should be forgiven for his peculiar views on immortality. For is he not the greatest single benefactor the human race has had, along material lines? It would seem so; and thus his immortality is assured, whether he wills it or not, so far as this life is concerned. And I believe that such an ingenious spirit will be needed in another world."

DEVELOPING MUSICAL TASTE.

Important Part Played by the Talking Machine in That Connection Emphasized by Karleton Hackett—An Opportunity to Actually Hear Real Music at Home and Study It Afforded by the Talking Machine.

The only way to develop musical taste is to give people what they can take in and then gently lead them to better things, not deny them everything because they cannot take one flying leap from nowhere and land in the middle of completely developed artistic tastes, says Karleton Hackett in the Chicago Post. But while the great majority will buy ragtime, there is a large and constantly increasing number who have learned how to use the player-piano and the talking machine for education in the most severe forms of music.

The range of possibility in the music for these various forms of mechanical reproduction is extraordinary. You can get a wide selection of nearly all the classics, which is interesting as showing the demand that has already grown up and the practical use made. Everybody who has a machine will have a few fine records, even though his own taste may be in the deepest stage of ragtime, for he knows enough to realize that he ought to have them, and none of us is without some form of artistic self-respect.

But the main point is that through this means people actually hear music, and while their musical desires may be on a par with their literary attainments—both at a low ebb—the only hope of better things is to make a start. The successful things begin at the beginning, where there is genuine interest; a growth from within, not a something painted on the outside. Thus "canned music," which people can have and from which they gain nourishment holds out promise. The people who have done things always began with what was at hand and as soon as possible moved on to something better, instead of sitting by the wayside bemoaning their fate.

So those who cannot play or sing are everlastingly right to avail themselves of the chance to hear those who can do both, to bring them into their houses, getting pleasure and profit thereby, and if they hear some bewailing the future of musical taste in this country, they may comfort themselves with the thought that these good folks are always bewailing something, so it might as well be "canned music" as anything else.

Meanwhile they will go on doing the best they can for themselves, with the determination that their children shall have better opportunities than they themselves.

ACCOMPANYING RECORDS.

How Lovers of the Player-Piano and the Talking Machine May Add to Their Enjoyment—Music Rolls May Now Be Had to Accompany Many of the Leading Numbers.

Dealers have frequently been asked by patrons, who do not play the piano by hand, if it were not possible to accompany their favorite records with the Pianola, and it will be of interest to know that this can be done very successfully with music rolls in the regular Pianola catalog and not as yet cut expressly for this purpose. The Victor, as is well known, is a regular feature on the Saturday afternoon concert programs at Aeolian Hall, accompanied by the Aeolian pipe organ, but it may be interesting to know that after the Recital Hall

program has been finished a demonstration of the Pianola piano accompanying the Victor records is given in the talking machine department on the eighth floor. From four to six numbers are given and the accompaniments are played by Mr. Gressing, who, by the way, was one of the pioneer player men, and is very much at home at the Pianola piano.

PROFITS IN WANT ADS.

A Talking Machine Dealer's Plan for Getting Business at the Expense of Others.

A dealer in talking machines has found letters in the want columns of the daily newspapers a very fruitful field for his sales.

He looks over the list of miscellaneous wants each morning and very frequently meets with the advertisements of persons wanting second hand talking machines and other goods in his line.

To each of these he sends a personal letter urging that the prospect call at the dealer's store and inspect his line before buying.

These letters are all focused on one argument or selling point. The one great advantage offered is the superior satisfaction to the prospect of owning a new and first-class instrument, free from the flaws that usually are found in second hand goods.

It will readily be seen that such a mailing list is very valuable, inasmuch as it includes only real prospects. Every person addressed is really contemplating the purchase of an instrument. This method has resulted in many sales.

LAWYER SMASHES A WILL.

It Was on a Wax Phonograph Cylinder and He Fell While Carrying It.

A dispatch from Buchanan, Mich., says that after living in expectancy for five years heirs of Hodson Burton were doomed to disappointment by the awkwardness of a lawyer. Before his death, over five years ago, Burton took the novel method of telling where his wealth was hidden by talking into a phonograph and having the record filed away with his will in a lawyer's safe, where it was to remain for five years.

The will told the heirs that he had planted his fortune and that his own voice would tell them the exact locality. His wish was complied with and not until April 3 did the heirs gather at the home of his son, Luke Burton, to hear what the phonograph had to say.

When they were all gathered in the parlor the arrival of the lawyer with the record was announced. He entered the house and unwrapped the precious article in the kitchen. As he stepped through the door into the room where the heirs were he tripped over a footstool, fell and broke the record into so many pieces that it was impossible to get it to say a word.

PERSONALITY IN BUSINESS.

No matter how large the business grows, it is always an expression of personal force, just as the personal force of a nation is the sum total of the personal force of its people.

We believe that our customers and employes feel that our business is as much a matter of personality to-day as it was in the beginning, says A. Montgomery Ward. Behind each transaction is personal guarantee, and we trust that behind each customer is personal interest in the growth and the perfecting of a system that seeks to interpret the personal desires of each man, woman or child who deals with it.

Thus its policy is a composite of the ideas of all its customers, expressing their will in all its undertakings, while its increase, growth and success are, we believe, as much matters of personal pride and gratification to our patrons as they are to ourselves and our employes.

GOOD BUSINESS IN CREAM CITY.

Fine Spring Weather Helps Trade Materially—Surpassing Last Year's Record—Reports from the Small Towns of the State—W. A. Kaun Music Co., Open Victor Department—Talking Machine Men Interested in New Credit Bureau—Hoeffler Mfg. Co. Pushing U. S. Phonograph Line—To Organize New School Department for Victor Co.—What the Talking Machine Jobbers and Dealers Have to Say Regarding the Situation.

(Special to the Talking Machine World.)

Milwaukee, Wis., April 8, 1911.

Unusually fine spring weather has done much to add life to the local retail talking machine business, and there is every indication that the total volume of trade this spring will be far in excess of that of a year ago. The only disquieting feature at the present time is the fact that industrial conditions in this city are not quite as satisfactory as they might be. Milwaukee is distinctly a center for the manufacture of heavy machinery, and many of the plants turning out this line of goods are not operating with full forces. Considering this state of affairs, local retailers believe that they have every reason to feel grateful that trade is in excess of last year. Improvement is already taking place in general conditions here, and it is believed that the month of April will be entirely satisfactory.

Up to the present time retail trade in the smaller cities and towns of the state has been unusually good, probably due to the fact that the farmers of Wisconsin are finding themselves in the midst of prosperity. This has resulted in a fine wholesale trade, and local jobbers say that business has been good. Now, however, farmers are in the midst of their busy season, the annual spring's work requiring their undivided attention. Business in the larger cities of the State has shown no abatement as yet.

"We believe that the year 1911 will be entirely satisfactory in every respect," said Lawrence McGreal, Edison and Victor jobber. "Considering the depression in some lines here in Milwaukee, retail trade is fine, and the reports coming from about the state are decidedly hopeful. Demand, as usual, in Milwaukee is strong for the high-class machines, and dealers in some instances have had trouble in keeping enough Victrolas on hand to meet the requirements of their trade."

A. G. Kunde, 516 Grand avenue, Milwaukee, Columbia jobber, is highly pleased with the success that is being scored by the Columbia. "Columbia sales during the months of February and March were far in excess of the same period a year ago and April is starting out well," said Mr. Kunde. "We expect trade to be still better when the expected new styles of machines make their appearance."

The latest recruit to the Milwaukee retail talking machine trade is the William A. Kaun Music Co., 209 Grand avenue, who have installed a complete line of Victor machines and records, in charge of Joseph F. Gannon, brother-in-law of Lawrence McGreal, who has been traveling in Illinois, Kentucky and Tennessee for the Victor Talking Machine Co. The William A. Kaun Music Co. are located in the heart of the downtown district and enjoy an especially fine sheet music business.

Sam Goldsmith, district manager of the Victor Talking Machine Co., was in Milwaukee on business recently.

Milwaukee talking machine dealers are highly interested in the new credit bureau which has just been opened by the retail merchants' division of the Merchants and Manufacturers' Association, in charge of James A. Fetterly, secretary of the retail division. All of the department stores carrying a talking machine line have enrolled with the bureau, and the proposition is receiving favorable attention from other dealers. There is no denying the fact that the new bureau will be in a position to offer the best of service and will prove invaluable to the concern that enrolls to receive its benefits.

The quarters of the talking machine department at Gimbel Brothers will be more than doubled

when the work of remodeling, which is now being carried on, is completed. Four handsome new sound-proof parlors have been installed and a large concert auditorium is being fitted out where Victrola concerts will be featured. The entire Victor line is carried, and under the able management of L. C. Parker, the department has made some wonderful strides within the past year.

The Hoeffler Manufacturing Co. are meeting with much success in handling the line of the U. S. Phonograph Co. J. H. Becker, Jr., manager of the talking machine department of the company, has returned from a trip about the state, where he located many new U. S. dealers. Mr. Becker is much encouraged by his success and feels that the U. S. line will become a factor in the talking machine trade of Wisconsin. The Hoeffler concern now handles the Edison, Victor, U. S., Zonophone and Regina lines.

A big display of 4,000 U. S. records in the windows of the Hoeffler Manufacturing Co. recently attracted no end of attention and brought the house a brisk trade in the entire U. S. line.

Mrs. Frances E. Clark, former supervisor of music in the Milwaukee public schools, who accomplished so much in introducing the Victor talking machines in the local schools that she attracted country-wide attention, left Milwaukee during the latter part of March to assume her new duties with the Victor Talking Machine Co. at Camden, N. J. Mrs. Clark will organize a new school department and will prepare records for use in the schools, paying particular attention to records for use in the lower grades. Milwaukeeans expect that she will meet with phenomenal success in her new field, where the possibilities are great. She will receive a salary of \$3,000 in her new position.

DOES NOT AFFECT "TALKER" TRADE.

The Much Discussed Decision in the "Patent Medicine" Case Recently Handed Down in the Supreme Court in No Way Affects the One-Price System in Vogue in the Talking Machine Trade.

Some of the daily papers, in reviewing the recent Supreme Court decision on the subject of price maintenance on certain so-called "patent" medicines manufactured under *secret processes*, have erroneously reported the effect of this decision, and overlooked the *difference* between control through a secret process and the protection granted by United States statutes relating to patents and patent rights.

In speaking of this case an officer of the Victor Talking Machine Co. said:

"In connection with the patent medicine decision, the manufacturer attempted to control the price of a product made by a *secret process*, there was no *patented* article for sale, hence this manufacturer was *not* accorded the privileges of the patent law, which the courts have decided in addition to granting the exclusive right to manufacture gives to the owner of a United States patent the right to designate the price at which such *patented* article may be sold.

"If the inventor discloses to the public the result of his efforts and does not keep them secret, and if the same may become the subject of a *patent*, he is then entitled to particular and special privileges for the term of seventeen years. This is the position of a company manufacturing such patented articles as the Victor talking machine, and the '*patent*' medicine decision above referred to has absolutely no bearing on the one price system so well established and maintained by the Victor Co. in their relations with their distributors, dealers and the purchasing public."

TOLSTOY VISITS EDISON.

Son of the Famous Writer Sees All of the Inventor's Treasures.

Count Leo Tolstoy, son of the great philosopher and writer, who is now visiting this country, paid a visit to Thomas A. Edison at his laboratory in Orange, N. J., a couple of weeks ago. He was cordially received, and saw some of the sights of Mr. Edison's treasure house that are denied to all but a chosen few. The father of Count Tolstoy and Mr. Edison were mutual admirers.

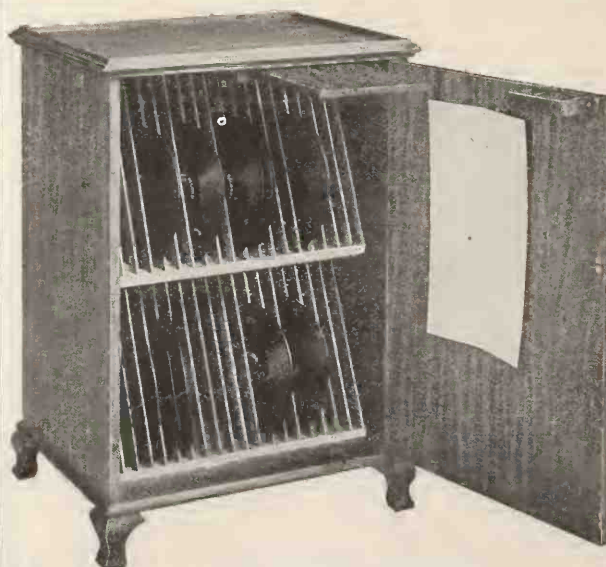
Mr. Edison received his visitor in his library, and devoted half an hour to showing him his recent inventions and the models he has had made for his indestructible cement house that can be cast in molds.

The famous Room 12, which has painted over the door, "This room is not open to any visitors on any pretext whatever," was revealed to the distinguished foreigner. In that room Mr. Edison keeps specimens of every known material, ready to be supplied at a moment's notice for any experiment that may require it.

Count Tolstoy expressed himself as greatly pleased with the visit.

If you have a good temper, keep it. If you have a bad temper, don't lose it.

Cabinets of Distinction Made by Specialists with Big Money and Sales-Making Possibilities.



NO. 452. UDELL DISC RECORD CABINET. It's beautifully finished. The workmanship is the best and when Victrola X or XI is set on, it makes a very complete outfit.

For Victrolas X and X Udell Cabinet No. 452

Made in Mahogany or Oak, any finish.

Holds 228 10 and 12-inch Disc Records.

Slight change in rim makes top fit either Victrola X or XI.

Shelf to handle records on. Boxes for new and old needles. Indexed compartments and card on door.

The extremely close price on this Cabinet is only possible because of the flood of orders we are receiving.

Write for *New Catalog* and name of your nearest jobbers handling Udell Cabinets.

The Udell Works
Indianapolis, Indiana

Makers of Cabinets for Disc and Cylinder Records.

Columbia Double-Disc Records live up to all the claims we make for them. They are "double discs, double value, double wear, double everything except price," and the Columbia Demonstration Double-Disc Record is convincing new thousands every week.



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

MARCH SALES GOOD IN CINCINNATI.

Talking Machine Houses Surpass Merchants in Other Lines in That City—Details of the Arrangement of the New Aeolian Co. Quarters—Wurlitzer Co. Doing Strong Victor Business—Personal Items of Interest—Columbia Machines and Records in Strong Demand—Krolage Co. Plans—Other News.

(Special to the Talking Machine World.)

Cincinnati, O., April 9, 1911.

The dealers were favored with a prosperous business for March. While merchants in other lines complain of having experienced a dull month the talking machine boosters announce the sales for the period just closed to have been greater than during March, 1910.

A rack capable of holding 25,000 records will be one of the features of the new home of the Aeolian Co., 25 West Fourth street. Each record will have a separate "home" and the rack will be dustproof. This department will be on the first floor of the new building. The exhibition rooms will be 8 by 12 feet and each will be equipped with fancy mahogany cane-seated chairs, tables of the same wood and Persian rugs. Different colored lamps will be placed on small pedestals in each room. Victor concerts will be given daily on the Victrola, accompanied by the Pianola-piano.

The Aeolian hustlers will spring a surprise upon the local trade this summer. They have formed a baseball club, which will be a part of the Spalding Saturday Afternoon Commercial League. L. H. Ahaus will be "Our Captain." He claims if the players live up to the reputation of the firm there is no reason why the club should not finish at or near the top of the ladder at the end of the season.

The Rudolph Wurlitzer Co. report the demand for the Victor line was very diversified, in strong contrast to previous conditions, which were unsatisfactory in several particulars. An insistent demand for one type machine, such as, for instance, the Victrola No. 16, while very gratifying, is unsatisfactory on account of the shortage in this style of instrument. The same thing can be said in the record department, where the demand runs entirely to the high-class records.

With an effort, however, on the part of the Rudolph Wurlitzer Co. and their dealers to cause a demand for the general line instead of specializing on one type machine, the business last month assumed large proportions without working hardships on the department, to whom most of the retail department and the dealers look for their supplies. The sales this month have ranged from the Victor "O" machine to the Victrola No. 16, and the Victrola No. 14 has proven its selling qualities by the large number of sales credited to that type machine.

L. F. Kieffer, representing the Rudolph Wurlitzer Co. in the State of Indiana and northern Kentucky, married a Paducah (Ky.) girl, and his many friends in the wholesale trade will undoubtedly be pleased to hear the good news.

The greater part of the month of March, with the exception of the last week, was favorable to business on account of the fair weather conditions,

and the retail trade was very active. The record business was also very active. The Rudolph Wurlitzer Co. have shown some splendid Victor windows during the month, the best one being a display of the three highest-priced Victrolas made, the Moorish marquetry, the Vernis Martin and the Circassian walnut shown in a decorated window. The concerts have been well attended, and have become a feature of the business.

The Columbia Phonograph Co. report a very active month in all departments, the new records by Nordica, Fremstad, Baklanoff, Heinemann and Scharwenka having created much interest among their regular customers, as well as bringing in a large number of new customers, many of whom, after seeing and hearing the Grafonolas, traded in their old machines on the purchase of the Grafonola.

Newspaper advertising of the special demonstration records also brought hundreds of new customers to the store, resulting in a largely increased business in all classes of records and up-to-date graphophones. The Grafonolas De Luxe B at \$225, the Regent at \$200, and the Favorite at \$50, were the instruments most in demand the past month. The wholesale trade has been brisk, and one very noticeable feature is that the mail orders have greatly increased, and when the dealers order goods in large amounts by mail without solicitation it proves beyond a doubt that conditions are good and demand for this class of goods is steady and strong.

C. G. McNeill, of this city, formerly connected with the Standard Publishing Co., has taken charge of the Dictaphone department, and under his management the company are expecting big results. The Dictaphone business for the month of March was four times the amount of business done in March of 1910.

Business at John Arnold's place during the first part of March was a little quiet, but the month closed with a substantial increase over the corresponding period last year. He is showing a fine display of Edison goods.

J. C. Groene may enter the talking machine arena. He recently opened a warehouse at 135 East Sixth street and has on exhibition some Edison goods. If the location warrants the outlay he may put in a full line.

The Joseph Krolage Co. will gradually accumulate a large supply of new records instead of replacing the stock destroyed in the recent fire. The corporation is going into the music publishing business, and one of its first numbers will be "Old Man Grump," a local celebrity from a cartoonist's standpoint. This has been dedicated to Garry Hermann and will make its appearance on the opening of the local baseball season, April 12.

The machine business was one of the features of the month at the Milner Music Co., West Sixth street.

J. E. Poorman, Jr., 641 Main street, found business rather quiet last month from the talking machine standpoint, but the loss was made up in the demand for sporting goods.

Do not tell what profit you are making, as you will thereby only invite competition.

DORAN PHONOGRAPH CO. EXPAND.

Detroit Jobbers Secure Additional Floor Space—Have Established 45 Agencies in Six Months—Carry a Strong Line of Machines.

(Special to the Talking Machine World.)

Detroit, Mich., April 4, 1911.

The Doran Phonograph Co. have leased the second floor of the building at their present location, 45 Michigan avenue, and are engaged in making alterations which will more than double the floor space.

The growth of this company has been rapid since they purchased the Mazer Phonograph Co. last June. The Mazer Co. were organized four years ago, and had done a moderate business. Henry S. Doran and his associates, when they took it over, adopted an aggressive policy. In September they incorporated and began to go after up-State business. In the six months which have passed since then they have established no less than 45 agencies, mostly in the larger cities of the State. Besides this big increase up-State their retail business in Detroit has expanded until it demands the increased accommodations which now are in process of accomplishment.

The capital stock of the corporation is \$20,000. The officers are: Henry S. Doran, president; James M. Carmichael, vice-president; Charles D. Bush, secretary and treasurer; Bruce Carpenter, general manager.

The lines carried by the company are the United States, of which they have the State agency; the Columbia, the Victor and the Edison. James A. Bennett and Hugh Gully are two traveling men who are looking after the State trade.

MOTION PICTURES FOR SALESMEN.

Motion pictures as a method of training traveling salesmen have been introduced by one large mercantile house, says System. At the monthly meeting of salesmen the firm rented a film from a moving picture concern, hired a machine and operator and put on the screen, tacked up in one of the largest rooms, a motion picture story entitled "How Salesman Lawson Made Good" and other appropriate subjects. The pictures appealed to every salesman present and at the same time furnished a pleasant as well as an instructive form of entertainment, following the regular discussions and business routine of these meetings.

NEW COLUMBIA QUARTERS IN DETROIT.

(Special to The Talking Machine World.)

Detroit, Mich., April 4, 1911.

The Detroit branch of the Columbia Phonograph Co., now located at 242 Woodward avenue, will have new quarters about the first of May. A large store in the new McCreary building on Broadway has been leased, possession to be given as soon as the building is completed. The Columbia's number will be 114. K. M. Johns is manager of the Detroit branch.

It is a bad habit, but the privilege of customers, to play off competitors against each other,

PROFITABLE COMPLAINTS.

Soliciting Complaints and Adjusting Them Frequently Mean Bringing Old Customers Back to the House—How One Concern Worked the Plan Very Successfully.

The question of handling the complaints that crop up in any business generally proves sufficiently serious to the merchant without his being encouraged to welcome and, in fact, solicit such complaints. In several instances, however, it has been found that capital may be made out of complaints, if they are ferreted out and that at small expense they may be made to prove excellent advertising for the house.

A big Western house, for instance, in looking over its books recently discovered that quite a number of people who had been customers of the house for a period of time had not purchased anything for some months or even years. A special letter was sent out to the entire list of such patrons, calling attention to the fact that they had not purchased anything for some time past and requesting that if they had any complaints to make that they submit them to the house, together with any suggestions that they might feel inclined to make.

Over 20 per cent. of the letters brought replies, most of them making complaints and several claiming cash adjustments, but at the same time orders were received for goods valued at practically 75 times the cost of the cash adjustments. Then, too, and what is more important, the people who made complaints and had them attended to were naturally well satisfied with the treatment accorded and became loyal supporters of the house and its methods of doing business. These satisfied customers tell their friends of their pleasant experiences and the result is that they, too, are influenced with the house and so it goes on.

It is sometimes asked, "How is a house to act when a complaint, though involving a trifling amount, is unfair?" According to those who have tried the plan out, it has been found that in such a case, if actual intent to defraud is not clear, to give in to the customer, for such an act will undoubtedly mean much future business from that customer.

As one authority says: "The proper handling of a complaint turns it into an advertisement no matter whether it is taken up in the office, the store, the factory or by mail—the principle is the same. In the hands of a diplomatic adjuster, it becomes a basis upon which to build business. It not only offers the house an opportunity to get in closer touch with the customer and show a genuine interest in him, but it brings to light weaknesses which should be remedied to insure a future for the business.

"Whether a customer's grievance is real or imaginary, the house cannot afford to neglect his complaint. Even though it is not justified, it is real to the customer or he would not go to the bother of complaining. His future trade and the influence he may have on other customers or prospects calls for a prompt and satisfactory settlement of the trouble. The big manufacturer and the corner grocer, the large wholesaler and the little retailer, have all found it a wise policy to adjust complaints at once. A diplomatic adjustment gives an impression of fairness and good intention and appeals to one side of the customer that can be reached in no other way. Whether the man has come to your office to voice his complaint, or whether it came by letter from a distant State, the same attitude can be taken. Fairness inspires fairness in return—it is a psychological truth that the merchant cannot afford to ignore, and the customer is quick to respond to the interest manifested in him.

"Then the complaint may be settled so liberally that the customer will feel under obligation to reciprocate. Human nature is very much alike among all classes of customers—buyers appreciate generosity in complaint adjustments and usually they are not slow to show that appreciation."

Pay your accounts punctually and see that you get your cash discount.

CHARM OF MUSIC UNDER FIRE.

How an Exploring Party Won Natives of South American Village with Talking Machine.

"Leigh, Costin and myself," said Major P. H. Fawcett, R. E., in describing some exciting incidents of the exploration of the course of the River Heath in Bolivia, carried out last year by a party of which he was the head, "were some distance ahead of the leading canoe, the other having fallen behind owing to the difficulties of threading the labyrinth of snags.

"On rounding a turn on the river we saw about a mile ahead a collection of newly made palm huts on the point of a large sand bank, and at the same moment heard an uproar of barking dogs, shouting men and screaming women and children, emphatic testimony to their appreciation of their civilized neighbors. We immediately endeavored to reach the huts before they had disappeared.

"Opposite the sandbank was a red earth cliff, cut out by the river, and some 20 feet to 30 feet in height, extending the whole length of the sandbank. Against this cliff and on the sand were tied up fifteen large canoes and various rafts, known as balsas. With South American savages it is foolish to show any hesitation, so passing directly under the high bank we landed opposite the huts.

"There was no sign of a savage—only barking dogs. As the second canoe came up, however, an arrow struck it, passing completely through about an inch and a quarter of wood, succeeded immediately by more arrows and by fire from shotguns, which latter had probably been stolen at different times from the rubber pickers on the Madre de Dios and Tambopata. How someone was not hit it is difficult to understand.

"Seeing that reprisals were out of the question, Major Fawcett trusting, in the proverbial influence of music, told one of the party to put a record on a small talking machine taken along, which must have been a new experience to savages. The rain of arrows, soon began to abate. In time the

savages showed themselves ready to parley and the party landed and were assisted up the cliff. After an interview with the chief lasting about half an hour, according to Major Fawcett, the party returned to the bank, with the chief's son wearing my hat and all of us the best of friends. We were not molested by Guarayos again throughout the river, although there was evidence of an extensive population."

DOING A BIG VICTOR BUSINESS.

The E. E. Forbes Piano Co., of Montgomery, Ala., are doing a fine business in the Victor line, under the new management of H. B. Coreaux, recently with John Wanamaker's talking machine department, New York. Mr. Coreaux having received good training under the management of Louis Jay Gerson, is making the best use of his acquired experience.

TALKING MACHINE CALLS COWS.

There seems to be no limit to the practical use of the phonograph. Instance two Wisconsin boys who are devoted to the game of drafts, but who find their pleasure marred every day by the necessity of going after the cows at milking time. So, it is reported, the boys made several phonograph records, consisting of those time-honored words, "Come, Bos," and placed the machine on the edge of the pasture lot. And the docile cows are said to come home obediently, and the checker game is not disturbed.

THE VIRTUE OF SINCERITY.

Says Hugh Chalmers, one of the most successful salesmen in the United States: "A man cannot be insincere without injury to himself. Whether you are talking to one man or to a thousand, whether you are talking to me or to a customer, you are throwing thoughts to his brain; you cannot see them, but they are tangible, and you cannot throw insincere thoughts to the brain and not have the brain catch insincere thoughts."



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.

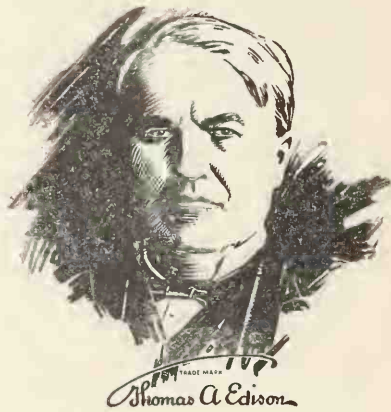
The I. C. S. Language Outfit consists of an Edison Gem Phonograph made especially for language work; small horn; headband hearing tube; oil can; and 25 Conversational Records teaching pronunciation guaranteed to be absolutely correct, with native intonation and inflection. In addition to these Conversational 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.

Push the Edison Phonograph



—the one sound-reproducing instrument that works right with you and that you don't have to make excuses for. The instrument that gives you every selling argument, and against which no competitive argument can stand up.

Amberol Records: The Edison Phonograph (every style from the Gem to the Amberola) plays both the regular Edison Standard Records and Amberol Records, which play more than twice as long.

The Sapphire Point: The Edison is the instrument with the button-shaped sapphire reproducing point that never wears out and never needs to be changed—and *this* is the secret of Edison purity of tone.

Home Recording: Every one of your customers can make records at home on the Edison—can record the songs and stories of family and friends. Demonstrate this great Edison feature to every prospect.

In selling the Edison, you don't have to generalize—be specific—

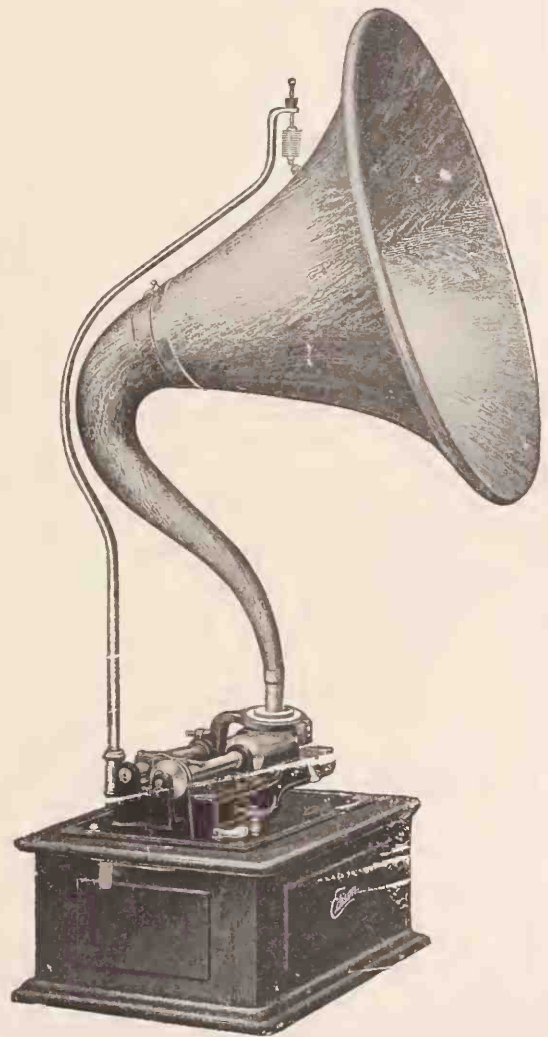
For instance, take the new
Edison Triumph \$75 Outfit

You surely cannot have forgotten that there were a number of your customers who declared that they wanted an Amberola badly but they positively could not afford it.

Write personally to every one of them and tell them about the Triumph with its handsome Music Master Horn and the Model O Reproducer.

Invite them to see it and hear it. They'll come on the run. And that's more than half the sale.

Stir up the town, advertise. Don't leave people to dig out the news of this great instrument for themselves.



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

Thomas A. Edison, Inc., is the new corporate name by which
the National Phonograph Co. will hereafter be known.

WITH THE QUAKER CITY TRADE.

Apparent Dulness Noted in Talking Machine Business During Month of March—Proves Better Than Piano Business—Look for Spurt in Sales with the Ending of the Opera Season—What the Various Jobbers and Dealers Have to Report Anent Conditions—Talking Machine Co. Take Over Sol Bloom Store—Columbia Concert in Allentown—Recent Visitors of Note to Philadelphia Trade.

(Special to The Talking Machine World.)

Philadelphia, Pa., April 8, 1911.

Like in all other lines of the music trade, as well, it seems, as is the case with all trades, there was an apparent dulness in the talking machine business in Philadelphia during the month of March. It has not been as striking as in the piano business, which demonstrates that while the piano business is established, the talking machine business is still in its rapid growth, and it seems to have been merely stunted during March, in comparison with the first two months of the present year. It shows a considerable increase over the business done last year, and that in itself is most encouraging. In fact, there is nothing discouraging in the talking machine business in Philadelphia, and some of the dealers affirm that March was fully up to their expectations, and attribute that more was not done to the fact that we are just at the tail end of an exceptionally long and hard winter; a winter during which it has been necessary to bear an unusual expense, and besides the Lenten season has detracted considerably.

The opera season, so far as the regular ten weeks of continuous opera is concerned, closes on Wednesday evening of this week, with still two more performances to be given by the Metropolitan Opera House Co. The dealers believe, with the close of the season, there is going to be quite a spurt in the talking machine business, every season adding new friends to the singers and an increased interest among their old friends, who will not be privileged the hearing of their voices in person and will be glad of the chance to keep up their acquaintance through the records they have made. Each season adds to the list of operatic records, and at the present time all tastes can be satisfied.

Louis Buehn & Brother report that their March business in Victors and Edisons was fair. It was better than it was during the March of last year, but it was not up to what they had expected. The bulk of their business was on the big machines, and they are under the impression that April is going to be a very good month. The Victor Co., the Buehn Brothers note, have issued a number of records which have filled a long-felt want, and they were very glad to get them. Henry Zeamer, of Columbia, Pa., was a recent visitor at the Buehn store. He reports things very satisfactory in his section. They have been giving a number of entertainments, which has assisted them in their sales, and these have been so popular that at every opportunity the people come after him. The Buehn Brothers have an exceptionally attractive window decoration this week.

Frank K. Dolbeer, general sales manager of Thomas A. Edison, Inc., made the rounds of all the big dealers in Philadelphia last week. He stopped off here on his way home from Washington and Baltimore.

The Penn Phonograph Co. note that breezy March was the best month they have ever had. From present appearances they believe that April is going to be fine. They report that goods are not coming in at a very regular rate, especially the higher priced machines, in both Edison and Victors. They believe that they could have done considerably more business in March had they been able to get the goods, and more promptly. W. P. Swartz, of York, Pa., was a visitor at their store this week. He says that the talking machine business in his section is very good, and that the general business is suffering less than in most sections.

Mr. Elwell, the manager of the Hepepe talking machine department, is very much pleased with the accomplishment of his department of the big Hepepe store during the month of March. The class of goods sold was of a very fine character, both in machines and records. The Hepepes note that there is a shortage of a certain line of goods, which has hampered them materially.

It is reported that W. C. Holzbauer, who was for many years with the firm of J. E. Ditson & Co., who have just closed up here, has been engaged by John Wanamaker. He is to be in charge of the small goods department.

The Columbia Phonograph Co. have received a large consignment of the new records by Fremstad, Nordica and Maria Gay, which are meeting with a very big sale. Manager Henderson is taking a little trip up the State this week to look over some of the trade. Marion Dorian, the treasurer and auditor of the Columbia Co., spent a couple of days here last week.

March was an excellent month with the Columbia Co.—in fact, it was the second best month since Manager Henderson took charge of the store, the only month beating it being last December. The firm are continuing to give concerts here almost nightly.

Sol Bloom, Inc., has been succeeded by the Talking Machine Co. at 143 South Broad street. They advertise, "We have installed an innovation in the way of an inspection department for our patrons and all talking machine owners. If your machine does not work to your entire satisfaction just notify us, addressing Department A, and one of our experts will call to look over your machine and advise you, of any trouble that may exist."

James Shearer, manager of the instalment department of the Columbia Co., is a very happy, though somewhat excited man these days, owing to the fact that his wife and family sail from Scotland on April 1 for this country. As Mr. and Mrs. Shearer have not seen one another for two years, it is needless to say there will be a happy reunion.

I note the following in the Allentown Democrat of March 1, 1911: "Wuchter, the Columbia Grafonola man, of South Seventh street, yesterday gave a free concert, using records furnished by Nordica and Fremstad. The crowd on the inside

of the store and on the pavement finally became so large that a detail of reserve policemen had to be summoned to keep the crowd in order. Mr. Wuchter was the first dealer to receive a shipment of these records from the Columbia factory, having placed his contract two days after Nordica signed her exclusive Columbia contract."

On Saturday, March 18, the Stephens Music House, of Norristown, Pa., opened their new graphophone department with two grand concerts, the first being held at two o'clock in the afternoon and the other in the evening. Both concerts were thoroughly enjoyed by large audiences and many demonstration records were disposed of. The concerts were given under the personal direction of Hamilton Bouvier, musical director of the Columbia Phonograph Co.'s Philadelphia office, who played several piano solos and also accompanied many of the records on the piano. The Philadelphia store has booked a great many concerts to be held during the next few weeks in different parts of the city and State and anticipate a busy time.

Among recent callers at the Philadelphia office of the Columbia were Signor and Madame Zerola and Signor Francesco Daddi, of the Metropolitan Opera House; Albert Krell, president of the Krell Auto-Grand Piano Co.; W. F. Wallace, treasurer of the General Music Supply Co., of New York, and John H. Parnham, of Hardman, Peck & Co., New York City.

H. A. Weymann & Sons report that their March business in both Victors and Edisons was very good, not only at the local store, but the men on the road did exceptionally well. Harry Cake, one of their dealers of Pottsville was here last week. A. C. Weymann was late getting to the office this morning, and the brothers wondered what was detaining him. They did not have to worry long, for while I was in the store a 'phone message came, stating the reason—it was a new baby girl. He doesn't know whether he will call the young lady Victoria or Edisionia.

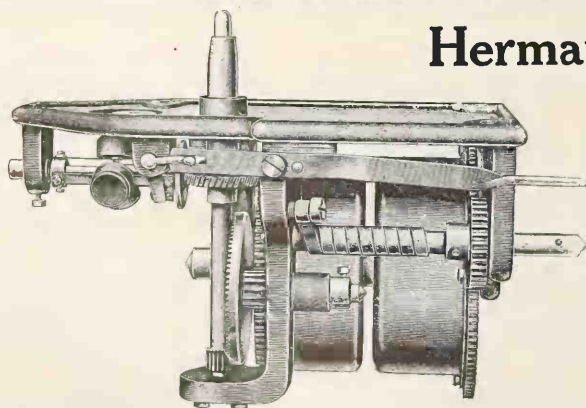
ADVICE TO THE ENVIOUS.

The Employe Will Gain More by Sticking to His Own Than Wishing for the Other Job.

A shrewd observer, in speaking of such clerks and other employes who are at times envious of "the other fellow's" job, adds as a word of sound advice as follows:

"See if you are filling your own position as well as or better than anyone else can fill it. Start to grow and keep on growing in knowledge and ability until you are bigger than your position. Then you will find a better one ready for you. Not the other fellow's job, but your own—the one you are qualified for and able to fill. The other fellow is taken care of and so are you. Don't worry about him—nor yet about yourself. But set about to so improve yourself, to grow so much better than the work you are now doing that your employer can't afford to keep you there."

Your time may be valuable, but if it's worth more than a dollar a minute you should seek a situation and leave the job to your understudy.



Hermann Thorens, Ste.-Croix (Switzerland)

TALKING MACHINE WORKS

Motors and Sound-Boxes a Specialty

Conceded to be the best manufactured

OVER THIRTY DIFFERENT STYLES

Machines with or without Horns

FIRST QUALITY ONLY

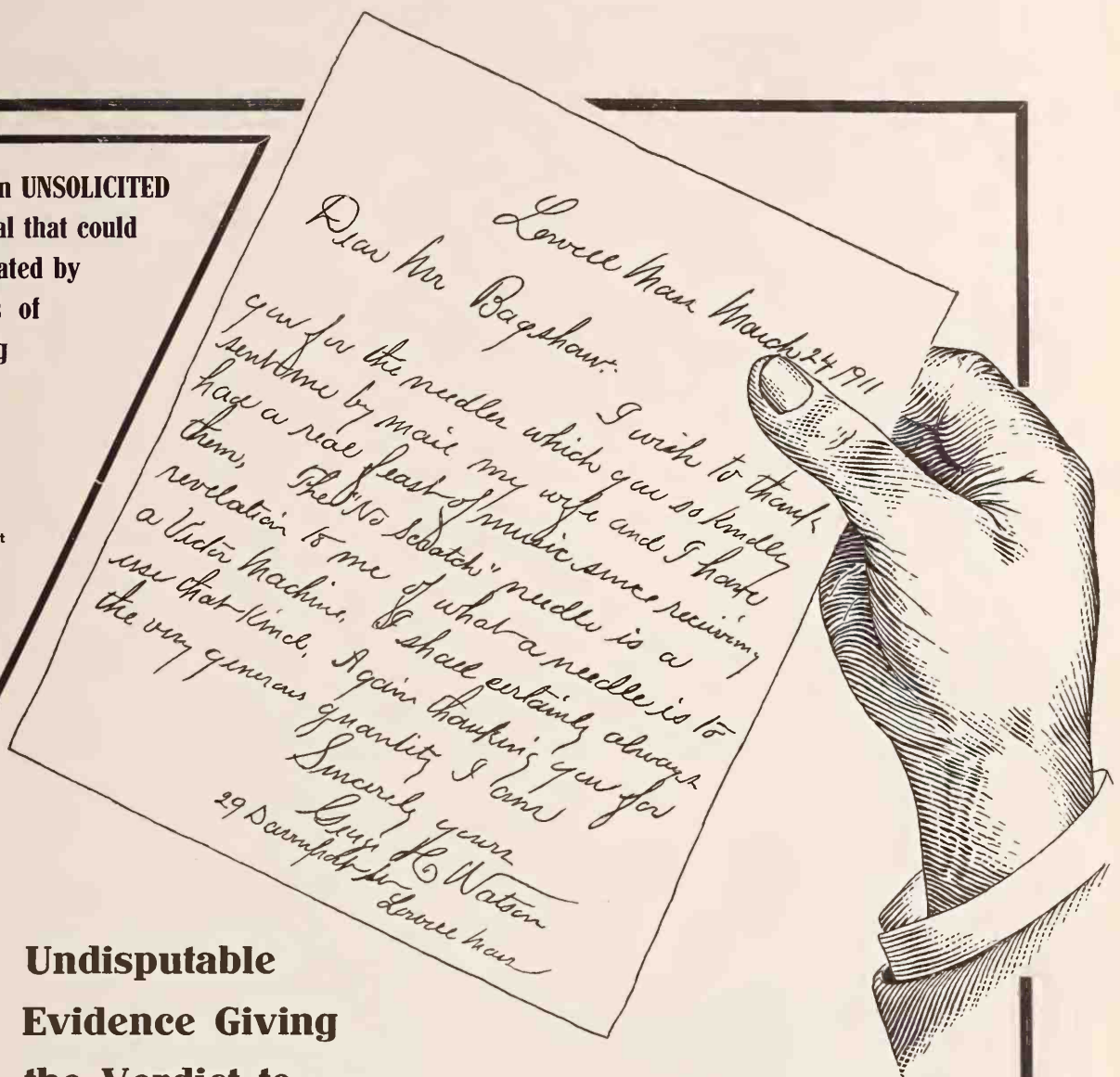
Novelties in Hornless Machines

Noiseless Motors :: ::
Highest Recommendations

WRITE FOR DESCRIPTIVE BOOKLET

Here is an **UNSOLICITED** testimonial that could be duplicated by thousands of Talking Machine Owners

The Moral is:
"You profit most by selling Bagshaw Needles"



**Undisputable
Evidence Giving
the Verdict to**

"No Scratch" Bagshaw Quality Needles

Talking Machine Jobbers and Dealers

by using Bagshaw Quality Needles, which are the best made, can sell records in many instances which could not be sold by demonstrating with a Needle of any other manufacture.

Jobbers and Dealers cannot afford "needle trouble," especially when demonstrating, and they protect themselves when using Needles made by

W. H. BAGSHAW - LOWELL, MASS.

Oldest and Largest Manufacturers of Talking Machine Needles

ESTABLISHED 1870

We Manufacture All Styles, Shapes and Sizes



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

NEW YORK, APRIL 15, 1911.

WHILE trade in the majority of industries in this country has been disappointing during the past four months, the talking machine business must be considered an exception, for its volume, broadly considered, has been most satisfactory.

And this is due in a large measure to the faith of all members of the craft in the present and future of the business.

Much of the disturbance prevalent in the commercial world these days can be credited to the destruction of confidence.

There is no sound reason why business should not be good to-day, and it would be good if everyone determined to look on the bright side and pushed the wheels of progress along the road of optimism.

Ninety-five per cent. of the business in this world is done on credit; in other words, on confidence, and when that is assailed the underpinning of the business structure is bound to be shaken.

It will pay everyone to think, work and act along the lines of confidence in order to achieve success.

Business, after all, is what we make it.

When we wise mortals determine that business is bad—it is bad; when we insist it is good—it is good.

This is putting the matter in an elementary way—for, after all, the subject is as largely psychological as it is economic or political.

Now, to get down to the fundamentals.

Decisions by the Supreme Court and the superstition that Congress is a disturber of business should be eliminated in favor of the overwhelming fact that the agricultural outlook for this year was never brighter and according to the best authorities we shall take seven billion dollars out of the ground

this year, which should certainly help to correct some economic mistakes.

The members of the talking machine trade will do well, therefore, to continue their policy of optimism regarding the development of the talking machine and the future of the business. Things are coming their way, and will come their way in a larger degree, provided they are up and doing and continue to work along the same enthusiastic lines as they have in the past.

IT must not be overlooked that even in the best of times it is not easy for everyone to be satisfied in regard to the volume of business transacted. Every retailer who means to be progressive is constantly developing plans to bring buyers to his establishment. Stock must be displayed attractively, sound-proof rooms must be created, attractive windows inaugurated, effective and original publicity carried on, all with the object in view of keeping the name, place and store before the public continually.

One of the best plans in our opinion of keeping in touch with customers is to employ men for no other purpose than to call on the purchasers of instruments with the object of ascertaining if they are in proper condition.

In a great many machines some slight disorder in the mechanism either of the sound-box or the machine itself is apt to disgust the buyer with the instrument, and, instead of going to the establishment from which the machines was purchased, he oftentimes goes to another establishment to have repairs made.

By keeping in touch with purchasers of machines the dealer is able not only to please his customers, but he is also enabled to make his customers constant purchasers of records. A great many people, once they make an initial selection of machine and records, do not again come to the store, whereas if they are followed up, and the latest records brought to their attention, they will become frequent purchasers of records and other supplies.

A much larger record trade can be transacted by dealers if, instead of waiting for customers to come to their store, they will go after them. And this should not be difficult in view of the fact that every dealer has at his disposal a large list of live "prospects."

THERE has evidently been some misunderstanding regarding the recent decision handed down by the Supreme Court which held that manufacturers' agreements with distributors or retailers for the maintenance of retail prices at an arbitrary figure, are illegal.

A great many editorial writers in the daily papers have made some rather misleading and untrue deductions from the decision referred to. They have not pointed out that this decision does not affect articles protected by patent. Under the statutes a patentee is given the sole right not only to manufacture but to prescribe the price, and by whom, and in what manner his product shall be sold.

It has been held time and time again by the Supreme Court that the right of a patentee to fix and maintain prices of his prod-

uct does not violate the provisions of the so-called anti-trust law.

It is not improbable that inasmuch as the case at issue related to proprietary or patent medicines some writers believed that control of prices by patent was involved. This, of course, is not so. As a matter of fact, "patent medicine" is rather a misnomer, for most of the so-called "patent medicines" are not protected by patent. An interesting reference to this subject appears in our news columns and is well worth reading.

PREPARATIONS are now actively under way for the convention of the National Association of Talking Machine Jobbers, to be held in Milwaukee, Wis., in July, and the present indications are that there will be a rousing attendance, at which many matters of importance to the industry will be discussed. There are a number of matters pending which are of vital interest to the jobbers and the trade at large, and an interchange of opinions will doubtless do much to clear the atmosphere.

During the past month the Eastern Talking Machine Dealers' Association also came together and reported progress for the past year. Efforts are being made to increase the membership of this association, and to interest the dealers of the Eastern States to a larger extent in the association.

Members of the trade, be they jobbers or dealers, should make it a point to attend meetings of their associations. In this way they are kept in close touch with the trend of trade events. This keeps at high pressure the enthusiasm the association has aroused. Without enthusiasm little can be accomplished. Therefore, frequent meetings will do much to eliminate those feelings of antagonism that stand as a barrier to friendly relations between competitors. Organizations can and do assist members to reap more of the benefits of trade than the mere individual can ever obtain, for at the meetings are continually coming up the ever interesting and profitable topic of what lines are most popular, and what are least. Systems and methods are discussed, and all can learn.

The question of giving your competitor an advantage need not be considered, as all are alike benefited, and the friendly feeling that is sure to flow from such gatherings results often in explanation that otherwise may never have occurred. These meetings keep alive within one the issues that interest him most, and thus is created a taste for the higher side of one's avocation.

"DUBBING" records is now a practice of the past, so far as public exploitation is concerned in this country, since the decision of Judge Chatfield, of the Federal courts, was rendered. Possibly this nefarious business may be carried on surreptitiously, but it is doubtful. At the same time, conditions elsewhere are to be considered. For example, F. W. Horne, an American who formed and is the president of the Japan-American Phonograph Manufacturing Co., of Japan, writing from Yokohama, under date of March 14, says:

"For your information I would advise you that dubbing records of all makes is in

full force in this country, including the Victor, Columbia and Nipponophone. There is one particular concern in the city of Osaka that has dubbed and cataloged 175 of the Nipponophone records of native talent, for which they have not paid one cent to the artist for recording. They are offering and selling these dubbed records at forty sen (twenty cents gold) each. It remains to be seen whether this can be stopped by the proposed law and our attorney has advocated and requested the Bureau of Patents to so construe the copyright law. This law, if so interpreted, will only affect the artists who virtually sell the right to their voice, which in the great majority cannot be obtained. At the present time there is not any law which covers unfair competition, but I am advised that such a law is being seriously considered by the government."

It will be recalled that Judge Chatfield's opinion dealt more particularly upon "unfair competition" than any phase of the question. The defense relied upon the "patent situation" to relieve them of their liability and urged most ingenious arguments in support of their false position, but without avail. The specious reasoning was brushed aside by the court as untenable, and it would be well if the Japanese Government would accept this able decision as a governing rule. No exception can possibly be taken to it either in justice or fairness.

In the choice of a location, do not think that the lowest rent is the cheapest, or that you can hunt up customers if they do not come to you. It is cheaper to pay a high rent than to lose time in going round. But, of course, the rent must be in proportion to the available means.

A GREAT DEPARTMENT

Devoted to Talking Machines Is Now Being Built in the Philadelphia Store of John Wanamaker—Covers an Area of 6,000 Square Feet—Some Details Worth Reading.

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

What will probably be the most complete talking machine department in the country as well as one of the most beautiful, is now about to be built in the Philadelphia store of John Wanamaker. It will be situated on the second floor in the middle division, opposite the grand court in which finishing touches are now being made to the big St. Louis pipe organ which, with one exception, is the largest in the world.

The plans for the talking machine department cover an area of over 6,000 square feet, and in this will be erected the beautiful Oak and Gold gallery that was purchased by Mr. Wanamaker from the German exhibit of arts and crafts in the varied Industries building at the Louisiana Purchase Exposition held in St. Louis in 1904. This gallery measures 88x28 feet, and is rich in its carvings, paintings and genuine symmetry. This gallery will be used exclusively for Victrolas, and will make, without exception, the handsomest music room in the world.

The layout for the department was based on plans suggested by Louis Jay Gerson, and include a series of rooms at one side that will be made absolutely sound proof for the purpose of furnishing privacy and comfort to record purchasing patrons. It embodies an up-to-date system of keeping record stock, there being special sets of demonstrating records in addition to the regular record stock.

No records used for demonstrating and selling purposes will be sold, and each purchaser of a record will receive a brand new record in a sealed envelope, guaranteed absolutely perfect.

At one end of the series of rooms will be the office of the manager, Mr. Gerson, while at the other end there will be equipped a first-class repair shop and stock room.

TRADE BUILDING METHODS

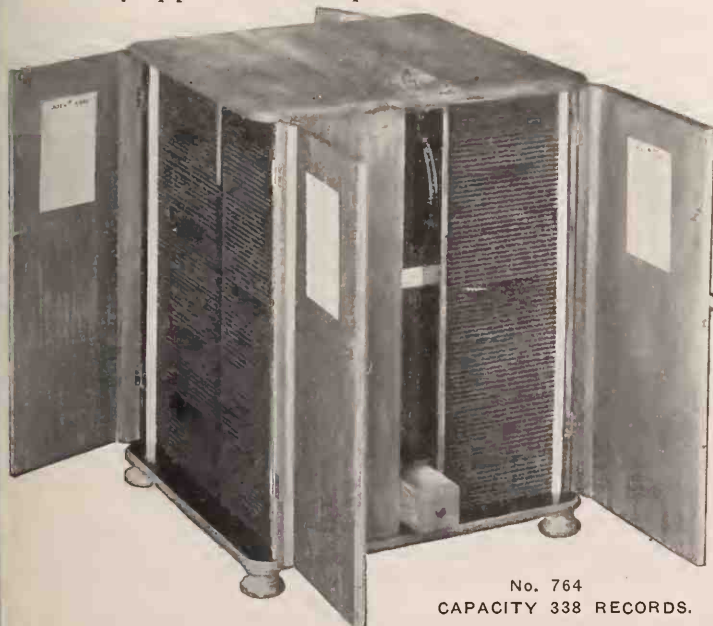
Adopted by Wise Merchants to Create Business.

Something is to be learned from the method adopted in an Eastern town with a view to securing the trade of the farmers of the surrounding territory. A number of the merchants of this town representing different lines of business unite in an arrangement with a man who makes regular trips through the country, distributing their circulars and printed matter and in other ways promoting their interests. He makes two or three trips monthly, covering on their behalf a radius or about ten miles. In this way the dodgers or pamphlets furnished by manufacturers find a natural outlet as well as such circulars or circular letters as may be specially prepared by the merchants. It is not unlikely that something along this line might advantageously be done in other places by talking machine men. There may be in work of this character an opportunity for some who are not more profitably employed to get busy and useful. An energetic and tactful man might make such service justify itself by its results, and at the same time become a stepping stone to more permanent and more remunerative work. The getting together of the merchants of the town for such united action is certainly commendable, and might lead to other forms of co-operation. The effort to make use to the best advantage of this itinerant service would naturally have a stimulating effect on the merchants represented, as they endeavor to provide suitable printed matter for general distribution and perhaps make special appeals adapted to the varying circumstances of the prospective customers thus canvassed, as something like personal relations are gradually established. The making of the effort would in itself be a good thing as emphasizing the too generally neglected duty of going out for business instead of simply waiting for it to come.

It is not pleasant to have debts, but it is better to owe money for a new and good installation than to lose it in an old one.

SALTER MFG. CO.
CHICAGO, ILL.

Our latest Catalogue of Cabinets is just out, write us for a copy to-day. All Salter Cabinets are equipped with Improved Patent Felt Lined Shelves.



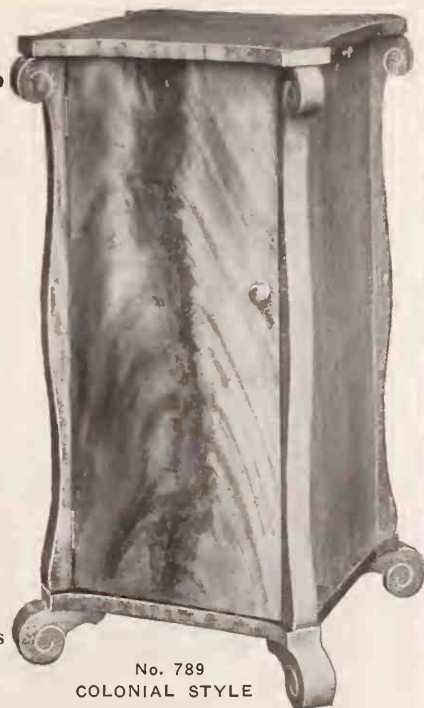
No. 764
CAPACITY 338 RECORDS.

Keeps Records free from dust, never scratched or bent.

Any Record can be found instantly.

All shelves are numbered.

Each record has separate compartment.



No. 789
COLONIAL STYLE

Our Shelves are made of Solid Wood with Felt (which lasts), not complicated paper index files, which tear and quickly soil, also injures records.

TRADE ON THE PACIFIC COAST.

March Sales in Excess of Those for February—Conditions Generally Are Excellent—Columbia Machines as Prizes in Newspaper Contest—Shortage in Victrolas—Hauschildt Music Co. to Continue Talking Machine Lines—Heine Piano Co. to Reopen Department in Downtown Store—What the Various Managers Have to Report Anent Business.

(Special to the Talking Machine World.)

San Francisco, Cal., April 7, 1911.

Eugene W. Scott, local manager of the Columbia Phonograph Co., reports that business conditions in this city are excellent, and the March sales have considerably exceeded those of February in all the lines which are carried by this company. Mr. Cyrus, traveling salesman for the local office, has been spending some time in the Sacramento country and has found business in that region very good, considering the high water following the heavy rains in the late winter. The San Francisco Chronicle, which is running a large prize contest, has added a Grafonola Regent to its list of prizes. A matter of considerable congratulation for the office in this city is the fact that the San Francisco Call will inaugurate a big contest on April 1 in which it will offer \$1,200 worth of Columbia machines. Considerable interest has been shown of late in the records of singers who have been in San Francisco during the past few weeks. Following the Bonci concerts an especially heavy sale of Bonci records was noticed, and already interest is being shown in the Alexander Heinemann records, as Mr. Heinemann is soon coming to this city.

Andrew G. McCarthy, vice-president of Sherman, Clay & Co., is still laboring under the same difficulty of getting enough Victrolas to supply the orders which this firm are constantly getting from various portions of this end of the country. The Eastern trade is so busy, he says, that the manufacturers find it hard to supply both sides of the continent, and the West is suffering slightly for that reason. Shipments are being received all the time, but orders still keep ahead of the shipments. It is expected that larger shipments will soon be forthcoming. A decided increase in business during March of this year was noticed over that of the same month last year, and the outlook for the coming months is very encouraging.

The Hauschildt Music Co., who are now finishing their first month's sale of the stock of Clark Wise & Co., will carry all the lines of talking machine goods that were carried by the retired firm. Richard Wise, who has been making a specialty of talking machines for years with the Clark Wise Co., will take charge of this department on April 1 for the Hauschildt Music Co. This firm will

spend considerable effort in extensive advertising, and expects to build up one of the largest talking machine departments on the Coast.

J. J. Black, of the talking machine department of the Wiley B. Allen Co., speaks very highly of present business conditions in this line. City trade, he says, is exceedingly good. Among the branches which are making a good showing are the Oakland and the San Jose stores. Mr. Black notes an increased demand for the higher class of goods during the past few months. The general tendency is toward the Victor-Victrola and other high-class goods. The new style Victor-Victrola now on the market about three months is selling very well and is supplying a long-felt want. Along with increased sales of this machine is to be noticed a decrease in sales of the horn machine. Mr. Black mentions the lack of Victrolas, orders for which are more numerous than the goods to fill them. A large shipment is expected within two weeks. F. P. Corcoran will soon make a business trip, visiting various branches of the Wiley B. Allen Co. He will devote his time specializing on the Victrola end of the business for the spring selling campaign. Lawrence Wilson, who has been with the Wiley B. Allen Co. for many years, will now serve that firm in the capacity of publicity manager, and intends to arrange for some attractive window displays in various branches at once.

While the record business is making hardly as great a showing, in comparison with that on machines, as it did a month or so ago, it is keeping up extremely well. Among the records which are especially popular just now are a number of selections from grand opera, the Neilson records, and the admirable Scharwenka records of the Columbia Co.

The Heine Piano Co., which started out in their downtown store with a talking machine department, which was later abandoned, announced their intention recently of reopening this adjunct to the business, and are now making preparations. An entire floor will be given to this department, and the stock will be put in within a few days. With the new arrangements he has made for the conduct of the talking machine business, Mr. Heine is confident of making it a success.

W. A. Voltz, Western representative of the National Phonograph Co., has been making his headquarters here all month, but has been away most of the time making trips to outside points all over northern California. He reports great success, and considers conditions in this district favorable for a good season. He expects to complete his work in this vicinity before long.

A. R. Pommer, head of the Pacific Phonograph Co., is getting in a lot of special talking machine goods, which he expects to use in extensive window display work. This will be one of the fea-

tures of his advertising campaign this summer, by which he expects to bring out a larger demand for Edison goods. This company are keeping their large storage space well filled up, and will continue as before to keep their stock complete in every way.

The Fitzgerald Music Co., of Los Angeles, handling the Columbia line, are making a strong feature of their talking machine department, making it one of the main features in all publicity work.

THE PHONOGRAPH IN MEDICINE.

By GORDON LLOYD, M.D.

It is now proposed to use the phonograph as an aid to diagnosis.

Perhaps the greater part of what we know of the heart and its diseases has been learned by listening at the chest. Each contraction of this vital organ is accompanied by two sounds, the "first" and "second" sounds, respectively, and when anything goes wrong with the heart the normal sounds are altered and new sounds added. Of these added sounds, the "murmur" caused by the leakage of the valves of the heart is most significant.

The writer has long revolved in his own mind the idea of utilizing the phonograph as a means of recording these sounds, so that the physician might study them at leisure in his own office, submit them to consulting specialists and reproduce them before students for purposes of instruction. And now comes the news that Cabot of Boston, probably America's leading diagnostician, has taken up the plan seriously and intends to harness this triumph of Edison along with the X-ray and other mechanical contrivances for the study of man diseased.

By this means all the remarkable "heart cases" discovered in the great clinics of Berlin, Vienna or New York may be preserved and issued to students the world over as "records" for study. And in consequence our ability in one of the most elusive and difficult phases of medicine will be tremendously enhanced.

The mortality records show that physicians themselves die from heart disease more frequently than from any other cause. And by the aid of the phonograph the time will come when the doctor may listen to his own heart. Moreover, the taking of phonographic records at regular intervals will enable us to compare accurately the action of the heart to-day with its action three months ago.

Also breathing sounds, which tell much of the condition of the lungs, may be recorded, preserved and compared. And our great-grandchildren will be able to hear us breathe and the beating of our hearts as well.

SIXTEEN YEARS' EXPERIENCE

Handling Talking Machines, Records and Accessories

Does Count

VICTOR

Experience is a great teacher.

The results of our experience are yours to command.

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

THE EASTERN TALKING MACHINE CO.

177 TREMONT STREET

BOSTON, MASS.

DISTRIBUTORS OF EDISON AND VICTOR MACHINES, RECORDS AND SUPPLIES

EDISON

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

SAINTLY CITY GLEANINGS.

Trade Optimistic Anent Business—Exhibitors at Household Show—Columbia Co. Having Big Call for High Priced Machines—O'Neil's Knowledge of the Orient Cleverly Utilized—Representative Dealers Kick About "Small Fry" Who Cut Prices—Recent Visitors from Various Parts of the State—Other Items.

(Special to The Talking Machine World.)

St. Louis, Mo., April 8, 1911.

The trade comment among local men is largely centering upon the increased size of bills for single sales. Not only is a better class of machines being sold, but more records are going with the machines on first orders. "It is nothing uncommon," said Manager Robinson, of the Thiebes Piano Co., "to sell a \$300 order," as he displayed three \$100 bills that had just been passed to him. Only a short time ago such sales were very uncommon. I attribute this largely to the great strides that have been made in the manufacture of records. Within the last year the record improvement has been especially noticeable. Mr. Byars, of the Columbia Co., spoke of the same trend of the trade since the disc machines have to compete with the cylinder machines. "Now we have less trouble selling a higher-priced machine than we formerly did the low-priced machines, and the cylinder machines have almost disappeared from the city trade. They are still being sold heavily in the country." In all of the downtown stores March was spoken of as an especially good month.

The Aeolian Co. had a display of Victrolas and the Columbia Phonograph Co. a display of all makes of their disc machines at the Household Show at the Coliseum during the two weeks of that exhibition, and both companies express gratification at results.

C. L. Byars, manager of the Columbia retail department, said their company had made a number of sales of the "Favorite," the \$50 model, at the Coliseum, as well as of other Graphophone styles, and have numerous prospects on their books, and expected to realize several thousand dollars' worth of business from the exhibit. The Columbia policy at the show was to play anything the customer requested, the noise being too great to permit a set program. J. L. Reid, of the Columbia retail department, was in charge of the exhibit, and made many friends by his work there. He was assisted by A. F. Butterfield and Mr. Byars.

At the Victor display, in a tea garden, opera records were used, chiefly, and Mr. Levy, of the Aeolian Co., reports a number of sales. Mr. Crisp, of the Aeolian retail department, was in charge.

The Columbia Phonograph Co. have been consistently using one of their large display windows for a purely record display, and find it very profitable. The discs are shown and variety is given with large placards announcing features with prices. This window brought heavy sales on the special 10-cent demonstration record. The second window at the storeroom is used for a machine display.

H. N. McMenimen, sales manager for Sheip & Vandegrift, makers of the "Music Master" horns, was here recently.

Several records by the Paragon Quartette, a St. Louis German organization, are attracting considerable attention in the Victor stores.

Ambassador O'Neil, of the Victor Co., was a visitor here recently who attracted more than passing attention. He was full of interesting tales of his experiences in the Orient, where he obtained a number of records of Japanese and Chinese music and speeches. While at the Aeolian store a local Chinese entered, and Mr. O'Neil was sent to greet him, and through his ability to converse with the Celestial, Qung Long Lee left the store the owner of an expensive Victor machine with the promise that some Chinese records would soon come to him. At the Thiebes store Mr. O'Neil is chiefly remembered for his intimate talk to the salesmen on the making of records and of the points to be noted in selling. Manager Robinson declares that the enthusiasm and interest given the sales force through that hour's talk is the best

one incident he can remember in connection with his sales force.

R. A. Thompson, recently of San Antonio, but who was introduced to the piano trade through his employment with the Kieselhorst Piano Co., in this city, is talking machine prospect clerk with the Thiebes Piano Co. Mr. Thompson was recently called home by the illness of his father, and decided not to return to the Southwest.

The St. Louis Star, a local daily, is offering 200 graphophones, furnished by the Columbia Phonograph Co., as prizes in a circulation contest.

G. Hill, of Gill & Hill, dealers at Caruthersville, Mo., has been in St. Louis for two weeks receiving medical treatment.

Wholesale trade has been especially good with the Edison machine and records, according to Mark Silverstone, manager of the Silverstone Talking Machine Co., the Edison agent here. He says, however, that retail trade has held up excellently.

The A. F. Mengel Music Co., Boyle avenue and Olive street, are planning enlarged quarters, and will add greatly to the space allotted Victor machines and records.

Philip Knapp, of Knapp Bros., prominent Columbia dealers in Belleville, Ill., has been much in St. Louis recently, being a member of the committee from his city engaged in promoting a traction franchise across the city bridge into St. Louis. Other retail dealers recently in the city were: Wayne Allen, of the Allen Music Co., Columbia, Mo.; C. N. Lanhart, Mattoon, Ill.; W. W. Fischer, Murphysville, Ill.; John Prada, Paris, Mo.

Dunbar Kirtland, of the Columbia Phonograph Co., spent a three weeks' vacation during March at Helena, Ark.

Judging by some comment heard among the downtown retail dealers there is going to be an argument soon between them and the jobbers over the present plan of permitting machines to be handled by small dealers in the city. Said one downtown manager: "Our greatest handicap at present is price-cutting by the little fellow. While it does not seem fair for me to criticize the small dealer, perhaps, he is certainly not fair to us in the way he does business. I am speaking now only of the dealers who carry only one or two small machines in stock, and when they get a possible purchaser for a larger machine take him to the home of some person to whom a downtown store has sold a good machine and depend upon the demonstration there to make the sale. That in itself is not so bad, but when they tell the customer, 'Now, I do not keep that machine in stock,

but I can get it for you and save you \$10 or \$15.' It even happens that this small dealer will send his possible customer into our store to see machines with the promise of saving him money when he gets ready to purchase through him. This imposing on us is not as bad as the cutting feature. That is demoralizing the trade, as it is becoming fairly well known. We think that those of us who have money invested in machines should be permitted to have fair profits, and that the jobbers should realize through their own retail experience that the small agent does the trade more good than harm. We don't want to see a cheap machine kept in the corner cigar stand or newspaper depot as an advertising feature become a competitor with us, but that is virtually what it becomes when the owner is permitted to get on the wholesale books as a dealer, and that one machine is about all some of the small dealers have to show for a stock."

A. Colegrove, Edison dealer at Taylorville, Ill., has been quite seriously ill, and Mark Silverstone, of the Silverstone Talking Machine Co., visited him.

Wayne Allen, of the Allen Music Co., Columbia dealers at Columbia, Mo., spent March 13 and 14 in St. Louis to better acquaint himself with the Columbia Table Graphophone, regarding which instrument he is an enthusiast. He reports prospects for the sale of 10 to 15 of this style of graphophones within the next few months.

R. P. Bartlett, manager of the Des Moines store of the Columbia Phonograph Co., spent the week of March 20 visiting his parents in this city, his father being the head of the Bartlett Candy Co.

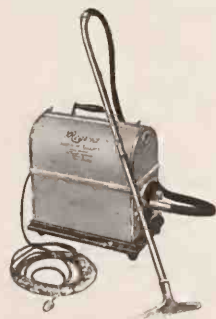
Charles Kauffman, traveling sales manager for the Columbia Phonograph Co., left March 21 for a two months' trip through Missouri.

John A. Hurtmiller was a Columbia visitor the week of March 20, combining business with pleasure.

C. M. Morris, who has been identified with the local store of the Columbia Phonograph Co. for several years, has been transferred to Des Moines, Ia., leaving his work here March 19. He was succeeded by R. E. Bruce, late of the Hamilton-Brown Show Co.

Joe Ryan, formerly of the shipping department of the St. Louis Talking Machine Co., is now with the Columbia Phonograph Co. in the shipping department.

In advertising it is not altogether what you say, but very much depends on how the man you are after feels when he reads what you say.



Spring Housecleaning

begins this month and vacuum cleaners will be in greater demand than ever before. Dealers who act quickly can secure some of this profitable business.

REGINA.

Pneumatic Cleaners

are liberally advertised for the benefit of the trade and carry a name which your customers know and recognize.

REGINAS have *double suction pumps* and do the work twice as quickly and with less effort than others.

They are easy to operate and easy to sell—beautifully constructed and fully guaranteed. Made in our own factory by skilled workmen and sold at a reasonable price. We have hand operated and electric models.

Your jobber can supply you with Regina cleaners if he carries them. If not, write to us for full particulars. The proposition is an inviting one.

THE **REGINA** CO.

Broadway and 17th St.
NEW YORK

DEPT. M.

215 Wabash Avenue
CHICAGO

Licensed under the basic patents covering vacuum cleaner.

The Talking Machine Trade in New England

BUSY TIMES IN PORTLAND, ME.

Steady Increase Noted in Talking Machine Sales—Columbia Store Moves—Remarkable Business Showing.

(Special to the Talking Machine World.)

Portland, Me., April 8, 1911.

Lewis W. Frickett, manager of the talking machine department of Cressy & Allen, handlers of Victor and Edison machines, gives out some fine, cheery words, saying: "Business in Portland is very good indeed. We look back on one of the most profitable winters that we ever had. We have noted particularly, with a great deal of satisfaction, the quality of business which we are getting. There is no question in our minds but the high-priced goods and records are what the people want."

The Columbia Phonograph Co. recently removed to 550 Congress street, corner of Oak, where they have large and handsome quarters. George P. Donnelly, manager, says that their business the last month increased 150 per cent. over the same month of a year ago, which is a splendid result of hustling work. Continuing Mr. Donnelly remarked: "We are looking ahead to an excellent business during the summer months, and we believe that our new show window, which is second to none, will be excellent advertising in many parts of the country, as thousands of people going to and from the summer resorts in Maine stop over in Portland. About \$4,000,000 are spent every summer by people vacationing in northern New England."

Mr. Donnelly also says that the new Grafonola "Favorite" is all its name implies—a favorite—and they are having hard work to keep pace with the demand. They are likewise having a fine grand opera record business, and especially on the records made by Mme. Nordica. The people of Maine apparently take pride in the fact that she is a native of this State.

Mr. Halfpenny, wholesale man, is pulling off some good contracts in this section.

TO HANDLE GROWING TRADE.

(Special to the Talking Machine World.)

Fitchburg, Mass., April 9, 1911.

F. B. Matthews, the Edison dealer, has built two new booths to care for his growing patronage. He

is one of the hustling dealers of the State, maintains a fine store, and is working hard to create a big volume this year.

A PROMINENT "TALKER" MAN.

W. D. Wilmot Draws Attention of Newspaper Artists—A Working Optimist.

(Special to the Talking Machine World.)

Fall River, Mass., April 8, 1911.

Newspaper artists are strong followers of talking machines, it is evident, from the way they are adopting various ideas which surround the indus-



try. Here is one of W. D. Wilmot, the big talking machine dealer of this city, who handles Edison and Victor goods. He is a big commercial booster and has done more to aid the growth of optimistic conditions than any other one person. Mr. Wilmot holds the secretaryship of the Merchants' Association, where a synonym for Wilmot is Optimism and its complement is Work. He is a big dealer in type writers, sporting goods, office supplies, etc., as well as handling talking machines, and his working force varies from ten to twenty people, according to the season.

Mr. Wilmot is a Mason and a Shriner, member of the A. O. U. W., N. E. O. P., and several other societies. He is highly esteemed by everyone who meets him and ranks high in the social and commercial world of Southern Massachusetts.

NAMING BAGSHAW NEEDLES.

Referred to as "No-Scratch" Needles in Enthusiastic Letter of Man Who Had Given Them Thorough Trial.

(Special to The Talking Machine World.)

Lowell, Mass., April 7, 1911.

Needles do more to mar the playing surface of records than perhaps any other cause. Various attempts have been made to manufacture needles which will not at any time scratch or destroy the surface. Recently W. H. Bagshaw, the big needle house, sent a package of needles to a man who complained about the destroying of his records by various kinds of needles. He tried the Bagshaw make and was so enthusiastic over their qualities that he voluntarily wrote a letter of thanks and appreciation, dubbing the needles with the name of "No-Scratch." The letter in full is reproduced elsewhere in this issue and is certainly a strong testimonial to the achievements of W. H. Bagshaw toward perfecting a needle that will accomplish those ends.

W. H. Bagshaw, of this house, says: "Although we believe our 'No-Scratch' needles are the best toward saving records on the market to-day, our experimental department is still working on the matter and we are not going to be satisfied till we produce a needle that will be an innovation to everyone. There is an art in making needles that is only secured after constant years of study and production, and when we offer the 'No-Scratch' needle to the trade, it is the last word on the subject. We are extremely glad to be able to offer these to the trade, and orders already received for these amount to a large quantity."

Geo. H. Watson, of this city, who gave the Bagshaw Co. the unsolicited "No-Scratch" praise, is treasurer of the W. A. Mack Co., large sheet-iron workers, this concern ranking with the largest houses in the city.

CONCERTS IN NEW HAVEN.

Much Excellent Publicity Secured for Columbia Line by That Method—Efficient Correspondence—Linenoid Horns in Demand.

(Special to the Talking Machine World.)

New Haven, Conn., April 7, 1911.

If there is a stroke oar for piano records, it is H. M. Blakeborough, manager of the Columbia Phonograph Co., who is a decided enthusiastic Columbian on Scharwenka's records. Likewise he is strong on Nordica's records, which are the latest addition to the Columbia list of artists.

Mr. Blakeborough is meeting with fine success giving concerts, one in particular being given at the Colonial Club. The morning papers gave big space to this one and called it "a rare musical treat." All their big artists contributed their part to this concert via the Columbia Grafonolas, "Mignon" and "De Luxe."

In his business digging, Mr. Blakeborough has given considerable study to efficient sales correspondence, and as this is the writer's hobby, there were mutual thoughts at once. In the specimens shown, written in a most chatty style, are fine examples of compelling the reader's attention.

Linenoid Recording Horns are a big seller with the Pardee-Ellenberger Co., as recording is a fad that is growing constantly with machine owners. The Linenoid horn is handsomely finished in black enamel and gold striped, at a retail price of but \$2. This company only sells to jobbers and dealers who want one or more, are requested to order from their jobber, who will either have them in stock or can easily secure some from the Pardee-Ellenberger Co.

A WAR TALK TO SHARP NEW ENGLAND DEALERS!

A few miles from us on April 19th, 1775, the embattled farmers stood and fired the shot heard 'round the world. They were fighting for liberty and a deliverance from oppression.

To-day, the embattled talking machine dealer is fighting from a deliverance of snail-speed service. It is causing him need'ess worry, anxiety, disturbance of mind, loss of patronage and loss of profits. A 1911 Revolution is eminent and one shot will be sufficient to throw off that slow service bondage which is gradually destroying the red corpuscles of a flourishing retail business and its prestige.

Make that time NOW and shoot in a postal to the Boston Cycle & Sundry Co., Exclusive Edison jobbing generals, and learn how their equipment can be your base of supplies. No matter where you are manoeuvring for retail sales, you will have plenty of ammunition to make the customer surrender, the former being invaluable for close fighting when you MUST HAVE FAST SERVICE.

Exclusively Edison and Exclusively Wholesale.

BOSTON CYCLE & SUNDRY CO., 48 HANOVER ST., BOSTON, MASS.

FROM OUR BOSTON HEADQUARTERS

ROOM 12, 178 TREMONT STREET, G. W. HENDERSON, MANAGER.

(Special to the Talking Machine World.)

Boston, Mass., April 10, 1911.

The trade turned the quarter pole of the year business track in very satisfactory time. When the word "go" was given three months ago, with everyone in fine form, a breaking of business sales records was expected, and averaging the performances so far of all contestants, it can be said that the trade as a whole had a normal growth over 1910. While true that the fraternity has had a lot of things to contend with this year, yet their energy in seeking business is not only most commendable but has been prolific of this good result. "Educate the public" is the slogan, and the influence of good advertising, concerts, recitals, and other promotive work are creating new talking machine devotees daily. A maintenance of this aggressive policy should make 1911 the most profitable year in the industry's history. While in past years the coming two or three months have not compared quite as well as a holiday season, the outlook this year has never before been so encouraging and a most substantial volume of business is expected by jobbers and dealers alike.

Occupying Larger Victor Quarters.

Jordan, Marsh Co. have removed their Victor talking machine department to their new building, where they now enjoy most spacious quarters. Four mahogany soundproof booths, reported to have cost \$3,200, with consistent, pleasing furnishings throughout, make this one of the most ideal departments in the country. E. B. Holmes, manager, says the response from people who enjoy purchasing in luxury, so to speak, has been large.

Boyd's Delightful Pastime.

F. S. Boyd, the well-known talking machine man, is serving on the jury, a job which he likes immensely (?).

Edison Business Boosters.

H. R. Skelton, the Edison order scout, has been diligently following the blazed trail about this section of the reservation. He is acquiring a fine bunch of scalps in the shape of Edison business boosters, the names of which not only make a fine adornment for his wigwag but incidentally testify to his prowess as a hunter.

Chamberlain as an Automobilitist.

A. W. Chamberlain, manager of the Edison department of the Eastern Talking Machine Co., has been presented with an \$800 Buick roadster by his friends (or enemies) and he will soon be spinning along the bark of trees and hitting other obstacles in the path of the auto novice. No! A. W., I don't care for a ride.

Peck Makes Change.

Cecil A. Peck, for many years with the Victor department of the Oliver Ditson Co., is now associated with the Victor end of Henry F. Miller & Sons Piano Co.

It's "On Again."

It's "on again" at this writing for that department store talking machine manager, the many changes of which have kept the writer busy following. As The World likes to give authentic information, the manager's name is withheld for fear it will be but a memory ere this appears. To those who like alliterations, how is "myriad managers?"

Cooper Primed with Suggestions.

Charles R. Cooper, manager of the Edison end of the Boston Cycle & Sundry Co., "exclusively Edison and exclusively wholesale," has been dopping over dealers' retail problems and says he has some fine suggestions to offer the trade. They are now in process of completion, and dealers who are fortunate enough to secure this service evidently will have considerable aid.

Mr. Cooper adds that business is holding up fine and he anticipates an April far ahead of any previous similar period.

Among the recent visitors to the Boston Cycle & Sundry Co. was Mr. Gove, of the Brockton Sporting Goods Co., Brockton, Mass. Mr. Gove reports business as flourishing there.

Guy R. Coner, the popular road man of the Boston Cycle, leaves to-morrow for a trip through Maine, New Hampshire and Vermont.

Mistaken Ideas About "Talker" Departments.

To a talking machine man department stores have funny policies anent their talking machine departments. One concern in particular relegates talking machines to a lane leading off the shipping by-path, where a blue print and guide are almost necessary to find it. This house is up-to-date and progressive in every other department, and when there is no fluctuation in talking machine profits—guaranteed large—practically speaking, why hide the department? Even with this handicap the manager is making good; he is one of the most experienced men in the business, and when the writer advocates giving the department a "show," he does so with an assured feeling that the change will be most profitable to the house. He has found by experience that this department is hidden, and if it is now making good, with people wasting time doing the Christopher Columbus stunt, the business volume will be tremendously increased if only given a half-way prominence.

Meeting of Eastern Talking Machine Associates

The Eastern Talking Machine Associates held their regular monthly meeting at the company's headquarters on the 30th ult., when arrangements were completed for their coming minstrel show, which is to be given April 17. W. J. Fitzgerald, on behalf of the committee, reported splendid progress. The famous comedy twins, Messrs. Brown and Fitzgerald, the fun cut-ups, promise to rival last year's success, and Old Mother Gloom won't even have a look-in on that night.

A. W. Chamberlain, president, sprung a surprise by introducing as the first speaker of the evening W. D. Wilmot, of Fall River, who made an interesting speech on "What is the best service a jobber can render the dealer?" which was enthusiastically received. The next speaker was George K. Cheney, mechanical and laboratory expert of the Boston Talking Machine Co., who gave an excellent and valuable talk on "The art of making both disc and cylinder records." Mr. Cheney has been identified with record making from its early beginning and knows the business in every detail. Aside from this he is a fluent speaker, which, plus a subject well in hand, is most entertaining.

Some Interesting Data from Mr. Taft.

E. F. Taft, general manager of the Eastern Talking Machine Co., gives some long-time information when he says that the Eastern Co. have been in the field sixteen (16) years. In the talking machine industry this extensive experience should be a great aid to dealers, as the company has gone through a period covering every phase of selling. As an idea of this long time, which will be appreciated by talking machine men, it can be said that if Mr. Taft started playing 2-minute records 16 years ago he would have played by to-day 4,204,800 records.

Growing Columbia Trade.

Manager Arthur C. Erisman, of the Columbia headquarters, has received a fine unsolicited letter from superintendent of the Pierce School, Manchester, saying that while they originally purchased a Columbia for marching, they have changed their decision and are using it to give the scholars a course in grand opera.

Mr. Erisman also gives out the gladsome tidings that their March business was the largest for any month in the history of the house, and this means in excess of any December or other notable month. Naturally he is a little elated at this achievement, but adds, smilingly, "While March was immense, it probably won't stand very high in the list when 1911 closes. I have just bought a secret tonie for business building, so watch how we grow."

Entertains with Victor Concert.

At the recent banquet of the Pilgrim Publicity Association at the American House, Harry Rosen, the School street talking machine dealer, furnished

the music, playing a number of songs in which the diners joined. This is the big boosting New England association, and its membership comprises all leading advertising and publication men.

Mr. Rosen gave a similar concert at the fair of the Evangel Chapter of the Epworth League, where the program was continuous.

Concert giving is becoming quite a fad, and Mr. Rosen is playing at a number of them. He uses a Victor machine with a 24-inch bell brass horn, with loud needles.

A Popular Talking Machine Man.

"Billy Fitz" is the nail word of most everyone who knows Wm. J. Fitzgerald, who has been with the Eastern Talking Machine Co. for a number of years. It goes without saying that a service of



WM. J. FITZGERALD.

this character fits Fitz (no joke) as one of the most versatile men in the business. Aside from the business end, he has cultivated the musical end of the profession, and to-day he knows the leading artists of national and world renown, while locally he knows everyone, a large majority of all being personal friends. When the former are in town they seldom fail to drop in to shake hands with "Billy Fitz." Mr. Fitzgerald has worked in every department of the Eastern Co. and can repair an Edison or Victor as easily as he can sell them. His hobby is selling governors, having sold Governor Foss, ex-Governor Draper, ex-Governor Douglas, ex-Governor Russell and others.

THE GROUCH IN BUSINESS.

An expert on grouchiness in business men addresses these poor afflicted merchants in these sharp-pointed observations:

"Your mouth is drawn down at the corners and your brow is wrinkled because of your habitual frown. Your grouch has been visible on your face so long that it has trained the muscles so that when you relax the grouch look is still there. You are a hard loser, and when things go wrong woe unto those who come into your presence.

"You pity yourself and consider that you are an abused man, and this self-pity makes you a sort of a hero unto yourself. When you see the other fellow have a grouch you denounce him; that's always the way with a grouch, he criticizes the thing in another which he himself is possessed of to a greater degree.

"You have some good qualities, every one has, but you let that grouch of yours so completely overshadow your virtues that the world only sees the grouch.

"This grouch of yours is going to ruin your stomach, your health and your business unless you wake up and get rid of the habit."

You can sell a Columbia Grafonola to any man who has \$50, \$100, \$150 or \$200 to spend on a musical instrument and you have a first option on all the money he is ready and able to spend for records.



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

THE THIRD DEGREE.

How the Authorities at the Famous Cherry Hill Prison Wrung a Confession from a Suspect by Means of the Talking Machine—Another Notch in the "Talker's Gun Stock."

As special correspondent for a magazine whose sole aim is to increase the popularity of the talking machine, it is my pleasant duty to follow up all clues which may result in new laurels for my paper, and the wonderful instrument it represents.

For some time previous to the day upon which this story opens, I had read a few scattered paragraphs in the papers about the use of music in connection with prison work. The Salvation Army and philanthropic societies in general, so said these paragraphs, had found music of great assistance in soothing the prisoners' minds into a state of calm, which enabled them to absorb the word of God. As Cherry Hill was the prison in which melodious conversion was most popular, it was there I journeyed.

"I am very glad to know you, Mr. Middleton," said the warden cordially, as I was ushered into his private office, "and really your calling just at this time is most opportune. From your card I judge you are a talking machine expert."

"There is very little I do not know in that line, sir," I answered modestly.

"Very good, I am glad to know it," continued the warden, "for I am in a position to put your knowledge to a most severe test. We have a particularly vicious character locked up over there"—he pointed through the office window to where the grim outlines of one of the prison wings showed sharp and clear in the afternoon sunshine—"and I mean to make him confess. I have tried the sweating process without the least effect; in fact, there does not seem to be a redeeming trait in the man, but, at last, we have arranged for a final ordeal, which we hope will break down his sullen reserve and send him to the chair."

"What is his crime?" I asked with growing interest.

"One of the most dastardly known to the criminal calendar," he replied. "A little girl eight years old was kidnapped from the lawn of her father's home last Wednesday night, and her body was found frightfully mangled in an old house on the Chelsea road early this morning. As Jim Slater was seen in the neighborhood shortly after the crime, he was arrested, and after Captain Dennis had questioned him at City Hall, he was sent down to me for a further sweating in the hope of making him confess. We have practically no evidence, but there is something so positively devilish about his personality in general, and in his reckless bearing that almost confirms his guilt."

"What is your plan of campaign?" I inquired.

"I am coming to that now," he went on, flicking the ashes carefully from a long black cigar, "the little girl's father is the owner of a talking machine, and often of an evening, he would ask her to record what she had been doing during the day, or recite a nursery rhyme, or perhaps, sing a little song into the horn, for this father was so fond of his little girl that he loved to hear her

fresh young voice even after its owner was in the realm of slumber. I have the machine and a number of records made by the child locked up in the closet over there, and I want you to hear the records and decide for me which is the best for our purpose. Then I will have Slater brought in while we determine the effect of her voice upon his nerves."

He went to the closet and took out the talking machine. I set it in operation, playing all the records one by one.

"I think this is the most appropriate," I said at last, taking one from its box, "because it is a song. Children when alone are more apt to sing than to talk, and, perhaps, she was singing this very lullaby when attacked, who knows?"

"I agree with you," cried the warden enthusias-

He had no sooner turned off the light when the door opened and two figures entered—the guard and his prisoner.

"Well, going to try some more of your damned tricks, are you?" asked a deep voice with a ring of bravado. "Fire away! If you think your bum theatre nonsense will phase me, you are off your base, old man. I know you and your third degree. You may have sent some innocent men to the chair by your rotten show, but not me, see?"

"Slater!" cried another voice from the darkness, which I recognized as the warden's, "we've got you just where we want you, and it will be very much better for you to make a clean breast of the whole affair and have done with it. I know beyond the remotest shadow of a doubt that you killed Madge Maitland!"

"You lie like hell," answered the prisoner easily.

A faint click sounded from across the room, and a great white light swept the gloom away and disclosed the accused man, his manacled hands raised to shield his face from the glare. The light was my cue, and feeling for the starting lever—the talking machine was in the shadow—I pushed it over. From out the horn came the voice of a child singing a lullaby to its doll. Slater dropped his hands and stood for a moment in a sort of a trance with hair erect and face pasty and gray with terror.

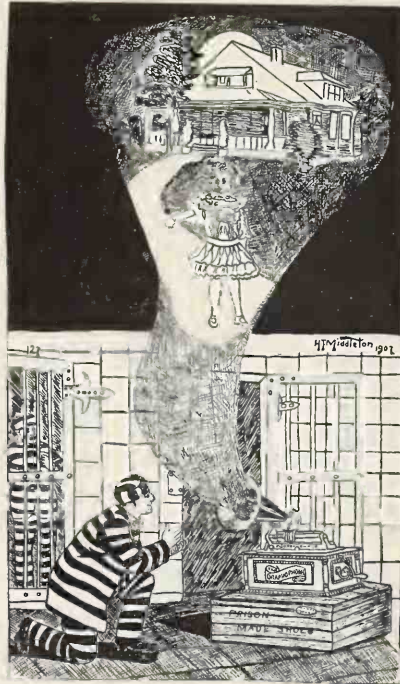
Then from between his chattering teeth came the words, "God in Heaven, it's her! I see her comin' down the path in the moonlight. It's her ghost came to take me to hell. For God's sake, take her away; don't let her touch me!" He screamed and his features twisted themselves into a hideous mask of agony. Sinking upon his knees, he held out his arm in a final appeal for mercy from the spirit which his fear had created, but the song went on, the thin childish soprano unruffled and unheeding.

"Take her away, I say! God, she's got me; I feel her icy fingers on my throat; one of her curls is twinin' around my finger; it's cold and clammy like a snake; it's bitin' me! Take it off before it pisons me! O God, I'll confess; I done it; I killed her; I'm willin' to die; only don't let it bite me; don't let her take me to hell." His voice sank to a gurgle and he fell to the floor with a moan.

"Raise those blinds, Maloney," came the even voice of the warden. The white light went out and was replaced by the cheering radiance of the setting sun, which flooded the windows with red and gold and sent a path of glory across the floor. It touched the upturned face of the prostrate man, bringing its agonized expression into horrible relief. The warden knelt down and felt the pulse beneath the manacles. "The district attorney has lost a job this time," he remarked, a tinge of regret in his voice, "the prisoner is dead."

HOWARD TAYLOR MIDDLETON.

The Hawkins Music House, who have recently moved into new quarters on Merchant street, Decatur, Ill., have announced that they will shortly add a talking machine department and an organ department to their store.



THE VISION IN THE PHONOGRAPH.

tically, and he touched the bell on his desk. A guard came in and saluted his chief.

"Bring Slater up, Maloney. You have better slip on the bracelets, too, I guess. We can hardly afford to have an accident happen at this time, do you understand?"

"Yis, sorr," drawled Maloney and withdrew.

"Now, Mr. Middleton, is the machine ready?"

I answered in the affirmative.

"All right then, I will arrange my theatricals accordingly." The warden arose and going to the windows, pulled down the blinds, making the office as black as night.

"When I throw on this light," he explained, at the same time pressing a button which flooded the apartment with blinding radiance, "start the concert."

FROM OUR EUROPEAN HEADQUARTERS

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

General Conditions in the Talking Machine Trade Much Better Than at the Same Time Last Year—Great Increase in Sales of Machines and Records—Liberal Advertising the Rule with the Manufacturers—Jobbing Off of Odd Lots of Records at Low Prices a Real Trade Evil—Amendment to Copyright Law Introduced in Parliament—Census Figures for 1907—New Styles of Perophone Machines Please the Trade—J. E. Hough, Ltd., Win Suit Involving Record Order—What Is Offered in the New Record Lists of the Different Companies—Murdoch & Co.'s New Sound Controller—Inaugurate British Shopping Week—George Robey Starts Action to Prevent Use of Name—Gramophone Co. Shares at £2—Herbert's Activity Impresses British—Introduce Jap-Fiddle—Some Special Records Put Out by the Various Companies That Are Worthy of Particular Attention—Good Reports from the Talking Machine Houses in the Provinces.

(Special to the Talking Machine World.)

London, E. C., April 6, 1911.

Unlike even time last year, talking machine conditions could scarcely be more firm and bright than at the present period. Sales have maintained splendidly, and although one does not expect trade to increase now, it is a remarkable fact that in more than one instance the past month's trading figures are ahead of the busiest times experienced last season. Proportionately, the greatest increase is to be found on the record side, and while machine sales are certainly very good, a noticeable decline is apparent now that the days are lengthening. The manufacturers reckon not of it, however, for if anything, their output of publicity literature is greater than ever, not to mention the substantial amount of newspaper advertising still in force. And in this connection it is a welcome sign of the times that many dealers too, profiting by example rather than precept, have exercised a maintenance of local publicity schemes, which has had a most beneficial effect upon sales. Public interest in the new issues each month is still effective, and a continuance of the present policy of manufacturer, factor and dealer, is the best possible method for the propulsion of sales.

The foregoing indication of things is perhaps all the more satisfactory when one considers the many drawbacks incidental to this industry. That of chief concern at the moment is unquestionably the jobbing-off at any old price of the seemingly almost inexhaustible stocks of disc and cylinder records—some bought of manufacturers who have discarded certain matrices, others of bankrupt concerns. This evil has unfortunately been pregnant more or less for the last three years at least. Either the great stores have overloaded their stocks with a lot of out-of-date stuff that it is difficult to sell, or there is a certain clique going about the country buying up record stocks of dealers on the verge of financial ruin. It may be both. But whichever reason holds good the evil is with us all the time and the legitimate trader who would foster healthy trade methods, is considerably handicapped in the face of this price-cutting competition. Disc records at 6d, cylinders as low as 8d, and many very good records at that, offered for sale in various parts of the country, is creating a feeling of insecurity in the minds of the small dealers who, one invariably notices, console themselves with the thought that the talking machine industry is going to the dogs. Manufacturers have no desire to encourage the custom of this type of man, and with that the whole trade will agree, yet meeting facts squarely, one must recognize that here the matter does not end. Other really energetic and enterprising retailers ever and anon, adversely feel the effects of these job-price records, and it therefore behoves manufacturers

to find a remedy. Their lack of co-operation is largely the cause of all the trouble, or so it would seem, for if they were in joint agreement surely it is not too much to suppose that some preventive measures could be devised against flooding the market with this unhealthy competition. Discussing matters with your correspondent one of the leading makers recently expressed himself as being desirous to promote some active combinations for the suppression of price-cutting delinquents, but in his own words "It is next to impossible to meet on common ground until such time as all the record makers agree to adopt a one-price system." It is a fact that more than one make of record is sent out to different factors under varied rates, be it a fixed charge or in the disguise of discounts for cash, quantities, and so on. True enough, but isn't that the best possible argument for an attempt to lay the foundation of unity?

Amending Copyright Bill.

The bill to amend the law of copyright was introduced in Parliament March 30 by Mr. Sidney Buxton, president of the Board of Trade. It was read a first time without comment. In parliamentary circles it is regarded as a non-controversial measure, but it will be a matter of considerable surprise to us, if it passes the question stage without strong opposition from certain M. P.'s, for only then will it be apparent that no effort has been made to lay before them the hardships which one at least of the clauses must inflict on not a few of the smaller record companies. The clause referred to leaves a monopoly in the hands of composer or publisher, in that there is no stated or fixed royalty provision, while the right is vested to refuse publication by records to all or any one manufacturer. The whole trade, I believe, is in agreement that a royalty—so much per record sold—should be fixed by law, and that once permission is given to any one maker to record then that permission automatically passes to all other record makers upon payment of royalty terms. As things are, matters will soon reach a head when the bill becomes law, and a not intolerable condition is likely to result.

Figures on Musical Instruments.

Under the census of production act the trade returns for the year 1907 have just been issued. The total value of musical instruments produced here amounted to £1,867,000; gross output, £1,057,000 net output, and the number of persons employed totalled 10,117. Included in these figures is an amount of £69,000 against talking machines and records. Nothing very startling, but on that basis it would be no exaggeration to compute the figures for 1910, at least, in the neighborhood of £300,000.

New Line of Perophone Machines.

Messrs. Lockwood's, of 43 City Road, the great twin and zophone factors, and the proprietors of the famous Perophone machines, have just put on the market a new range of concealed horn models, which are a revolution in the cabinet class of instrument. When closed, these models, which are of exceedingly striking designs, bear no resemblance to talking machines, and when open they disclose a wood horn, built on scientific and exceptionally graceful lines.

They are put on the market at prices which compare more than favorably with the standard types of machines and we predict an immense demand for them. They can be thoroughly recommended as a satisfactory and profitable line for colonial and foreign traders. Terms and other particulars will be sent on application to the sole shipping agents: Messrs. Cullum & Best, 91 Finsbury Pavement, London, E. C.

Hough Wins Important Action.

Last month Judge Parry had before him the action listed as between Lang & Another v. J. E. Hough, Ltd. Plaintiff appeared, placed an order

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

for some thousands of disc records with the defendant firm, who claimed that one of the stipulations of the contract was in effect that the records should not be sold by or for the English Record Company. After the delivery of a certain number of the records the question arose as to the use of a certain label. Plaintiffs eventually canceled some four thousand records, the number required to complete the order. Defendants refused to comply, except on the understanding that a certain amount was paid by way of liquidated damages. Plaintiffs now claimed for the return of money paid, or to have the records manufactured under any label they wished. Mr. W. Henderson for J. E. Hough, Ltd., stated that plaintiffs had definitely assured Mr. Hough that these records would not be supplied to the English Record Company, which company sold talking machines and records on the gradual payment system to Tom, Dick and Harry, and defendants regarded it as detrimental to have their records associated with this system. After some further remarks in which Mr. Lang admitted that he had received his order from the English Record Co., judgment was given for the defendants, with costs.

Important New Gramophone Records.

In addition to many special issues during the month the Gramophone Co. have just issued advance information of three new records by the greatest of all Italian sopranos, Mme. Tetravini. The titles are: "Bolero" (I Vespri Siciliani), (Verdi); "Bel Raggio" (Semiramide), (Rossini), and "O Luce di Quest Anima" (Lerinda di Chamounix), (Donizetti).

The ordinary supplementary list for April contains many notable and interesting novelties. There is a duet "The Gendarmes" (Offenbach), made by Geo. Grossmith, Jr., and Edmund Payne, which is the first time these two great comedians have ever made a joint record. To fill the growing demand for more waltzes, the Gramophone Co. have issued this month no less than seven pretty selections by the well known orchestra conducted by Herr de Groot. Other interesting titles are as follows: "Ivanhoe," selection (Sullivan), and "L'Italiana in Algeri," overture (Rossini), by the

STROH VIOLS

VIOLIN, VIOLA, ETC.



One String Fiddle

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



Violin

FROM OUR LONDON HEADQUARTERS—Continued.)

band of H. M. Coldstream Guards; "Scenes Neapolitani" (Massenet); "Temptation Rag" (Lodge), Pryor's Band; "In the Shadows" (Finck), Bohemian Orchestra; "Has Sorrow Thy Young Days Shaded?" (Moore), Mr. John McCormack; "Widcombe Fair" (Heath), Mr. Charles Tree; "The Dagger Speech" (Macbeth), Mr. Arthur Bourchier; "Flower Song," "Faust" (Gounod), Mme. Edna Thornton; "Agatha Green" (Margaret Cooper), Miss Margaret Cooper; "Gentle Spring" (Lanc Wilson), Miss Percival Allen and Mme. Edna Thornton; "Cynthia" (Wolseley Charles), Mr. Tom Clare; "You Can Do a Lot of Things," Mr. Mark Sheridan; "Good-bye Till We Meet Again" (Lauder), Mr. Harry Lauder, and "All Clear Out of the Park," Mr. George Graves.

Four new Caruso records were issued in March. They are marvelously recorded, and following upon the newspaper advertising indulged in by the company, the public inquiries caused dealers to place big orders.

A New Sound Controller.

A very effective and useful device in the shape of a sound controller will shortly be marketed by John G. Murdoch & Co., Ltd., the well known factors. For the time being it is adaptable for use on the Exhibition. Symphony and Tournaphone sound boxes, but arrangements are contemplated whereby it will be possible to manufacture other sizes suitable for all the leading makes. This new sound controlling device is in the shape of a plate, with an inner lining of rubber, which fits over the diaphragm without in any way curtailing the freedom of the stylus bar. By means of a small screw acting directly upon the plate, one is enabled to control the vibration of the diaphragm at will. If, in playing over a particularly loud record, it is desired to modify the volume, all that is necessary is to give the screw two or three turns, thus bringing the device into action by pressure upon the diaphragm.

In view of the tendency of some makers to increase the volume of their records, the user will

heartily welcome this ingenious sound controller. It must be admitted that there is a large body of talking machine lovers who find that many of their favorite record selections are in volume much too loud for quiet enjoyment in the average-size room common to most houses, hence this new idea of Messrs. Murdoch's will no doubt come as a boon and a blessing to talking machine users, and should be in great demand. It will sell at a moderate figure, varied according to size of sound box, and from the dealers' viewpoint should prove highly profitable. Trading, terms, etc., may be had upon application to the company at Farington Rd., London, E. C.

All British Shopping Week.

At the instance of a large number of traders throughout the country an all-British shopping week has been inaugurated during which period nothing but English goods will be shown in the windows of the shops associated with the movement. In the musical instrument department of some of the large stores may be found a display of disc machines of entirely British material and construction throughout. This instrument, "The Dulcephone," is the product of Messrs. Barnett Samuel & Sons, Ltd., and every constituent part is guaranteed to be of home manufacture. Thus motor, horn, cabinet, taper arm and sound box, etc., are in every respect "all British." Selling at five guineas, the machine is of wonderful value, and is alike an excellent tribute to British resources, as it is to the enterprise of B. S. & S.

Talking Machine Artists Participate.

The Orlando Football Club, composed of the employees of John G. Murdoch & Co., Ltd., held their annual Bohemian concert at the Holborn Restaurant, March 27. An excellent feast of good music was provided by a large number of popular talking machine artistes, whose services were greatly appreciated. Two were invidious to particularize; each gave of his (or her) best in contributing to a most delightfully, enjoyable evening. There were the usual felicitous speeches, and with the

popular president, Mr. George Murdoch, in the chair, a general spirit of bonhomie prevailed. Amongst the visitors were to be noticed, quite a number of manufacturers, factors, dealers and others of the industry, a fact which in itself is stray testimony of the general esteem in which Messrs. Murdoch are held by the whole trade. These days, the opportunities for talking machine men to foregather in social converse, are few and far between, hence this was an occasion of more than ordinary importance from a trade point of view. More social gatherings of this kind would be welcome.

Geo. Robey's Action.

George Edward Wade, professionally known on the music-hall stage as George Robey, was plaintiff in an action in which he mentioned his unpleasant experiences by the receipt of letters and personal visits at the stage door of people who desired to expostulate with him. Plaintiff brought an action against Mr. Francis Salmon O'Brien, his wife Ada, and George Robey (Ltd.), of Coventry. He claimed an injunction to prevent defendants passing off goods under his name, and he also complained that defendant's advertisements were defamatory of him. Defendants asserted by their pleadings that Ada O'Brien had carried on business as George W. Robey or George Robey since 1905. They denied that they passed off their goods as plaintiff's or that the advertisements contained any matter defamatory of plaintiff.

Mr. Duke, K. C., and Mr. Harold Simmons (instructed by Messrs. J. B. and G. S. Beirnsstein) appeared for plaintiff, and Sir Edward Carson, K. C.; Mr. George Elliott, K. C., and Mr. J. F. Eales (instructed by Messrs. Maddocks and Carlsson) were for defendants. Mr. and Mrs. O'Brien, it was stated by Mr. Duke in opening the case, had for some years dealt in bicycles at Coventry. Afterwards they began to deal in gramophones and gramophone records. They used the name of George Robey in advertising their business. The only connection plaintiff had with gramophones

ROYAL APPRECIATION

"HIS MASTER'S VOICE"

THE GENUINE GRAMOPHONE



To H. M. the KING
OF ITALY



BY APPOINTMENT
To H. M. QUEEN ALEXANDRA



To H. H. the KHEDIVE
OF EGYPT



HIS MASTER'S VOICE



To T. M. the KING and
QUEEN OF SPAIN



To H. M. the SHAH
OF PERSIA

THE GRAMOPHONE COMPANY, Ltd.

21 CITY ROAD,
LONDON

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

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

ENGLAND'S LARGEST FACTORS!



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

EXCELSIOR

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

INDESTRUCTIBLE PHONOGRAPHIC RECORDS

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

Telegrams "Putiel London,"

Special shipping terms.

TOURNAPHONES

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

PETMECKY MULTI-TONE NEEDLES

The finest needles made. We also control the Angelus Duplex Tone, Empire Spear Point, and Tournaphone needles.

Catalogues and samples mailed free.

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

was when he a few years ago entered into a contract with the Gramophone Co. for the making of records of songs which which were popular. Defendants issued records of George Robey's songs, and there could be no question that during the last twelve or eighteen months they had been circularising and advertising the business as that of George Robey. Their advertisement stated that "7s 6d secures immediate delivery of the world-famed Robey phone, terms to suit yourself, at half shop cash price." "George Robey, the world's provider, Coventry," was also a part of the advertisement quoted by counsel. Amongst the published matter issued by defendants was a representation in which plaintiff was depicted in the familiar role of Mrs. Blobs, widow. Mr. Duke said there was another publication, in which plaintiff was represented as a domestic servant singing into a gramophone, "Let Me Love Thee." Continuing, counsel said as a result of the advertisements plaintiff was annoyed by the receipt of letters and finding indignant purchasers of the gramophones at the stage door. Defendants entered into a contract with a young man named George Robey, by which he was to enter their employ and they were to be at liberty to use his name. In the course of his evidence, plaintiff said he was educated for a civil engineer. He attached great importance to the value of his name. Defendants' business was brought to his notice by letters he had received, addressed to "George Robey, England." They came to his private house. One came from Ireland, addressed "Mr. George Robey, the World's Provider." The audience used to shout when he was on the stage, "George your gramophones are rotten!" What price gramophones?" (Laughter). Sir Edward Carson: "Did you get cheers?" Witness: "Jeers." (Laughter). Witness said he had people at the stage door waiting to see him about the gramophones. "But," he proceeded, "I never saw them. I have my man at the stage door." Sir Edward Carson pointed out that defendants had offered to call the firm G. W. Robey, and asked if that would suit witness. Plaintiff: No. Sir Edward: You want Robey and all the initials in the alphabet. His Lordship: Suppose they called it Wade? Would not that do? It would make no difference to me, because I am not known publicly as Wade. Sir Edward Carson: Have you been known as the "world's provider?" No; fun provider they have called me on the bills. Frederick Watson, lodging-house keeper, Cardiff, spoke of having purchased a gramophone from defendants. Mr. Duke: Could it play? Rotten! (Laughter). Sir Edward Carson: Is that the name of the tune? (Laughter). Witness: It made a squealing noise. Witness proceeded to say that he sent the gramophone back to defendants and it played worse when returned to him. Everything, he added, was stamped "Made in Germany." Mr. Edward Foster, resident manager of the Grand Theatre of Varieties Birmingham, said plaintiff's name was an asset to him apart from his performance. As to the publication of an illustration of a servant at a gramophone, he stated that when he saw it he concluded it was an absolute copy of one of Robey's stage attitudes. George Robey, of Coventry, stated that he

had worked for O'Brien (Ltd.) at different periods and they had used his name for trading purposes. Mr. Walter Gibbons, managing director of the London Theatres of Varieties, stated that the name of George Robey was a great asset to plaintiff, and it would do him considerable injury if the public were led to believe he was connected with defendant's business. Sir Edward Carson, for the defense, contended that plaintiff had disclosed no cause of action. There was no right of property in a name, and plaintiff was not entitled to the injunction asked. The jury gave a verdict for plaintiff for £100. Judgment was accordingly entered with costs, and an injunction was granted by his lordship.

April List of Zonophone Records.

The April list of zonophone records to hand contains many titles of an attractive nature, and judging by the advance orders already placed, they are likely to enjoy a big demand. La Garde Republicaine Band is responsible for two fine selections, and the following also call for mention: "The Fairies' Greeting" (Heed), the Peerless Orchestra; "'Tis But a Little Faded Flower" (Thomas), Madame Deering; "You Taught Me How to Love You," Miss Florrie Forde; "John Bull's Biscuits," Mark Sheridan; "William Tell," Selection (Rossini). (Ocarina Solo), Signor Tappiero, and "O Hush Thee, My Babe" (Sullivan), beautifully rendered by the Zonophone Concert Quartette.

New Columbia Celebrity Records.

Unquestionably the great event of the month is the issue by the Columbia Co. of a remarkable series of Columbia grand opera records. The catalogue covers practically every school and period of Italian opera, no less than sixty-seven double-faced records being listed. As interesting as the repertoire is the standing of the artists, and here the Columbia Co. have established a record, for they present world-famous artists whose work has long been coveted in the permanent recorded form, but which has not hitherto been available. The various artists have already been referred to in the news columns, and include the great Cavalieri. Coupled with this soprano are Boninsegna and Bronskaja, the former an exponent of the dramatic arias in grand opera, the other the celebrated Russian coloratura soprano. There is also Bettina Freeman, a talented young American mezzo-soprano. Among the celebrities of the other sex must be noted the names of Constantino, tenor, and Mardones, basso. The baritones are Campanari and Blanchart. These Columbia celebrity records are with a few exception practically all 12-inch records.

Sounds Rather Familiar.

According to a Brighton critic, a famous pianist, at his recital a few days ago, "let loose roaring Niagaras of rushing sound. Suddenly on the astonished sea, beating the raging tumult into insignificance, a still louder phrase would crash out all-conqueringly. The pianist's hands, smiting titanically, moved so fast that at times they were scarcely visible. One noticed that the perspiration rolled from the pianist's forehead, and the constant use of the sustaining pedal had worn a hole in the sole of his boot." The critic, in his flood of eloquence, omitted to add that every soul in the audience was also affected!

Some Pleasing Twin Titles.

The "Twin" titles for May are of a varied and pleasing nature, covering all phrases of music from comic to classical. It is just one of those lists in which dealers have confidence—especially at this period of the season—confidence borne of the knowledge that with a fair stock of "Twins" on hand they need never fear a "quiet" time! Sounds bad, but its good—from a sales point of view.

Indicates Healthy Conditions.

At the moment of writing, the shares of the Gramophone Co. are quoted at over £2, a fact which is always satisfactory, indication of healthy trade conditions.

New Record Appears.

Under the auspices of John G. Murdoch & Co., this city, another record has made its appearance on the British market. It is a 10-inch double disc, needle-cut, of average good quality as to tone and artistes, and is known under the title of "Bel-canto." The price has not yet been decided upon, but it will most probably be fixed in accordance with that generally recognized as the standard figure.

English View of Victor Herbert.

Victor Herbert, whose new opera, "Natoma," has just been successfully produced in America, evidently believes in the strenuous life. His schedule for one day has been quoted here as follows: 1.30 a. m., returns to New York from Philadelphia, after rehearsing "Natoma;" at seven, rises to keep a recording engagement at the National Phonograph Co.'s laboratory that lasts three hours; at 10.30 sees a reporter; from 12 to 3, correcting proofs sent over from the printer; from 3 to 4 another interview; at 4, the young women cast for the leading role of a new comic opera arrives to try over her part with the composer; from 5 to 7, he is working on another opera recently ordered to be completed in a certain number of days; at 8.15, conducts a special perform-



The FLEX Patent DIAPHRAGM

LOUD SPEAKING

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

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

DAWS CLARKE 5 Longford Place Rusholme, Manchester **England**

FROM OUR LONDON HEADQUARTERS—(Continued.)

ance of "Naughty Marietta" (another of his operas) Then midnight train to Philadelphia. It makes one giddy.

Not in These Trousers.

There is a discussion in the press just now as to the origin of the phrase "Not in these trousers," which the street-gamins are so fond of applying to the wearers of the harem skirts who venture into the light of publicity, and which many musical artists introduce into their "gags." We believe that Charlie Austin can claim the distinction of having originated this quaint phrase, since he has used it consistently for some years past in his sketches "Parker P. C." and "Parker's Progress." Folk-lore students of the future will find the phrase duly crystallized in permanent form in the popular sketches on Columbia-Rena records.

Some Columbia Notes.

There is a delightful surprise for lovers of Savoy opera in the new list of Columbia-Rena 12-inch records. A new combination of talented artists is presented under the name of the Columbia Light Opera Company, and on one side of a 12-inch disc they provide some of the choicest excerpts from the familiar (and one-timed banned) opera "The Mikado." On the other side of the disc, admirable variety is provided in other extracts from "The Mikado," played by Prince's Orchestra.

Three Columbia-Rena records by Billy Williams were issued on February 24. In two days they had leapt up in sales to several thousands and at the moment of going to press we learn that every one of the three had beaten every other record sale—save only the "Parker P. C." disc. We observed a prominent advertisement in the *Daily Mail*, too, of the Billy Williams records on February 28, in which the inimitable "man in the velvet suit" was spoken of as "laughter-making Billy Williams." And so he is.

Other titles demanding special mention here, are

as follows: "The Sea" and "The Englishman," by Edgar Coyle; "The Quaker Girl," selections I and II, by the band of H. M. Scots Guards; "Heroes of the Mind," by Stanley Kirkby, and "Sons of the Sea," by Harold Wood; "My Wife" and "Constable Duffey," by George Gilbey; "Those Lovely Bells" and "One-Two-Three-Four-Five," by Arthur Peet; "Hearts of Oak" and "A Life on the Ocean Wave," by Bernard Dudley; "The Girl With a Brogue," by Miss Ada Jones, and "Charming Weather," duet by Miss M. Mayhew and Irving Gillette—both selections from "The Arcadians;" "Rescue the Perishing," duet by Harry Anthony and James Harrison, and "Looking This Way," duet by John Young and Marie Tiltson.

The Stroh Jap-Fiddle.

A new line just introduced by Messrs. Geo. Evans & Co., of this city, is the Stroh "Jap-Fiddle." It is made of ebonized mahogany, with polished aluminum fittings, and the entire absence of glued parts will especially recommend it to musicians in tropical climates. In the matter of reproduction, the tone quality is rich, mellow and full, without the slightest taint of nasal or other objectionable tone characteristics usually inseparable from instruments of this class. Upon reference to the illustrations elsewhere in this section, it will be seen that the Jap-Fiddle is easy of portability and compactness, by reason of an ingenious arrangement enabling the trumpet to be closed in right up against the body of the instrument. The Stroh Jap is easily mastered, and will commend itself especially to those unable to afford the time required to properly master a violin or other stringed instrument.

Klingsor Popularity.

The increasing popularity of the Klingsor instruments with the better class traders in the home and foreign markets is amply demonstrated by the substantial repeat orders on hand at the Klingsor Works, London. Orders from the Colonies are

exceedingly good, and this last few weeks sales have been on the upward tendency, which plainly indicates that a commencement of the colonial season is in sight. A splendid addition of up-to-date popular titles has just been made to the Klingsor record list, and these new issues will prove a good investment for colonial and foreign buyers.

Clarinet Quartette Records.

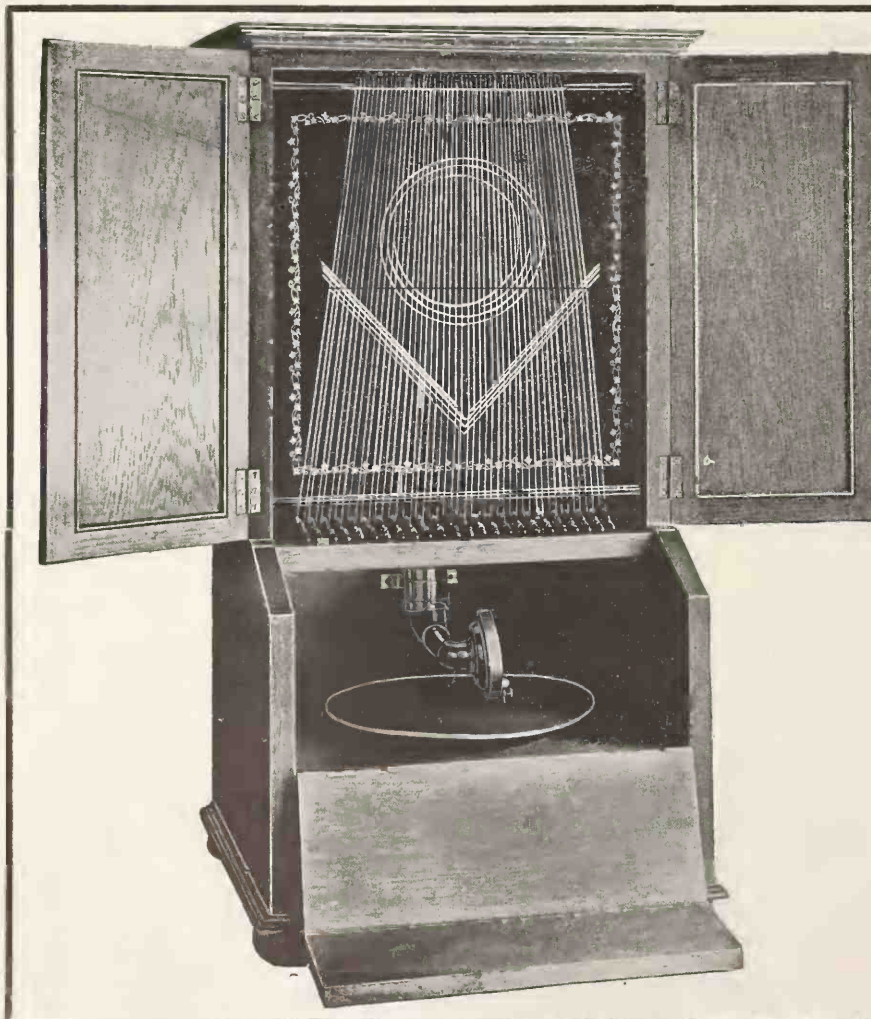
J. E. Hough, Ltd., announce having made exclusive arrangements with the famous Renard Clarinet Quartette, who will shortly record a number of classical selections, and in addition, some of the foremost national airs of England, Scotland, Wales and Ireland. The sort of records that dealers find "quick sellers."

LATEST EDISON RECORDS.

(Special to The Talking Machine World.)

The Edison Phonograph Records for May, 1911, are as follows:

Grand Opera Amberol (orchestral accompaniment unless otherwise indicated).—30045 Norma—Meco all' altar di Venere (With Me in Rome) (Bellini) (Sung in Italian) Carlo Albani; 30046 Germania—Ferito, Prisoner (Wounded, a Prisoner) (Franchetti) (Sung in Italian) Carlo Galeffi; 30047 Freischütz—Wie nahte mir der Schlummer (Before My Eyes Beheld Him) (Weber) (Sung in German) Marie Rappold; 35021 Otello—Ave Maria (Hail Mary!) (Verdi) (Sung in Italian) Maria Labia; 40044 Am Rhein und beim Wein (Rhine Wine Song) (Ries) (Sung in German) (Piano accompaniment) Karl Jörn. *Edison Amberol*.—590 Silver Bell—Indian Intermezzo (P. Wenrich) American Standard Orchestra; 664 Girmeco Polka—Clarinet Duet, U. S. Marine Band; 667 I Love the Name of Mary (Olcott and Ball) Frank H. Doyle; 671 "Officer of the Day" and "The Hurricane," Two-steps, National Promenade Band; 678 I Don't Believe You (H. Von Tilzer) Miss Ada Jones and Billy Murray; 679 Three Quotations—No. 1. "The King of France," etc. (Souza) Souza's Band; 680 Tell Mother I'll Be There (C. Fillmore) Jas. F. Harrison and Edison Mixed Quartet; 681 Rock Me to Sleep, Mother (E. Leslie) Will Oakland; 683 The Dream Melody Intermezzo—"Naughty Marietta" (Victor Herbert) Victor Herbert's Orchestra; 685 Mother Goose Days, Empire Vaudeville Company; 12299 Coronation March, from "The Prophet" (Meyerbeer) National Military Band; 12300 Hail King George (E. St. Quentin) Peter Dawson; 12301 Take Your Girlie Where the Band is Playing (F. Day) Miss Florrie Forde; 12302 The Fusilier Patrol, March (Herbert I. Ellis) (Banjo Solo) Ollie Oakley; 12302 A (K)Night in Armor (Lorne and Evans) Will Evans; 12304 Heroes of the Mine (Will Geddes) Stanley Kirkby; 12305 Bob Down—You're Spotted! Arthur Os-



KLINGSOR TALKING MACHINES

The ONLY Musical
Talking Machine

Various Designs and Prices

Second to None in Reproduction

Klingsor Record
10 inch D. S.

The acme of perfection in the art of recording. Will appeal to all lovers of music. For lists and monthly supplements, also terms, etc., apply to

Klingsor Works

22-24 Tabernacle St., London, E. C., England

Cables: Defiatory, London

mond; 12306 Gray Eyes (Montague Phillips) Ernest Pike; 12307 At the Cake Walk Last Night (Crosby and Sedgwick) George Formby; 12308 Turkish Patrol (Michaelis) National Military Band. *Special Foreign Amberol*—17105 Overture—Songe d'une nuit d'été (Midsummer Night's Dream) (Mendelssohn) Garde Républicaine Band. *Edison Standard Records*—10492 Silver Bell (P. Wenrich) Miss Ada Jones and Billy Murray; 10494 Honeymooning, Honey, in Bombay (D. Reed) "That Girl" Quartet; 10495 On Mobile Bay (C. N. Daniels) Oakland Quartet; 14053 Hail! King George (March) (E. St. Quentin) National Military Band; 14054 Don't Go Down in the Mine, Dad (Will Geddes) Peter Dawson; 14055 Your Eyes Have Told Me So (Carr Hardy) Ernest Pike; 14056 I Don't Want a Girl (Will Letters) Arthur Osmond; 14057 I Don't Mind Leaving the Dear Homeland (Mellor and Gifford) Stanley Kirkby; 14058 Queen of the Burlesque, Schottische (Arthur Tilley) (Banjo Solo) Olly Oakley.

PROVINCIAL NOTES.

From reports to hand from the leading centers, the well defined and welcomed fact that talking machine sales are quite satisfactory is certainly a pleasing sign of future prospects. It is generally believed that the summer's trading figures will be miles ahead of even time last year—modestly good as sales were then. This optimism is largely based upon the present excellent condition of talking machine business, and a general feeling of security now prevalent in all other industrial markets. The trade returns show that the markets are firm and steady, strikes and labor troubles few, money is easy, and in view of the stimulating effect on trade expected as a result of the coronation, and other important ceremonials, we should really enjoy a boom time in such articles of luxury as musical instruments.

Good trade reports reach me from Manchester, Liverpool and Lancashire generally, where dealers are having a good time just now supplying the enormous demand for Billy Williams' new records listed by several of the disc companies. Indeed, this demand is common to traders located in all parts of the country, for the manufacturers have created a real boom this time by their newspaper and other advertising schemes. Daws Clarke is maintaining good sales for his famous "Flex" diaphragm, which is now sold by agents appointed in various foreign countries, colonies, etc., the

latest convert being India, where the Flex has received a good reception from traders and users alike. Mr. Clarke is open to receive applications for agencies where not represented.

Nottingham way the great evangelist, Gipsy Smith, recently conducted a ten days' mission, one concrete result of which is that the sales of his Columbia-Rena records have increased enormously.

Mention is made in several advices of the wonderful reception accorded by traders throughout the leading Provincial centers of the new Zonophone "Cardigan" machine. It has certainly filled a gap, if not the proverbial long-felt want, but it is a satisfactory index of the trend of the time to know that the higher priced machines are so popular.

The sales of Beka records are very noticeably on the increase in the provinces, which indicates very strongly, especially at this stage of the season, that a good thing well advertised need have little fear of competition.

Dundee and Edinburgh traders were recently visited by Mr. W. Manson, of the Twin and Zonophone companies. In the course of a short chat Mr. Manson stated that he found things were very satisfactory in Scotland, and was of opinion that comparatively trade is improving all round. Twin and Zono sales were excellent.

In Wales certain of the dealers are feeling the effects of the big strike in the coal mining industry, but it is really surprising to find that one or two factors—notably Tilley, of Cardiff, have this season increased their turnover considerably. Good!

The Belfast factor, Mr. Edens Osborne, as usual, has been exceedingly busy this last few weeks. Various entertainments, lectures and other affairs, are indebted to him for the loan of an electric Auxetophone, which, as most of the Belfast journals say, discourses sweet music to an appreciative audience. We commend Mr. Osborne's worthy example to the consideration of other dealers.

TALKERS AT THE LEIPZIG FAIR.

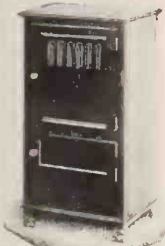
Little in the Way of New Inventions to Interest the Visitors, but Good Volume of Business Was Realized—Selling British Goods in Germany a Hard Task Well Accomplished—The Various Concerns Exhibiting and What They Had to Offer—Other Details.

(Special to the Talking Machine World.)

London, Eng., April 8, 1911.

In common with the excellent trading conditions experienced by most of the exhibitors last year, the recent fair held at Leipzig, March 6-18, was in every way equally satisfactory. Apart from the very fine representative display of standard talking machine products, there was little if anything of a startling nature in the way of new inventions, but for all that there was abundance of evidence that progress is being made in more directions than one. Although more than a glimmer upon the horizon, there is gradually arising on the part of the Continental public a desire for machines of better quality than the average standard offered by most of the manufacturers. Not that high-priced instruments are unknown in Germany. Far from it. But the educational policy of certain of the makers has had the pleasing effect of stimulating a greater demand for machines of quality and reliability among the greater middle class. The manufacturers have not been slow to take full advantage of this tendency, and it was not surprising therefore to find the exhibits of better-class instruments altogether more extensive than in previous years. The famous Peterstrasse, the center of the talking machine section, was as usual the haunt of business men from all parts of the world. A thoroughly cosmopolitan crowd of visitors, good-natured, and withal good and large buyers. Ever and anon one would observe an unusual look of animation upon the face of a salesman; he had just pocketed an unusually large order! And despite the time of year business all round was splen-

29 x 14 1/2 x 15.



"CONSUL"
\$10 net.

Mahogany Finish. Good Motor. 10-inch Turn-Table.

"PEROPHONE"
CABINET MACHINES

TAPER
TONE-ARMS



TAPER
TONE-ARMS

A REVOLUTION
IN CONCEALED-HORN MACHINES

Perfect
Workmanship

Handsome &
Striking Designs

Grand
Reproduction

WHICH

When *Closed* bear no resemblance to a "Talker"

AND

When *Open* show a wood horn constructed on scientific and extremely graceful lines

For Indents of 8 Machines—
Free Packing and F. O. B. London

34 x 16 x 15.



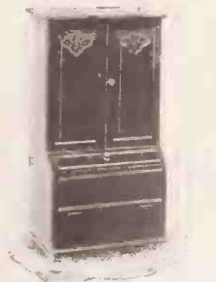
"TOREADOR"
\$20 net. Mahogany.
D/Spring Motor. 12-inch Turn-Table.

34 x 16 x 15.



"RAJAH"
Solid Oak. \$18 net.
D/Spring Motor. 12-inch Turn-Table.

34 x 16 x 15.

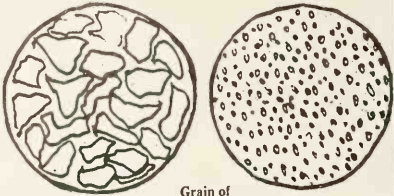


"MATADOR"
\$16 net. Mahogany Finish. D/Spring Motor. 12-inch Turn-Table.

LOCKWOODS, 43 CITY RD., LONDON

Sole Shipping Agents—CULLUM & BEST, 91 FINSBURY PAVEMENT, LONDON, E. C.

Don't Buy Needles That Damage Records



Bad Needles Cleopatra Needles

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

Consequence:

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

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

**Finest Reproduction,
No Ruin of Record.**



Sole Manufacturer

JOS. ZIMMERMANN

Needle and Pin Works

AACHEN, GERMANY

Sole Distributor

H. R. H. NICHOLAS

258 Broadway, Room 615
NEW YORK

did, and many large contracts were placed for immediate delivery to foreign parts, in addition to the usual orders for delivery of goods against advice.

Great interest was evinced in the exhibit of Messrs. Carl Lindstrom's, which was far and away the largest there. A series of new gramophone grand cabinet instruments on show attracted many trade visitors, who, needless to say, carried their admiration further than mere curiosity. Over sixty different models were on view, and the firm have every reason to be satisfied with the orders booked. They also made a special display of their latest introduction in the way of records—a 12-inch double-disc known as the "Parlophone." In the matter of tone this record is of splendid quality, and was much praised by all who heard it. The price is very moderate.

To attempt the seemingly impossible task of selling English talking machine goods in Germany is not unlike taking coals to Newcastle. But Craris & Stavtidi have in a sense proved this to be a fallacy. Their "Apollo" wooden horns have quite captured the Continental market, and the firm are now busy executing orders for dispatch to Berlin, Cologne, Dresden, Vienna, Budapest, Christiania, Moscow, St. Petersburg and other continental trading centres. It is a well deserved tribute to British quality of workmanship.

An effective exhibition of machines and records was made by the Beka Company, of Berlin, their display being much admired. Interest was shown in a cheap hornless machine, and taken altogether the amount of business done was highly pleasing. A brave display of instruments was also made by the Triumphone Company, and the novel construction of their new motor attracted a deal of attention. The spring barrel is so arranged as to allow of removal without the necessity, as in others, of taking the motor to pieces when a new spring is required to be fitted. It is a practical and useful innovation, and will undoubtedly earn the commendation of all whose business it is to repair these sometimes devilish bits of machinery.

An excellent feature of the situation, and one perhaps that reflects more than anything else the prosperous condition prevalent in talking machine circles, was found in the quite unusual number of displays of parts and accessories. It is decidedly an indication of trade progress, and may without undue optimism be regarded as a healthy sign of future trade prospects. Apart from the many German exhibitors of parts, etc., the chief Swiss houses put in an appearance, and the very fine displays made by Messrs. Palliard, Mermod Freres, and Herman Thoreus, deserve special mention. Their main forte is motors, the prices for which are higher than those of other continental firms, but even in Germany there are to be found many large buyers. The reception of these Swiss motors was this year more satisfactory than last, which is sterling testimony to their quality.

Foreign visitors displayed great interest in the Hesk company's exhibit of a new home recording attachment for disc machines. It is adaptable for use on all disc instruments, is easily fitted, and is said to work very satisfactorily. The cutting stylus is evidently of the hill and dale type, for to reproduce, a sapphire sound box is necessary. It proved to be quite a novelty at the fair, and some nice orders were booked by the Hesk company.

The needle and trumpet manufacturers were very much in evidence, and their displays were varied and interesting. Some very substantial orders for delivery to England, the Colonies and foreign centres were secured by the different concerns. The artistic treatment and designs of the horns came in for much praise, and the new, not to say curious shapes of some of the needles, evoked friendly criticism—and orders.

The slot machine trade here in England is of

anything but satisfactory proportions, compared to the splendid business experienced by the continental makers. A representative show of these automatic penny-in-the-slot machines was noticeable at the fair, but the bulk of trade orders were for delivery to continental traders supplying the near home markets, where the cafe system is the vogue.

The new hornless instrument shown by the firm of Holzweissig attracted much attention, and some nice contracts were entered into on the part of buyers from all parts of the world. There is no gainsaying the fact that this class of instrument has won for itself a substantial position as a competitive line of great commercial value, for its popularity covers the summer months, and right through the winter season also. Hence it is one of the best all the year-round trading lines that dealers could possibly have, and full recognition of this fact was apparently very general, judging by the large orders placed by the home and foreign buyers.

Although showing nothing much out of the ordinary, the Symphonium concern made an excellent impression with their fine series of machines, and sapphire disc records, which evoked much praise and satisfactory orders.

Large contracts were also booked by the Polyphon Co., whose extensive range of models attracted a deal of interest, many being of quite novel construction. Business activity reigned throughout every day, for visitors and buyers were numerous. This company also had on show various samples of their disc record, and good business resulted.

Several records were noticeably displayed, but as a body, the record manufacturers adopted the same attitude as last year, that their products were sufficiently well known, and did not call for special exhibits. Still, most of the record houses were represented in one way or another, and quite a number of makers themselves were to be seen about with the visitor-buyers, and many a quiet order-booking was made in the course of a friendly chat.

English orders were beyond the average, and related mostly to contracts for disc machines; ordinary horn styles, hornless, and cabinet, and for disc records. On the whole, very fair prices ruled, and in one or two instances—notably for a certain series of cabinet instruments—some remarkably close deals were made. The general feeling prevalent in continental trading circles is one of satisfaction, and it is conceded by men who should know that there is every indication of bright prospects for the whole European talking machine industry.

CUTTING DOWN THE PAPER BILL.

In Long Letters Using Both Sides of Carbon Copy Has Numerous Advantages.

"Write on one side of the paper only," was formerly a form of instruction generally given out wherever letters were written. But with the advent of the writing machine it became a general practice and the legend was no longer necessary.

However, like all rules, there are exceptions to it. Here is one of them.

When you make a carbon copy of a letter write on *one* side of the letter sheet only, but on *both* sides of the second sheet. This not only saves paper, but also places all of the record you want to keep on one sheet of paper where you can get it all together. Your files are for your private use, not for outsiders; and when you go to them to find a letter to John Doe, it is mighty exasperating to find the first sheet of the carbon copy, but no trace of the second.

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

OUR FOREIGN CUSTOMERS.

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

(Special to the Talking Machine World.)

Washington, D. C., April 8, 1911.

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

MARCH 18.

Berlin, 26 pkgs., \$1,038; Buenos Ayres, 16 pkgs., \$642; Callao, 10 pkgs., \$322; Freemantle, 19 pkgs., \$502; Havana, 6 pkgs., \$184; Iquique, 6 pkgs., \$230; London, 137 pkgs., \$2,466; Manila, 33 pkgs., \$1,333; Marcocrio, 6 pkgs., \$327; Para, 47 pkgs., \$875; Porto Columbia, 6 pkgs., \$455; Rio de Janeiro, 5 pkgs., \$304; Singapore, 3 pkgs., \$138; Valparaiso, 4 pkgs., \$128; Vera Cruz, 62 pkgs., \$1,591; Vienna, 4 pkgs., \$114; Yokohama, 1,134 pkgs., \$20,181.

MARCH 25.

Bahia, 141 pkgs., \$8,068; Berlin, 19 pkgs., \$600; Buenos Ayres, 147 pkgs., \$2,386; Callao, 4 pkgs., \$898; Chemulpo, 3 pkgs., \$116; Colon, 5 pkgs., \$164; 5 pkgs., \$193; Guayaquil, 1 pkg., \$102; 18 pkgs., \$630; Hamburg, 1 pkg., \$100; Havana, 27 pkgs., \$1,224; Limon, 5 pkgs., \$181; London, 159 pkgs., \$3,182; 43 pkgs., \$2,176; Milan, 12 pkgs., \$730; Para, 22 pkgs., \$1,608; Rio de Janeiro, 25 pkgs., \$1,056; Tampico, 3 pkgs., \$121; Tumaco, 3 pkgs., \$107; Vera Cruz, 36 pkgs., \$1,927; Vienna, 6 pkgs., \$171; 114 pkgs., \$3,493; Yokohama, 12 pkgs., \$750.

APRIL 3.

Amapala, 2 pkgs., \$162; Berlin, 50 pkgs., \$1,489; 33 pkgs., \$590; Bluefields, 5 pkgs., \$100; Buenos Ayres, 14 pkgs., \$271; Colon, 6 pkgs., \$115; Guayaquil, 6 pkgs., \$229; Havre, 8 pkgs., \$312; London, 4 pkgs., \$3,446; 236 pkgs., \$7,753; Melbourne, 3 pkgs., \$100; Para, 46 pkgs., \$2,173; Rio de Janeiro, 47 pkgs., \$3,194; San Domingo, 7 pkgs., \$442; Santiago, 1 pkg., \$155; St. Petersburg, 8 pkgs., \$164; St. Thomas, 3 pkgs., \$182; Trieste, 61 pkgs., \$179; Vera Cruz, 58 pkgs., \$1,619; Vienna, 41 pkgs., \$1,425.

NEW GERMAN PATENT BILL.

Measure to Deprive Americans of Advantages Under Present Agreement.

A committee of the Reichstag in Berlin, this week, discussed a new bill regulating patents, which has been drawn as a result of the petition to the Imperial government of the German Machine Manufacturers' Association, asking the abrogation of the German-American patent agreement of February 23, 1909.

The petitioners assert that the Americans have an advantage in competition because they are not compelled to manufacture in Germany, whereas German holders of patents are required to make their articles here.

A representative of the government told the committee that the passage of the new measure before the Washington conference in May was regarded as absolutely necessary. He pointed out that the insertion of a clause forbidding the transfer of patents to a third person was quite legal and the only question arising therefrom was whether the clause was admissible in view of the terms of the German-American agreement. In the course of the discussion, which was adjourned, several of the committee referred to the variations between the German and American texts of the agreement.

THE REGINA PNEUMATIC CLEANERS.

The Regina pneumatic cleaners, some particulars regarding which appear on another page, have proven an excellent side line for the dealer. This fine appliance, manufactured by the Regina Co. New York and Chicago, has double suction pumps and does the work quickly, easily and perfectly. They are easy to operate and easy to sell—beautifully constructed and fully guaranteed and are sold at a reasonable price. The Regina may be operated by hand or electric current.

"DAVEGAS" THE TITLE

Of a New Retail Talking Machine House Just Opened at 405 Broadway.

Davegas is the title of a new concern at 405 Broadway, New York, that will handle the lines of Thomas A. Edison, Inc., and the Victor Talking Machine Co., as dealers. The store opens to-day (April 15) and besides talking machines, etc., will also carry a large stock of sporting goods. Harry Davega, son of S. B. Davega, of the S. B. Davega Co., 126 University place, this city, is the president, and P. M. Lopez, secretary of the corporation. Harry Davega has been in the business all his life, and was the active manager of S. B. Davega Co., a position he filled with skill and great ability. The success of the new concern is a foregone conclusion, as the location is excellent from every point. The World tenders its good wishes to Davegas.

S. B. Davega, president of S. B. Davega Co., the well-known Victor and Edison jobbers—in fact, the oldest jobbers in New York—returned recently from Seattle, Wash., where he had gone in February to look over conditions in that hustling city of the Pacific Northwest. Mr. Davega owns a valuable block of real estate in the heart of Seattle and therefore is personally interested in its progress and welfare.

LANDAYS ARE FAVORED

With the Custom of Many Titled Visitors from Europe.

Landay Bros., New York, add another illustrious name to their long list of notables who have visited their store, 400 Fifth avenue, and placed orders for goods. They had the honor of supplying the Duke of Manchester with some Victor goods the other day. In an interview with The World, Max Landay gave the inside facts as to why they have been favored with so many orders from the peerage of England. He said that about five years ago the Countess von Hatzfeldt ordered an expensive Victor outfit. She was so pleased with the tone of the instrument that she has recommended Landay Bros. to all her friends. This means a great deal, as she is a favorite with the Queen of England. Before leaving Max said that he would not be surprised to receive an order for a Victrola from ex-King Manuel, of Portugal, for his lady friend.

NO FRAUDULENT TRADE-MARKS

To Be Permitted in Great Britain—Important Bill Just Introduced.

A bill has been introduced in Parliament to amend the Merchandise Marks Act, so that in the case of goods being imported in the United Kingdom bearing any name or trade-mark of a fraudulent description, the importer may be required to produce documents and furnish information as to the name and address of the person by whom the goods were consigned to the United Kingdom. The penalty for withholding such information is £100. The information when secured may be communicated to any person whose name or trade-mark is alleged to have been imitated or is imitated by anyone.

ABSORBS THE SAPPHIRE CO.

The Indestructible Phonographic Record Co., 352 Livingston street, Brooklyn, N. Y., have taken over the Sapphire Record & Talking Machine Co., New York. The latter have been in business only a short time, but concluded they better quit than go ahead, as the enterprise required more capital than was anticipated. They were incorporated April 1.

Insist on cash payments from unknown persons, and with everyone restrict credit as much as possible. Of ten long credit customers, one will take you in, and you will lose with that one all you have made out of the other nine. Be particularly cautious with new customers who pay small bills quickly, and then give large orders without any cash payments being stipulated.

Fibre Needle Attachment



Attachment in Position.

SIMPLE TO ATTACH

This fibre needle attachment will help you make sales on fibre needles, which means

BIG PROFITS

Some people when inquiring about fibre needles will not buy if they have to bring their sound box to be fixed for FIBRE NEEDLES, others will postpone purchasing FIBRE NEEDLES until they get their sound box adjusted. This may cause the customer to possibly forget about it or they may have their sound box adjusted in a different store, all of which will mean loss of sales to you. If you have our

Fibre Needle Attachment



The Fibre Needle Attachment.

you can assure yourself of an IMMEDIATE SALE.

TAKE NO CHANCES

get some from your Jobber AT ONCE.

Talking Machine Supply Company

400 Fifth Avenue, NEW YORK

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

(Get our Catalog.)

PROGRESS IN TALKING PICTURES.

Advance in Recording Art Has Made Practical Solution of Problem Possible—What Is Necessary in Successful Combination of Talking Machine and Cinematograph—Where Psychology Enters Into the Problem—Some Troubles That Beset the Experimenter—Obtaining Synchronism Between Talking Machine and Projector—How Recording Necessities Limit Free Movement on the Part of the Actors.

Every observer who has followed the progress of cinematographic art during the past few years has doubtless been impressed with the advantages that would clearly arise through a union of the film-picture projecting apparatus with the talking machine record. The proposition is easily stated in terms, and as easily comprehended, but its practical realization is quite a different matter. Nothing seems more natural than that the actors who present silent tabloid drama through the medium of the instantaneous photographic camera and projecting machine should at the same time record their voices on the wax of the talking machine. Yet nothing in the whole realm of cinematography can be compared for difficulty with this apparently simple idea.

It is sufficient to say that, until the last year or two, there has been no chance of a successful attempt in this direction, simply because the art of sound-recording had not reached such refinement as would permit of any satisfactory union of the two elements. Within the last year or so, however, there has been seen a noteworthy advance in the art of recording, so that the time now appears to be ripe for some definite step in the direction of a complete affinity between the moving picture and the talking machine.

In the present remarks we desire to point out some of the practical conditions which limit and bound the path of the experimenter who tries to unite the talking machine with the film projector, and to show what are the main and essential obstacles to be overcome, in order that thereby a start may be made toward clearing the ground and furnishing to future experimenters some notion of the direction which they must all take, if success is to be theirs. This article, in effect, is a brief analysis of the factors which enter into the problem of talking-motion-picture attainment.

When a man walks up and down a room, talking and gesticulating, his words and the appropriate gestures accompanying them synchronize with each other so perfectly and naturally that it seems as if the two operations of speech and gesture were one. The same notion seems even more plausible when we note how, with growing excitement, his steps back and forth over the floor seem to time themselves with his words. As a matter of fact, however, what we are witnessing is a series of entirely distinct and altogether separate processes, directed by the brain, and forming, in their aggregate, the complex phenomenon which appears to our senses. Some external circumstance has excited, through eye or ear, the mysterious something which we call "mind." This in turn has re-acted upon one set of motor nerve centers to produce speech through its action on the vocal cords and upon other sets to bring about muscular movements of the hands and arms. Although the re-actions from the source of original sensation are one in their original impulse, they are two and individual in their causation.

Two separate things, in short, are being done. The psychological reactions which result in the psychological motions leading to speech and gesticulation are separate reactions, and each can and does exist without the other. We speak, but do not move, or move without speaking; each at will.

We may take these remarks as a basis for observation of the talking motion picture problem. Although the immediate cause of the actions and words which we see and hear in such picture presentations are thought of as the result of activities simultaneously co-ordinated on the part of the actors, yet the physical and mechanical mediate

causes are distinct and separate. The whole problem is to co-ordinate these separate mechanical processes in such a way as to make one run with the other, infallibly and naturally.

This problem is what we refer to when we speak of "synchrony." But there is more to be considered than the mere synchronism of talking machine and projector. For it must be remembered that the actual doings on the stage which we desire to represent are the product of a perfectly co-ordinated series of actions and re-actions on the part of the actors. If it were possible to separate the speech and action entirely, if we could so train the actors that they could go through their appropriate posturings and then, afterwards and separately, speak their lines while thinking a perfect representation of the unacted physical motions; if in short, we could make our actors not only speak their lines perfectly when doing the "business" before the camera, but also think their "business" perfectly, though without physical corresponding motion, while in front of the talking machine horn; then the problem would not be so difficult. It would then be simply a matter of running the picture film so carefully that the action would not run behind or ahead of the words. And this could be done with ordinary care on the part of the film and talking machine operators, respectively, or better still, through some mechanical system of mutual control between the rotary motions of the films and the talking machine cylinder or turn-table.

Unfortunately, however, except when the speech and accompanying "business" are of the simplest and most elementary character, except in fact where the two classes of actions to be co-ordinated are in the simplest relations of rhythm, it will be found impossible to separate them and then carry them out one by one with any natural correspondence as a result. In the course of ordinary, not to say dramatic speech and co-ordinate action, we continually perform most complex series of physiological motions, involving a great variety of relations and sub-relations one to the other. And the more complex the relations are, the less does it become possible to detach any of them from the rest, perform it separately and then fit it in to the general scheme again.

Clearly, then, the first question that arises, the first problem to be solved, is that involved in the possibility of performing the two operations of sound and motion recording simultaneously. No difficulty is presented in the second of these, since the eye of the camera is now of sufficient capacity and rapidity of action to enable the just recording of motions undertaken over large spaces and under conditions involving both complexity and rapidity. But in the case of sound recording, the problem is by no means as yet so well in hand. So far no satisfactory recording of musical or other sounds has been possible except when the machine has been brought into very close proximity with the source of sound. Free movement about a stage during the recording of action in front of the camera has therefore been incompatible with the recording of sound. Hence, in all experiments which have been made hitherto it has been necessary to record the sounds separately. Not only so, but absolutely no free movement or reproduction of stage business has been possible. The actors have been obliged to place themselves directly in front of the recording machine horn, and even then have had to exercise the greatest care, lest some essential part of their speeches be lost. The Edison interests state that they have now developed such a recorder, one of sufficient delicacy to catch sounds of all kinds accurately within a radius of twenty feet from the horn, while the actors are performing their stage business.

Although no details have been given out, it seems most probable that this problem has been solved, in so far as a solution has been gained, through the employment of improved external means for deflecting the heterogeneous series of sound-waves toward a central focus; in short by an improved sound refractor. Anyone who is familiar with practical acoustics can imagine the kind of wave refractor and conductor which might conceivably be used for this purpose.

After the matter of sound-recording, comes the further one of synchrony between the motions of film and sound machine. Let us see precisely what the problem is.

The camera is started working in front of the actors on the stage. It is only necessary, in addition, that the talking machine should begin to rotate at such a time in advance of the first spoken words that the first of these will be recorded only after the machine has attained its proper speed of rotation. But this speed of rotation must bear some definite relation to that of some moving element in the camera, so that the motion of the one may control that of the other. If, therefore, we have, let us say, two electric motors, one to drive the camera shutter and film and the other to rotate the talking machine, and if these synchronize with each other, then it is plain that the operator who controls the one can also control the other. It then becomes a matter of adjusting the starting point of the recording stylus in its travel so that it begins its recording at some convenient moment after the camera has begun its work, or so that it begins simultaneously with the camera, if action and words also begin coincidentally.

Since the talking machine must be behind the projecting screen, while the projector itself is some distance in front, it is plain that synchronous motors for driving each element present the most obvious solution. This does not mean that the two motors must necessarily travel at the same revolutions per minute, but simply that their respective revolutions per minute must bear some definite relation one to the other. Synchronous motors have been developed, and several patents have been granted here and abroad for such motors. The synchrony is attained by certain proportionate systems of winding the rotating and magnetic elements of the two motors, and by other cogmate methods.

Other methods for obtaining a proper union between projection of the picture and reproduction of sounds have contemplated engraving the sound-record right on the edge of the film. In this case, of course, there would have to be some means devised for transmitting the vibrations communicated to the stylus of the talking machine through the record, to the back of the projecting screen. This might perhaps be done on the same principle as used in the telephone. So far, however, nothing has been done in this way except experimentally.

Enough has been said to indicate in a broad and general manner the practical problems which must be faced by those who would undertake to unite sound and sight recording. Of the artistic or commercial possibilities of the union it is unnecessary to speak here. They are plain to all. That the day will come when grand opera may be given in every hamlet throughout the country is certain.

With characteristic timeliness the Edison interests recently made an announcement which indicates that Mr. Edison, who has been working on a combined moving and talking picture machine, has succeeded in accomplishing some wonderful results in this union of the film picture projector apparatus with the talking machine record. Full details have not been given out, but sufficient is known to indicate that some move of great importance in this line is imminent.

George Allen Hedden, who formerly traveled New York State for the National Phonograph Co. (Thomas A. Edison, Inc.), is now proprietor of the Hotel Knickerbocker, Third avenue and Twenty-fourth street, New York City, a smart and well-conducted place. When in the trade Mr. Hedden had the reputation of landing some of the largest single sale orders on the company's books. He was also one of the most popular men on the road, and this reputation has followed him into his new field of business activity.

"Advertising," says Dean Williams, of the University of Missouri, "is merely store news, business news. That its publication is paid for does not make it any the less important news. Often it is the most important news in the newspaper. It is always news that appeals to the pocketbook of the reader."

TIMELY TALKS ON TIMELY TOPICS

The interest in South American affairs, especially the commercial development, grows apace with manufacturers and merchants in this country. It is unnecessary to recall the great strides made by the talking machine trade in Latin America, for they have been steady and progressive, particularly in connection with goods coming from the United States. Naturally news from that part of the world is always welcomed, no matter from what source. It was therefore thought that when Georges Clemenceau, ex-premier of France—editor, diplomat, physician, a man of the broadest culture—visited the South American countries and engaged to write a series of letters for the New York Times, the correspondence would be of the greatest value in more ways than one. But they have been woefully disappointing also in more ways than one. In explanation it has been urged that M. Clemenceau was writing a lot of twaddle, such as can be taken from any encyclopædia, and keeping his own opinions on matters commercial and political “up his sleeve.”

Another view is that the distinguished Frenchman, who lived in New York for several years, is familiar with American institutions and was married here, was on a special mission to Latin America in behalf of copyright legislation. Some authorities in talking machine circles are of this opinion, and if that is the case and he is responsible for the new law in Argentina, then Clemenceau is being severely criticised. As one in a position to know recently remarked to The World: “The Argentine republic has recently enacted a law which is said to be the most drastic regarding reproduction privileges of any ever enacted by any nation. It is believed the other countries will probably follow suit, and, it is anticipated, the American talking machine record manufacturer may be called upon to pay excessive royalty fees

or else ‘lay down’ on the whole proposition. It is this that is causing some anxiety regarding the future of the export business in that part of the world.”

One thing Clemenceau wrote about which is true, is as follows: “In the pampas, dwellings that look modest and even less than modest, generally boast an easy chair, a chest of drawers, with a clock, a sewing machine, and talking machine. which, when fortune comes is completed by a piano. The talking machine is the theatre of the pampas. It brings with it orchestra, song, words, and the whole ‘art,’ paraphernalia suited to the aesthetic sense of its hearers. Thus, on all sides, dreadful nasal sounds [must be the cheap European machines referred to, as only the best go from the United States—Ed.] twang out to the great joy of the youth of the colony, whose artistic career will probably end in a colonist’s ‘fauteuil,’ (stall, also easy chair).”

Reference to copyright in another paragraph is a reminder that Canada is to have a new act, and it is going to be a most unique measure. Hitherto, while the Dominion has had a species of local copyright in operation, it was really a superfluity. The country was governed to all intents and purposes by British copyright, and what was entered at Stationers’ Hall, London, became immediately, by virtue of such action, copyright in Canada. Now, if the proposed measure becomes law, the Dominion will take copyright matters into its own hands and make its own regulations. It is a natural movement and, from the standpoint of national growth, a significant one. The Hon. Sydney Fisher, Minister of Agriculture, under whose charge copyright enactments are placed, attended the conference of the Board of Trade held in London last June, when a copyright measure was formulated and

introduced into Parliament by the government, and is still pending.

Recently the Canadian government issued a memorandum setting forth the heads of the new act with the sections of the old act which they supersede. The new act will provide specifically that “the importation into Canada of copies made out of His Majesty’s Dominions of any work in which copyright subsists is prohibited.” Just how this will affect the importation of records into Canada remains to be seen. When Paul H. Cromelin, vice-president of the Columbia Phonograph Co., General, a conceded expert on copyright, has looked into the question with his usual perspicacity and clearness of judgment, the trade will be apprised of the meaning and intent of the Canadian act. If music publishers and record manufacturers are compelled to establish branch plants across the border in order to reap the benefit of copyright in the Dominion, it will be something of a hardship, though probably the accomplishment is not so difficult on second thought. However, it is just as well not to cross a stream until it is actually reached.

After an expenditure of \$40,000—probably more than less—a concern essaying to enter the field as manufacturers of machines and records, retired on April 1, fully satisfied it would require at least six times that amount to “buck the game.” Deceming discretion the better part of valor they “threw up both hands” and quit. Another boldly announced they were about coming to the front with a capital of \$60,000,000, and were to buy up eighteen running concerns, enlist the efforts of the Attorney-General of the United States to “maintain free speech,” whatever that means, declare existing patents void and nullify court decisions. This broad-gauge proposition—truly a wonder—has failed to materialize to date. Yet that is the way the world wags, and if the trade did not have a sense of humor the business would be dull, indeed.

INSURE YOUR RECORDS

Against A SCRATCHY SURFACE
UNNECESSARY WEAR—SHORT LIFE

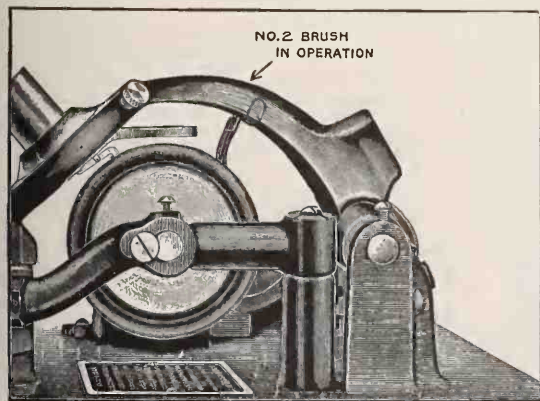
USE THE PLACE AUTOMATIC RECORD BRUSH

IT'S
THE BEST POLICY

Patented Sept. 25 and Oct. 2, 1906, Sept. 10, 1907.

FOR EDISON PHONOGRAPHS
LIST PRICE 15 CENTS

FOR VICTOR TALKING MACHINES
LIST PRICE 25 CENTS



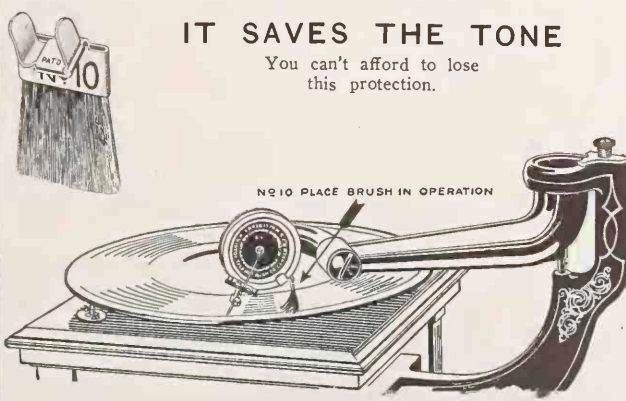
NO. 2 BRUSH
IN OPERATION



No. 1
Fits Triumph

No. 2.
No. 2, Standard
and Home

No. 3.
No. 3, Gem
and Fireside



IT SAVES THE TONE

You can't afford to lose
this protection.

NO. 10 PLACE BRUSH IN OPERATION

AUTOMATICALLY CLEANS

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

FREE SAMPLES will be sent upon request to any Jobber or Dealer who don't handle them.

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

Write Now

MANUFACTURED
BY

BLACKMAN TALKING MACHINE CO.
97 CHAMBERS STREET, NEW YORK

J. NEWCOMB BLACKMAN
President
"The White Blackman"



MARY GARDEN as "SALOME"

MARY

is singing exc

COLU

The first records ever st
est exponent of modern

These records sung by Mary Ga
exclusively for the Columbia, will be a
lation even to Miss Garden's most
admirers.

In presenting this series of re
able records by the greatest expone
modern French opera the stage can
—one whose interpretations have w
a new page in operatic history and v
unique personality has dominated m
affairs in both the Old World and the
— the Columbia Phonograph Com
clinches once and for all its pre-emit
in operatic recording.

In the admiration justly due fo
personal qualities the fact must no
lost sight of that Mary Garden has a
voice, and is, first of all, a singer. O
an absolute concrete demonstration is f
in her records.

Mary Garden's Records have
anything before accomplished in the

Dealers Wanted: Exclusive selling ri

Columbia Phonog

Tribune Bu

Creators of the Talking Machine Industry. I
of the Fundamental Patents. Large M

MARY GARDEN

...ely for the

COLUMBIA

Mary Garden, the great-
h opera, are now ready

I always said that *never* would I sing into a phonograph of any kind—but one does not always live up to everything one says—happily—for after months of tireless persuasion the Columbia Phonograph Co. won out, and here I am saying, like everyone else that will hear them, that Columbia Records are without a rival! They are so soft and musical, losing all that beastly metallic quality that mars the phonograph in general. My sincere compliments for their eternal success.

Mary Garden

Here are the first Records Ready

12-inch, Double-Disc, Price \$3, (Single Disc, \$2)

Double disc numbers.	Single-disc numbers.
A5284	La Traviata—Verdi. "Quel est donc ce trouble charmant!" (Ah! fors e lui) (What can be this feeling?). In French, with orchestra 3069.
	La Traviata—Verdi. "Pour jamais ta destinée" (Sempre libera) (The round of pleasure I'll enjoy). In French, with orchestra 30696
A5289	Le Jongleur de Notre Dame—Massenet. "Liberte!" (Oh, liberty, my life and love!). In French, with orchestra 30699
	Herodiade—Massenet. "Il est doux, il est bon" (Kind is he and good). In French, with orchestra 30701

human quality that seems to transcend
ording.

here we are not actively represented.

Company, Gen'l
New York

leaders in the Talking Machine Art. Owners
ers of Talking Machines in the World.



MARY GARDEN as "THAIS"

DISCUSS "CREATIVE ADVERTISING."

H. C. Brown Discusses This Subject at the Closing Meeting of the New York Piano Manufacturers' Association.

At the last meeting and dinner for the season at the Murray Hill Hotel, New York, of the New York Piano Manufacturers' Association, during the evening of April 19, H. C. Brown, advertising manager of the Victor Talking Machine Co., Camden, N. J., has been specially invited and will deliver a lecture on "Creative Advertising." The trade knew how brilliantly Mr. Brown has conducted his department, and what great work in advertising and general and effective publicity he has accomplished for his company. Therefore his address promises to be something worth while on his chosen subject.

The association is one of the strongest in the country, embracing in its membership the leading manufacturers in the metropolis and vicinity. This quarterly combination dinner and business session always calls out a large attendance, for they are functions of unusual interest. Mr. Brown will have not only an undue of caliber, but also one keenly alive to what he may say about advertising. R. C. Kammerer, secretary of Geo. Steck & Co., will arrange the menu, and that means a spread that will appeal.

U. S. PHONOGRAPH CO. IN NEW YORK.

Eastern Selling Office Opened at 5-7 Union Square—To Go After Business in Aggressive Manner—Full Line of Goods on Display—Those Looking After Eastern Business.

The opening of an Eastern selling office at 5 and 7 Union Square, New York, by the United States Phonograph Co., Cleveland, O., emphasizes the fact that that company are reaching out for business in an aggressive way. The branch is displaying a full line of their machines and records, including a concealed horn cabinet of an attractive design. Demonstrating booths are to be provided and will be installed in about a week. The Eastern house will be under the direct management of L. H. Green, who will have as his assistants on the outside, E. E. Prairie, who has been traveling for the company for several months, and another experienced talking machine man. J. H. Champ, one of the vice-presidents of the company, was here this week looking after the details of the office and approving plans for placing it on a basis to receive jobbers and dealers and show the line adequately. T. H. Fowell, general manager of the company, was also in New York recently for the same purpose.

The literature and printed matter of the company is quite elaborate, including their machine catalog in fac-simile colors, hangers, show cards and the regular monthly bulletin in pamphlet. The May list, received on the 13th inst., is not only very attractive, but includes a number of exclusive selections, which go on sale April 28. It embodies eighteen four-minute and nine two-minute Everlasting records and eight foreign selections. Experts in recording declare these records among the most brilliant and perfect in the art.

TO MOVE TO LARGER QUARTERS.

Joseph H. Mayers, who handles the Victor and Edison lines of talking machines and records at 180 East Houston street, New York, is preparing to move on May 1 to a double store at 196 on the same street, where he will have practically double his former floor space, which room is badly needed for the accommodation of his growing business. The new quarters will be equipped with several sound-proof booths, and will be so arranged that recitals may be readily given in the main showroom when desired.

"SONGS OF OTHER DAYS."

The Victor Talking Machine Co., Camden, N. J., has issued a lecture in pamphlet form "Songs of Other Days." It is illustrated with Victor rec-

ords, a copy of which will be supplied the dealer for the asking. In connection with this valuable aid and splendid business developer they say that after a copy has been received, then ask the school superintendent, or some prominent minister, or some popular young politician or lawyer to read it at a recital to be arranged in the dealer's store, at the Y. M. C. A., at the school or church, or anywhere where complete and proper arrangements can be made. The results will be directly beneficial in creating increased record sales.

LOCAL CONVENTION COMMITTEE.

Lawrence E. McGreal, the Milwaukee jobber, this week informed Max Landay, of Landay Bros., New York, that he had been appointed chairman of a committee who will have charge of the program on July 12 (Wednesday). The day's entertainment will include a ball game, athletic contests, a shore dinner, automobile trips, etc. Mr. McGreal, in his letter commissioning Max for his duties, says he will have authority to appoint the umpires, stakeholders, water carriers, etc. It is also suggested that should Mr. McGreal "throw a fit" in the course of the exercises Max is authorized to have a bucket of water ready to revive him. There is some talk that Mr. Landay may attend the ball game in pink pajamas.

On the 11th inst. the Victor Talking Machine Co., Camden, N. J., announced four special hits to go on sale at once, as follows: 10-inch, 5839, "By the Saskatchewan" (from "The Pink Lady"), sung by Werrenrath and Haydn Quartet; 10-inch, purple label, 60040, "Beautiful Lady" Waltz (from "The Pink Lady"), sung by Lucy Isabelle Marsh and Victor Orchestra; 12-inch, 31823, Gems from "The Pink Lady," by Victor Light Opera Co.; 31824, Gems from "Madame Sherry," by Victor Light Opera Co.

Thomas Kraemer, former general manager of the Hawthorne & Sheble Manufacturing Co., Philadelphia, Pa., now out of business, a year and a half ago accepted an offer from Japan to take over the duties as general manager and factory superintendent of the Japan-American Phonograph Manufacturing Co., Tokio, Japan, succeeding J. O. Prescott. Mr. Kraemer intends to stay another year or two in the land of the rising sun and then return to Philadelphia. His assistant, O. H. Watzig, formerly with the Neophone, Ltd., London, Eng., is in charge of the recording department.

PHONOGRAPH AS ANNOUNCER.

To call attention to certain advertised articles a department store manager in northern Iowa placed a large phonograph in the lobby of his store. This phonograph worked automatically and every five minutes it would call out some sentence. "Special shoe bargains in the basement." "Ask the clerk to show you our new line of silks." "Exceptional bargains in chinaware to-day," observes a writer in System.

The records for this phonograph are taken the day before every sale and always remind a customer of the things advertised in the morning papers. The novelty of this form of advertising was commented upon by customers as well as newspapers and kept the name of the store in the mind of every individual hearing the "barker" given in this unusual manner. The scheme might savor too much of the street corner faker to be approved of by all merchants, but it pulled big results for this particular store. At the same time novelty always has its appeal and sound makes a quick impression on the mind—combine the two ideas and you are sure of getting your message "over."

C. P. CHEW WITH T. A. EDISON, INC.

C. P. Chew, recently covering the Greater New York territory for the Victor Talking Machine Co., Camden, N. J., is now on the selling staff of Thomas A. Edison, Inc., and will travel New York State. He is a star in his line.

FROM OUR JOKE BOX

A GOOD CUSTOMER.—"By the Lord Harry," said a stout man, looking down from the balcony skirting the upholstery department of a well-known general provider, "this is an immense place—huge, simply stupendous!"

"Oh, yes; nice place," said the shopman, obligingly.

"The stores ain't a comparison. No, sir, not a comparison, sir. How much of a stock does this represent?"

"About \$500,000 worth."

"Good—first rate! And furniture—how about furniture?"

"Over \$50,000."

"Admirable! Take a house and go right through it, I s'pose—furnish it complete, could you, from top to bottom, eh?"

"Yes, everything, from carpets to bric-a-brac."

"And lace curtains and tapestries—you keep them?"

"Keep everything."

"And you know what style is, too—Renaissance, Pompadour, Henry II, and the Louis?"

"No one better than our manager. Perhaps you'd better see him. Mr. X—, here, one moment."

And the manager came up with a smile on him like a half-moon.

"No idea of it," mused the customer; "no idea. Had an impression you had to go to Paris for such things. Good taste; everything correct; surprising, really."

"If you could give me an idea," ventured the manager, "of about what you required, sir, you know—"

"Ah, yes, I forgot. I want a stick of sealing-wax. Magnificent establishment, sir!"

IN PROPORTION.—Wife—I want a cap, please, for my husband.

Shopkeeper—Yes, madam. What size does he wear?

Wife—Well, I really forget. His collars are size 16; though I expect he'd want about size 18 or 20 for a cap, wouldn't he?—London Opinion.

Suffragette—We believe that a woman should get a man's wages.

Married Man—Well, judging from my own experience, she does.—Tit-i-Bits.

There is quite a difference between earning money, making money and getting money. The first may be called Honesty, the second Speculation, and the third Robbery.

Old Actor—Your grievance is just. Probably an error. It was undoubtedly intended to appear "supported by a picked company of players," not "a pickled company."

First Manager—Did your company have a long run?

Second Manager—No; but we had a long walk.

After a girl has been engaged three or four times she finds it almost as exciting as a man does when he gets his hair cut.—Chicago Daily News.

"Your daughter plays very sweetly on the piano."

"That's my wife playing."

"I know it."—Birmingham Age-Herald.

The girl next door who declares in glad cadenzas that she cannot sing the old songs ought not to tackle the new.

Minister—What shall we put on your tombstone?

Editor (faintly)—We are here to stay!

"Marry you? Why, you couldn't dress me."

"I suppose I could learn."

"I don't get what I deserve for my poetry."

"You're lucky."

ANNUAL MEETING OF DEALERS.

Eastern Talking Machine Dealers Association Now One Year Old—Excellent Progress Reported in All Directions—Officers for the Ensuing Year—Interesting Addresses Made by Jobbers and Representatives of the Big Manufacturers.

The Eastern Talking Machine Dealers' Association, having safely passed through the trials and tribulations that beset a new organization during the first year of its existence, held its first annual meeting at the Cafe Lion d'Or, New York, on Wednesday last, April 12, upon which occasion the reports of the officers were received, and the officers elected for the ensuing year. At the business session in the morning President Storck, in presenting his report for the year, expressed his pleasure at the progress made by the association, and the interest shown in the movement not only by the dealers themselves, but by the manufacturers and jobbers and their salesmen. He also reported that the outlook for the coming year was most encouraging.

The treasurer in his report stated that despite the heavy expense incurred in getting the affairs of the association running smoothly there was a satisfactory balance in the treasury at the end of the year, which was steadily increasing as the organization grew. The secretary in turn was equally optimistic, and reported that the membership of the association had increased rapidly as soon as the dealers in the territory covered realized the importance of the organization and its value to them personally.

The following officers were elected for the coming year: Frank C. Storck, Red Bank, N. J., president; E. T. Glover, Plainfield, N. J., vice-president; A. Lasus, New Rochelle, N. Y., treasurer, and A. Lusberg, Huntington, L. I., secretary. The executive committee will be announced at a later date by President Storck.

In the course of the business session a resolution was passed reducing the annual dues of the active members from \$5 to \$3 and of the associate members from \$3 to \$1.50, the object being to induce every dealer of standing in the Eastern States to enroll with the association as soon as possible.

Following a pleasant luncheon the members of the association reconvened in the afternoon for the purpose of listening to the addresses of several invited speakers, representing the manufacturers, the jobbers and the trade at large. The first speaker was Max Landay, of Landay Bros., the prominent Victor distributors of New York, who gave the dealers an excellent idea of trade conditions in general and the outlook as he found it upon his recent trip to the Pacific Coast. Mr. Landay stated that the talking machine business was big and was still growing, and that as a matter of fact it had really just commenced at the present time. He also took occasion to point out the importance of attractive window displays and clean and well-arranged stocks in the stores themselves as a means of holding and increasing business.

Henry C. Brown, advertising manager of the Victor Talking Machine Co., next addressed the

Will Buy Surplus Stocks.

Will buy clean Edison or Victor surplus stocks. Address SURPLUS, care Talking Machine World, 1 Madison Ave., New York, N. Y.

For Sale.

5,000 Edison two-minute records, all new, clean stock; 14 cents each, in 300 lots. A. J. Denniger, 335 North St., Rochester, N. Y.

For Sale or Trade.

5,000 brand-new double-faced Zon-o-phone Records; jobbing stock; complete catalog, well assorted. Also 20 Zon-o-phone Machines, latest models, assorted types. Original packages. Will sell at a price or trade for Edison Records and Machines. "RECORDS," care Talking Machine World, 1 Madison Ave., New York City.

For Sale or Trade.

100 Columbia Disc "BN" Machines equipped with 10-in. turntables. Can use Edison Records in exchange. What have you to offer? Address 41,144, care Talking Machine World, 1 Madison Ave., New York City.

dealers and offered some excellent and valuable suggestions regarding selling methods calculated to increase the record business materially. He exhibited a sample of the new back label on the Red Seal records, and emphasized the importance of the dealer and his salesmen being thoroughly familiar with the music on the record in order that they might demonstrate and talk about it in a convincing manner. Mr. Brown also displayed to the dealers a new card system for keeping track of record sales and prospects, in which each separate record bought by a customer is listed on a card bearing his name, and the dealer is able at all times to see just what records the customer has in his library and act accordingly.

In speaking of conditions in the machine trade Mr. Brown gave it as his opinion that the demand for machines this year would exceed the heavy demand for 1910, the extent of which he illustrated by stating that at present the company were behind on orders for 170,000 Victor machines and 30,000 Victrolas. This in part explained why the dealers could not get all the machines of certain types they desired, and he advised early ordering for fall and the holidays, even though not entirely convenient, in order to avoid disappointment at that time.

Mr. Brown discussed at length the widespread advertising done by the Victor Co., and pointed out many ways by which the dealers should profit by the heavy expenditures of the manufacturer for advertising by backing the general campaign locally in their own cities and towns.

The next speaker was George P. Metzger, advertising manager of the Columbia Phonograph Co., who entered into a live talk upon salesmanship. He stated that his own experience told him that the field for talking machine sales had only been scratched, and that there was virgin ground below the surface waiting for the wideawake dealer, for there were thousands of people who had not been impressed by the first talking machines put on the market years ago, and who were unacquainted with the progress made in producing both machines and records within recent times. Mr. Metzger suggested house-to-house canvassing and the giving of free concerts at private entertainments as a means of placing the present-day talking machines and records before the great mass of prospects who are not easily reached by other methods.

Mr. Metzger called particular attention to the show window as a means of advertising, and emphasized the fact that full advantage should be taken of the space that represents such a large proportion of the rent and really affords the introduction to the store. The interesting and instructive address was brought to a close with the playing of the Columbia demonstration record on a Grafonola for the benefit of those who had not heard that unique and excellent piece of record advertising.

The closing address was made by Ora E. Reinhart, head of the newly organized window display department of Thomas A. Edison, Inc., and the services of which are offered free to Edison dealers, the materials used in the display being sold to them at cost. Mr. Reinhart discussed the question of window display as an expert in that line, and gave the dealers some valuable hints in that direction. While suggestions will be made to fit the individual needs of the dealers applying for the service, the regular displays will be forwarded to the dealers desiring same each month, and will be so arranged that the same foundation may be used for three months, the details being changed monthly in order to give freshness to the display.

The next meeting of the association will be held at the Lion d'Or on the second Wednesday in June.

When a man's in the selling end of the business what he really needs to know is the manufacturing end, and when he's in the factory he can't know too much about the trade.

Do not start business in a place because it happens to please you, but study the local conditions, and only establish yourself where they are of such a nature as to indicate prospective success.

A HANDSOME DEPARTMENT

Is That Conducted by Wm. Knabe & Co. and Devoted to the Sale and Display of Columbia Records.

The formal opening of the talking machine department of Wm. Knabe & Co., Knabe Hall, New York, took place March 21, and on that and succeeding days a large number of people visited the section devoted to a fine display of Grafonolas, graphophones, records, etc.—a complete line of Columbia goods, which they will handle exclusively.

The quarters set aside for this department have been artistically tinted in cream white and pale green wall panels, with plate glass mirror doors opening into the demonstrating booths. The arrangements for handling the record stock are admirable and most convenient. Heavy bright lined velvet carpet and fine rugs cover the floor. The entire place is brilliantly illuminated. In addition to the allotted space, they will also utilize the \$10,000 art room adjoining for the display of the Grafonolas, on which they specialize. The room in question, with deep panels of embossed pink silk, cost Knabe & Co. that figure to decorate and furnish, and is used for exhibiting the finest examples of Knabe's art grand and upright pianos.

It is the intention of Wm. Knabe & Co. to have specially designed Grafonolas for their trade only, and with this purpose in view the art department of the great piano house are preparing cabinets that will range in price up to \$1,500 in cost. This work is to be completed and finished at the Baltimore factory, and the mechanism subsequently installed by the Columbia Phonograph Co. Joseph M. Bryant, in charge of the department, said the opening was auspicious in the highest degree, and that the sales since had exceeded their most sanguine expectations. At times they had as many as sixty callers, three-fourths of whom placed orders.

FEATURING COLOMBIAN COMPOSITIONS.

El Grafico, of Bogota, Colombia, S. A., in an article on "Our Music Abroad," says: "Colombian airs have always called for considerable attention abroad for the originality of their rhythm and poetic grace of expression. At present they are not only sought for private entertainments, but solicited for public purposes as well. This success is due in great part to Emilio Murillo, indefatigable composer and promoter of our national airs, who has set himself to bring to light the Colombian musical compositions. They are being enthusiastically hailed principally in the United States. (The Yankees are so fond of all our productions!) The celebrated Mademoiselle Dazie has been engaged for the Victoria Theater of New York, where she sings very correctly the Colombian airs of Murillo and dances to the music of the Colombian composer so as to do one's heart good. To this should be added the fact that Mr. Sause, with the Columbia Phonograph Co., asserts that the most successful records are Murillo's Colombian compositions."

Engage capable assistants and pay them satisfactory wages. Treat them well so that they may take an interest in your business. Do not act toward them in a narrow-minded manner, but do not be too indulgent. Make inquiries about their capacity and then require each one to do his best.

For the Manufacturer—For the Experimenter

"A Universal Solder"

PIERMAN'S

"Selffluxing" Aluminum Solder

Solders Aluminum and Macadamite Metals to all other metals

Price per bar, 25c.—Five bars, \$1 by mail
Used at Edison Laboratory

Send for Circular

A. N. PIERMAN

327 ORANGE STREET, NEWARK, N. J.

Every Dealer in the United States should have within easy reach a copy of

THE TALKING MACHINE WORLD

It is the only paper published in this country devoted solely to the talking machine interests.

The extraordinary efficiency of The Talking Machine World as an advertising medium has been the subject of most favorable comments from time to time, while its merits in a literary way, as well, have been acknowledged by firms, companies, individual dealers and jobbers in every section of the globe. Hundreds of communications in our files testify to this, and only recently the S. B. Davega Co., the prominent Victor and Edison jobbers of New York, wrote the following unsolicited letter, which speaks for itself:

"Gentlemen—It gives us great pleasure to inform you that we have received more replies to our last month's 'ad' and had greater results therefrom than any 'ad' we ever had in your paper. Almost two carloads of cabinets were disposed of in one month's time; in fact, one complete carload of our No. 100 cabinets alone was sold. The results obtained from our Simplex Needle Box 'ads' in previous issues were also very gratifying, and we do not hesitate to say that The Talking Machine World has been our best medium for advertising all of our specialties."

Another pleasing tribute to the literary quality and the general excellence of The World reaches us from Thomas Edens Osborne, the progressive talking machine jobber of Belfast, Ireland, who says: "I am sure you will believe me when I say that one copy of The Talking Machine World is worth all the other papers connected with the talking machine industry."

The World has won its place in the foremost rank of trade papers throughout the world because it believes, firstly, in furnishing the trade not only with the news of the world, but with helpful, stimulating, educational articles covering every branch of the industry; secondly, it believes in giving the advertiser the value of legitimate circulation—of persistently and systematically getting after old and new dealers and bringing the specialties advertised in The World to their attention.

It is safe to say that The Talking Machine World to-day has a circulation in foreign countries which far exceeds all other publications devoted to talking machines combined, while in the United States it is the only publication devoted exclusively to this important industry.

Sample copies free for the asking. By the year, One Dollar.

EDWARD LYMAN BILL

Editor and Publisher,

1 Madison Avenue

NEW YORK

JOHNSON RECORD PATENTS UPHELD.

Judge Ray in Exhaustive Review Grants Decision to the Victor Talking Machine Co.—The Control of the Disc Record with Lateral Undulating Groove Remains with the American Manufacturer.

The case of the Victor Talking Machine Co., Camden, N. J., against the American Graphophone Co., New York, argued in November last before Judge Ray, U. S. Circuit Court, Southern District of New York, sitting at Norwich, N. Y., at the time, was decided in favor of the complainants.

The charge is infringing what is known as the Johnson cut record patent No. 896,059, issued August 11, 1908, which the defendants claim is in contravention of the well-known Jones patent, which they own.

Judge Ray's decision, which was handed down March 29, is broad and comprehensive, and by it foreign manufacturers are estopped from attempted inroads upon the trade in this country, by importation of records which are an infringement upon the Johnson patents.

The decision perpetuates the control of the disc record with lateral undulating groove, such as at present is employed, in the hands of American manufacturers.

It is the first time that the Johnson patent has ever appeared in any court, and, therefore, the decision in detail will be of manifest interest to the entire talking machine trade of the world.

Following are excerpts from Judge Ray's decision:

The Johnson Patent Described.

The patent in suit, "Record for Talking Machines," was granted to Eldridge R. Johnson, assignor to Victor Talking Machine Co. Aug. 11, 1908, on divisional application filed Nov. 12, 1904, original application filed Aug. 16, 1898. While the complainant alleges in a general way that substantially all the claims are infringed, it points out and specifically alleges infringement of certain claims. . . . In what is called the parent patent, patent to Eldridge R. Johnson, assignor to Victor Talking Machine Co., No. 778,975, dated Jan. 3, 1905, application filed Aug. 16, 1898, the claim made was for a "cutting tool for sound-recording machines." Johnson tells how to make or form a cut-out record. He says, after telling how to cut out and form a record, "It is understood that in reproducing the record thus formed may be used for reproducing purposes directly, or a more durable and indestructible record may be reproduced by various processes from the original record."

Nov. 19, 1897, Joseph W. Jones filed an application for a patent in this same art, and which the defendant claims fully covered the same invention described in the Johnson patent in suit, and a patent issued thereon on the 10th day of December, 1901, for "Production of Sound Records," No. 688,739. That patent has been the subject of considerable litigation.

It is obvious from the specifications of the Jones patent that he did not claim the discovery or use of any new or improved mode or method of "cutting or engraving" the spiral grooves—the laterally undulating grooves—in the wax or wax-like tablet. He plainly recognized that this had been done before, and that there was more than one way of doing it. After describing his disc or tablet of suitable recording material he specifically says, "Upon the surface of this tablet I then form, by the use of a sound-recording machine, in a well-known manner a spiral groove of practically uniform depth that contains lateral sinuosities or irregularities corresponding to or representing the sound waves recorded." In short, he cuts or engraves his spiral groove in "a well-known manner."

Validity of Jones' Invention Upheld.

In American Graphophone Co. against Universal Talking Machine Co., the Circuit Court of Appeals, Judge Townsend writing the opinion, upheld the validity of the Jones patent as disclosing invention in the mode or method of making commercial sound records by (1) cutting or engraving a record groove of uniform depth by means of the lateral vibrations of a suitable stylus upon a disc of wax-like material; (2) coating the same with a conducting material; (3) then forming a matrix thereon by electrolysis; (4) then making therefrom duplicate records by impression. This case was decided Jan. 14, 1907. I find no reference in that case to the then pending application of Johnson for the patent in suit, issued in August of the next year, 1908. Judge Townsend refers to the Bell and Tainter patent, No. 341,214, claim 9, of which was for "The method of forming a sound or speech record which consists in engraving or cutting the same in wax or a wax-like composition, substantially as described." Of this Judge Townsend said, "An examination of the Bell and Tainter patent shows that the assumption as to its broad scope are without foundation. There is not a word of reference in the specifications to the engraving laterally of undulating records, or of any records of uniform depth." This indicates a departure by Jones from Bell and Tainter in both these respects, as, indeed, the specifications and claims of Jones show. Clearly Jones cut or engraved on his tablet a record-groove "of appreciable and practically uniform depth" having "lateral undulations corresponding to the sound waves." From the opinion of Judge Townsend we would infer that it was here that he found patentable invention in the Jones method. The distinction drawn between Bell and Tainter

and Jones seems to have been that Bell and Tainter cut or engraved sound grooves on cylinders or on tablets vertically instead of laterally and without regard to uniformity in depth.

Board of Examiners Grant Claims.

After Johnson had divided his original application and filed his application for the patent in suit, Nov. 12, 1904 (serial No. 232,389), the principal examiner finally on April 3, 1908, rejected claims 1, 2, 3 and 9 (which seem to be the same as claims 1, 2, 3, and 4 of the patent in suit), and the claimant appealed to the board of examiners in chief April 8, 1908. Among others the Jones patent in question here was cited. July 7, 1908, the board of examiners reversed the examiner in chief. It was held that Johnson was rightfully in the Patent Office with his divisional claims and that Jones did not anticipate as he had filed and abandoned claims for the same subject matter as is embraced in the claims before the board of the patent in suit. Amongst other things on this subject the board said: "Jones has no more equity against the applicant's right to a patent for the subject matter of the appealed claims, nor, if possible, even as much as Clark and Johnson, No. 624,625, May 9, 1899, have, upon whose patent Jones claims for the subject matter here appealed were rejected."

I think it quite clear from the prior art, the proceedings in the patent office, the exhibits and testimony, that Johnson had clearly in mind the actual cutting out and removal from the groove of a part of the substance of the disc or tablet on which the original record was to be made in the art of making sound records upon tablets of wax or other suitable material of the laterally undulatory groove type, and that he was the first to conceive this idea and reduce it to practice. In August, 1898, he said, "It is essential in order to produce a clear record that the material be cleanly and neatly cut from the grooves in the process of recording so that sharp, well defined lines will be formed in the walls of the grooves." In describing his tool and its operation he says, "These edges (a') are carefully formed to present a cutting edge, so that as the moving record is traveled against the face of the tool A when held in position, as indicated in Fig. 1, the knife edges 'a' will clearly cut the material from the record, forming a clean-cut groove, with the undulation or sound waves produced by the vibration of the stylus formed in the record, as shown in Fig. 5, and illustrated in cross-section in Fig. 3." His Fig. 1 of the parent patent shows the knife, or cutting tool at work. Fig. 5 shows the groove on the tablet, and Fig. 6 shows the record groove with the laterally undulatory sound waves in the sides thereof.

This is beyond anything shown or described in the prior art, or in Jones, and, I think, was beyond anything Jones had in mind when he applied for his patent, although Jones, broadly speaking, described it, aside from the peculiar form of the groove, elliptical form. Did this originate, with Johnson in 1896, as he claims, and before Jones filed his application?

An Improved Sound Groove Attained.

It is clear that Johnson had been at work in this field, this art, and this particular branch of it prior to August, 1898, when he filed his application and claimed the cutting tool. It is not, therefore, improbable that he made his discovery in 1896, when he says he did. It is clear that he knew all about it Aug. 16, 1898, for, as stated, he then had invented and then claimed and later was granted a patent for the cutting tool that would do the work which he described. I think it may be well doubted that Johnson appreciated that, in view of the prior art, he had made a patentable invention in producing a disc sound record such as he described in his parent patent of Jan. 3, 1905, applied for in 1898; that is, "A disc sound record having a cut-out laterally undulatory groove of substantially constant or even depth, such lateral undulations corresponding to the sound waves."

However, he clearly reserved the right to claim it, for he said, "It is understood that in reproducing, the record thus formed may be used for reproducing purposes directly (that is, reproducing the sounds) or a more durable and indestructible record may be reproduced by various processes from the original record (That is, duplicates might be made by various processes.) This feature, however, forms no part of my present invention herein described." That is, he did not go into the feature of a duplication of the original for commercial purposes.

If Johnson himself and his witnesses, C. K. Haddon, B. G. Royal, W. H. Nafay, A. C. Middleton and A. A. DuBois, are to be credited, in fact, unless their statements are to be rejected, Johnson made and completed this invention (now held to be an invention) in the early summer or fall of 1896, which included the making of the laterally undulating record of even depth cut in a plate of wax-like material and the making of an electroplate upon such record of wax-like material by covering it with plumbago and making it electro-conductive. If this was done he demonstrated that a matrix made by such process of electroplating the record could be obtained for making duplicate commercial records.

Discoverer of the Cut-Out Process.

I do not think it necessary here to go into the details of the evidence which leads me to the conclusion that Johnson, corroborated as he is, made this invention in 1896. He either did or he, Haddon and others, have concocted a plausible story and committed deliberate perjury. I cannot find anything in the case to justify a conclusion that he got his ideas, incorporated in the specifications of the so-called

parent patent, from Jones. On the other hand, while there is no evidence that Jones got his ideas from Johnson, he did not seem to appreciate and certainly did not claim that he had made any discovery in cutting his groove into not out of the wax-like tablet. He said nothing about actually cutting out a groove by the lateral or zigzag movement of the stylus. In fact it does not appear from the Jones patent that he did in fact cut out a spiral groove of practically uniform depth containing lateral sinuosities or irregularities corresponding to or representing the sound waves recorded. He claims nothing of the kind as a discovery or invention, or, if he did, it was rejected and in the rejection he acquiesced. It is easily seen that such a groove as Jones described might have been produced in a soft wax-like material without cutting out any of the material. Such a groove could have been made by displacement, and mere cutting is quite different from cutting out and removing a part of the material.

However, it is perfectly clear that Jones was not the inventor of the cutting-out process in either the flat disc or the cylindrical sound records. Jan. 9, 1897, eleven months before Jones filed his application, Alfred Coening Clark and said Eldridge R. Johnson filed an application for a patent for a "Sound Recording and Reproducing Machine," which the specifications expressly state was adapted to make records upon either rotating discs or revolving cylinders and the original sound reproduced therefrom.

The record substantially concedes infringement by defendant, assuming the Johnson patent to be valid, and no time need be spent on that question, although I am of the opinion that sustaining the Johnson patent in suit does not destroy the Jones patent. I think both are valid, but that Jones includes and uses what belongs to Johnson. In short, should Johnson do just what the Jones patent describes and all that it describes, he would infringe Jones, while Jones in doing what he does infringes Johnson.

Estoppel and Other Conditions Considered.

The opinion here takes up the question of estoppel and other conditions alleged to have a bearing on the trading relations between the Victor Talking Machine Co. and the American Graphophone Co. (Columbia Phonograph Co.) in connection with the Jones patent, and deals with them at length, with the result that the court denies every contention of the defendants. The argument then concludes as follows:

Nov. 19, 1897, about two years after Jones filed his application for his patent he attempted to amend by inserting the following claims:

"1. The herein-described method of producing original sound-records, which consists of cutting or engraving upon a tablet of suitable material, by means of the lateral vibrations of a suitable stylus, a record-groove of appreciable and practical uniform depth, the same having lateral undulations corresponding to the sound waves, substantially as described.

"2. An original sound record formed of a wax-like material and having engraved upon its surface a spiral groove containing lateral undulations of uniform depth, the depth being slight but appreciable, and the undulations corresponding to sound waves, substantially as described."

These claims were rejected on the prior art and Jones acquiesced. Defendant cannot be heard now to say these rejected claims formed any part of the Jones invention. As I look at it Johnson claimed and was granted a patent for what in substance was denied to Jones.

Jones claimed but was denied a patent for (1) the method of producing an original sound record which consisted in, (a) cutting or engraving upon a tablet of suitable material, (b) by means of the lateral vibrations of a suitable stylus, (c) a record groove of appreciable and practically uniform depth, and (d) the latter having lateral undulations corresponding to the sound waves.

And again, the product, viz.: (1) an original sound record, (2) formed of a wax-like material, and (3) having engraved upon its surface a spiral groove, (4) containing lateral undulations of uniform depth, the depth being slight but appreciable, and (5) the undulations (lateral) corresponding to sound waves.

The patent granted Jones is for a method of producing commercial sound records which consists in cutting or engraving upon a tablet of suitable material, by means of the lateral vibrations of a suitable stylus, a record groove of appreciable and practical uniform depth, and, having lateral undulations corresponding to the sound waves, as step one, and then coating the same, etc. In short, it stands out perfectly plain that the first step of the Jones method or process which consists in making the original record was claimed by Jones as his invention, and rejected on the prior art. It was subsequently patented to Johnson as the inventor thereof.

The Court Can Draw No Distinction.

I can draw no distinction between what Jones claimed and had rejected, and claim 3 of the Johnson patent in suit. Johnson cuts on a tablet of suitable material, by means of the lateral vibrations of a suitable stylus, a record groove of appreciable and substantially uniform depth, having lateral undulations corresponding to the sound waves. Wherein does this differ from the rejected Jones claim and step one of the Jones process or method? And why is it not patentable? It is the making of the original record which may be used to reproduce sound.

However, it would not be a commercial success as a sound record for reproducing sounds because not durable. But the commercial records could not be produced without it. Add the other steps of the Jones method or process and we have the successful commercial records of Jones. But in practicing the Jones process the defendant infringes the Johnson patent. Clearly defendant infringes claim 3 of the patent in suit. And as clearly to my mind, the de-

defendant infringes all the claims of the patent in suit in issue here unless it be claims 14 and 23, which add in broad terms the production of duplicates or commercial records from the original by any process, or any means which will accomplish the end. The defendant insists there is only one known process of producing duplicates from the original and that the one described in the Jones patent and there claimed.

All Johnson says in the patent in suit as to reproducing sound records from the original is, "It is understood that in reproducing, the record thus formed may be used for reproducing purposes directly or a more durable and indestructible record may be produced by various processes from the original record." He does not point out or describe or claim either one of the "various processes" referred to. Jones did and does and was granted a patent for that particular or specific process of reproducing a more durable and indestructible record; that is, the commercial sound records for use in reproducing the recorded sounds, music or speech.

Infringement of Johnson Patent Declared.

I cannot find that Johnson anticipated or was prior to Jones in his method or process described in his patent No. 688,739, dated Dec. 10, 1901, for reproducing sound records from the original record made according to the Johnson invention; that is, by coating such original with a conducting material, then forming a matrix thereon by electrolysis, and finally separating this matrix and pressing the same into a tablet of suitable material in the way described; or, in the language of claim 2, by next rendering the surface thereof (of the original record) electrically conductive, then forming a matrix thereon by electrolysis, next separating the matrix from the original record disc without the use of heat, and finally impressing said matrix into a disc of suitable material to form the ultimate record. Whether or not this part of the Jones patented process was old in the art does not concern this litigation; the defendant infringes the Johnson patent now owned by the complainant, by using his method or process of producing the original record and his patented original record from which the duplicates are subsequently made. If there are methods of reproducing records from the original record other than that described and claimed by Jones, clearly the complainant may use it without fear of the Jones process. There will be a decree accordingly, with costs, and for an accounting.

In view of all the prior litigation and all the facts, I may as well say here that if the defendant desires to appeal and takes the appeal within thirty days from the entry of the decree hereon, the issue of an injunction will be suspended pending such appeal and until the determination thereof, providing it gives a bond in the sum of ten thousand dollars (\$10,000), conditioned to pay all costs, damages and profits awarded against it herein, and provided it moves such appeal to a hearing promptly by asking that same be advanced.

VICTOR CO.'S FOREIGN LISTS.

Send Out an Advance List of 86 "Specials" Covering Almost Every Language—Revised Schedule of Opening Days and Shipping Dates.

In accordance with their policy of increasing their foreign lists as rapidly as possible the Victor Talking Machine Co., Camden, N. J., have sent out an advance list of eighty-six "specials," to go on sale as soon as received by the dealer. The company realize the opportunity the foreign speaking population offers to Victor dealers, and it is therefore their intention to increase the catalogs from time to time as rapidly as they are able to secure suitable artists and increase their laboratory facilities.

The list referred to includes German, Arabian, Turkish, Russian and Neapolitan records. In the same lot two Christian Science records are also announced. Perhaps this is the first time the latter were ever offered the trade. About the same time the February supplement of new Victor Chinese records (Cantonese dialect) were shipped to go on sale when received.

The Victor Co. have found it advisable to allow distributors to ship the monthly supplement records to dealers one day earlier than heretofore, beginning with the April supplement. The change is concurred in by practically the unanimous vote of Victor distributors. A revised schedule of "opening days" and shipping dates in force for the remainder of 1911 was announced at the same time.

The Cincinnati Columbia store recently placed a Grafonola Regent, mission style, in a new cafe on Vine street, which harmonizes with the artistic oak fittings of the place in the same design and finish. A piano salesman recommended the Grafonola in preference to an automatic piano.

Business brevity is sometimes cultivated to such an extent that the abruptness sways dangerously near discourtesy.

Advantages of Co-Operation in Sales Department.

By H. H. FISH, Los Angeles.

Co-operation—what a wealth of meaning is expressed by that one little word; how simple it is to spell; how easy to pronounce; yet I venture to say that very few of us pause to think when we come across it in print of the wonderful possibilities it contains. Without it what would become of civilization?

Imagine, if you can, a person placed on an uninhabited island, dependent entirely on his own resources, no one to aid him, not even a beast of the field to help him till the soil, but condemned (by the absence of co-operation) to plod along indefinitely, an outcast, a lonesome exile, and one can readily see that he would soon sink to the level of all brute creation, where only might is law and the strong dominate the weak.

History has proven over and over again that families, communities, States and nations have signally failed in their endeavors when they scorned co-operation. I think the motto of the great State of Kentucky expresses it all in a very few words, "United We Stand, Divided We Fall." If in the ordinary walks of life it is so essential to co-operate, then how much more it becomes a necessity in business relations. It is the keynote and backbone of all commercial institutions. Take, for instance, any large department store; it would matter not what ability its owner or manager had, if the heads of the different departments were not in unison. That store would be a failure. Twenty men pulling together might easily draw a wagon from a mud hole—one couldn't even move it. But to return to the question under discussion, that is our own case. Where could we find a better example of the advantages of co-operation than among the eighty odd employes of our own great music house, the Southern California.

There is a certain inherent instinct in most of us to be loyal to our own particular house; to work for the same common end, success for our business, and as a general rule, when you benefit your employer, you benefit yourself. Why should a talking machine salesman feel out of humor when a prospective Victrola customer should change his mind and say, "Well, after all, I think a piano would probably suit us better." Maybe he will ask your opinion of pianos in general, mentioning several standard makes, as the Chickering, Steinway, Weber, Knabe and A. B. Chase, etc. Do you think that it would be fair to our fellow-salesmen of the piano department to answer this man's query something like this: "I really don't know anything about pianos, that is out of my line." Would that be using business tact? Emphatically no; and, besides, it would lower you in his estimation, as he would probably think that you took very little interest in the business welfare of your firm and also were lacking in courtesy to him. How easy to tell him of some of the different makes we handle, and before you get into deep water turn him over to one of our many able piano salesmen and let them do the rest.

While you have probably lost that customer for the time being, at some future date, when the piano is not so new, you may interest him again in the Victrola, and this time land him.

It seems to me a hard problem to decide as to which department had the best opportunities to aid the others. Of course, the first floor has this advantage; they see them first, and no doubt many a faint-hearted talking machine customer is shown to the elevator and landed on the third floor, before he really has the time to object. Still, on the other side of the question, our record customers ask if such and such a song is published, or say that this particular piece being sung by some artist would just suit their voice and, of course, that is our chance to direct them to the sheet music department.

Again, many of our patrons, after hearing some of the wonderful solos performed by the great staff of artists employed by the different talking machine companies, become ambitious to learn some instrument themselves. Quite often they in-

quire as to the relative difficulties of the different ones. Thus we get our cue to refer them to the small goods department.

Not only are we able to co-operate for our mutual benefit, but by keeping our customers interested in their machines and records, we will find that they will also co-operate with us and will bring their friends in and so we are forming a network of never-ending business, which with proper handling will not decrease but grow larger and more profitable. As a general rule people who trade regularly at one place show a preference for some particular salesman. This preference may be for several reasons, viz.:

This salesman may have waited on them the first time they purchased in his place of business, or maybe on account of a former acquaintance with him, and sometimes because he, the customer, is better treated by him. The first two reasons are legitimate, the last one is to be deplored, as it shows a lack of harmony or co-operativeness among the employes of that house.

Every salesman should strive to show the same courtesy and attention to another's customer as he would to his own, and in consequence the customer will always feel at home if the one they happen to ask for it out. Another thing, it would be well for us to keep in mind is that every purchaser is different. You will often hear the remark among clerks, "Here comes Mr. —; it is a pleasure to wait on him." On the other hand, there is the crabbed customer, that nothing seems to suit, whom you generally have a hard time to please. A great many times this cranky person only needs a little co-operation to get him started on the right way to being more congenial and easier to suit.

Help him out by offering him a few suggestions, that is probably just the trouble; he doesn't know himself what he wants and you may happen to strike just what he likes best. Of course, he may ignore your little hints, but by judicious handling nearly all of them can be made to see that you are really anxious to help them, and it may be the means of getting more business for the house in the future.

No one person in an establishment of this size can be the whole thing, no matter how much he or she may desire, but they must to a certain extent, at least, depend on the help of others.

So in conclusion I think we will all get along better, feel better toward each other, and last, but not least, get better business results, if we only take for our motto, "Co-operation."

INSTALL COLUMBIA LINE.

(Special to the Talking Machine World.)

Hyde Park, Mass., April 6, 1911.

Burnes Bros., house furnishers, have added a talking machine department, featuring the Columbia line. The business so far has been extremely gratifying, and more prominence than ever will be given this branch of their business.

Said a merchant of experience: "I would much rather a man should come into my store and blow me up than to go by it altogether.

"If he goes by I have no chance at him at all. If he comes in when he is angry at something we have done or not done, it gives us a chance at him. We can explain or right his wrongs, or at least apologize for what we have done or not done. We can soothe him, file down his horns; possibly work him over into a good friend, and sell him something before he goes out. I have seen that done by the right man, and in the right way, many a time in my life."

People say that George Westinghouse did not invent the air-brake. It does not make any real difference whether he did or not; the fact remains that he knew how to get the railroads to use it. He was the distributor and consequently the indispensable man.



Arthur Collins
Pronounced by many to be the world's greatest delineator of negro dialect in song. It's a genuine treat to hear his U-S Records.



Ada Jones
This clever and versatile impersonator has made some unusually catchy and artistic records for the U-S.



Henry Burr
All the world has been charmed by the rich voice of this singer— unquestionably a leader in his class. Burr's best work is reproduced on U-S Records.



Byron C. Harlan
Widely known singer whose work in the duet of Collins & Harlan has become famous. You get as good as the original in U-S Records.

THE COUNTRY'S BEST DEALERS ARE FALLING IN LINE. They feel a sense of satisfaction in selling a phonograph and record that represent the very last improvement—the top-notch of perfection. You will realize immediately upon seeing and hearing this machine played that this ideal is reached in the



U-S Peerless \$200.



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



U-S Grand \$85.



**Combination PHONOGRAPH
Everlasting RECORDS**

For nearly a year we have been challenging the world to test the U-S machine and record along with any others, and *we have made good.* Have you made this test? If not, do so at once in the interest of good business and good music.

From the point of tonal qualities, you will realize that a pure, mellow, practically scratchless phonograph reproduction has at last been made a reality.

From the point of ease of operation, you will see that there is no other machine that can come anywhere near the U-S. These are all not only wonderful talking points, but features of real merit. There's the Flexible Tone Arm giving increased sound-amplifying radius; the Self Changing Reproducer Carriage; the wonderful Motor; the improved Diaphragm—and all the other *exclusive* U-S improvements.

Then you come to the U-S Everlasting Records—can't scratch—can't break—bringing a tone of genuine musical quality, not a mere mechanical reproduction of sound. A repertoire of the latest selections by the best talent.

There can be no question about it—the U-S is *the* proposition of today. Mail us the coupon today and we will prove this statement to your satisfaction.

**U-S
Phonograph Co.**
CLEVELAND, OHIO
U. S. A.

**U-S
Phonograph
Co.**
1013 Oregon Ave.
Cleveland, Ohio

FILL OUT THIS COUPON

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

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

Apr.

Columbia 2-minute and 4-minute Indestructible Cylinder Records are the only cylinder records that *last*.



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

RECORDS BY MARY GARDEN.

Great Exponent of Modern French Opera Is Now in Evidence With a Number of Remarkable Records Which Reflect Credit on the Columbia Phonograph Co.—They Include Two Numbers from "Traviata," One from "Le Jongleur" and Another from "Herodiade"—Dealers Should Stock Up for Her Concert Tour.

The Columbia Phonograph Co. are now offering a series of remarkable records by that great exponent of modern French opera, one whose interpretations have written a new page in operatic history and whose absolutely unique personality has dominated musical affairs in both the Old World and the New—Mary Garden.

The truly remarkable distinction of being the first American to really conquer the fastidious French public—the most conservative and prejudiced in the world, where its national traditions are concerned—belongs to Mary Garden alone. To Oscar Hammerstein the American public is indebted for its introduction to this unique figure in modern opera. Miss Garden's first American appearance having been made in the Manhattan Opera House, with which she was associated up to the time its company was absorbed by the Metropolitan Opera House interests, and practically every remembrance of that famous episode in New York's musical history is associated in the public mind with the name of Mary Garden. During the season just past, Miss Garden, as leading soprano of the Philadelphia-Chicago Opera Company, has scored new and even greater triumphs in Chicago, Philadelphia and New York.

Such operas as "Salome" and "Natoma" and more especially those of the modern French school—"Thais," "Louise," "Pelleas et Melisande," "Herodiade" and "Jongleur de Notre Dame"—have in the mind of this public become peculiarly associated with Miss Garden's name, and with her incomparable art. A condition such as this implies in any singer the possession of qualities of the very highest distinction, not alone a magnetic voice, but also a personality and a capacity for emotional realism in interpretation that projects itself over the footlights with the compelling force that only a very great artist can exercise.

Mary Garden's contributions as recorded by the Columbia Phonograph Co. are two selections from "La Traviata" (Verdi) on double disc A-5284, "Quel est Donc ce Trouble Charmant" (Ah! Fors e Lui) (What Can Be This Feeling?), soprano solo in French with orchestra, and "Pour Jamais ta Destinée" (Sempre Libera) (The Round of Pleasure I'll Enjoy), in French with orchestra. The second double disc (A-5289) includes a selection from "Le Jongleur de Notre Dame" (Massenet), "Liberte" (Oh, Liberty, My Life and Love!), soprano solo in French with orchestra, the second being "Herodiade" (Massenet), "Il est Doux, il est Bon" (Kind is He and Good), soprano solo in French with orchestra.

An idea of the excellence of these records may be gleaned from the fact that immediately after

Mary Garden heard them she sent the following communication to the Columbia Phonograph Co., which certainly tells its own story:

"I always said that *never* would I sing into a phonograph of any kind, but one does not always



live up to everything one says, happily, for after months of tireless persuasion the Columbia Phonograph Co. won out, and here I am saying, like every one else that will hear them, that the Columbia Records are without a rival! They are so soft and musical, losing all that beastly metallic quality that mars the phonograph in general. My sincere compliments for their eternal success. (Signed) MARY GARDEN."

In view of the fact that Mary Garden is now on a concert tour which will carry her as far as the Pacific Coast, Columbia dealers everywhere should make it a point to carry a good stock of the Mary Garden records.

TRADE MAKES GOOD SHOWING

In Both Manufacturing, Jobbing and Retailing Lines Is the Report of All Concerns.

It is the general opinion that trade is not only making a fine showing, but is growing better, besides. This very flattering report is shared by manufacturers, jobbers and dealers. The factories have not caught up on orders for certain types of machines, though the record account is in good shape. The jobbers in the metropolitan district, without exception, say their sales to dealers are of greater volume than for two years, and they are confident it will continue right through the spring and possibly up to the middle of June. The tenor of advices from different parts of the country is about the same.

Style, art, service, the things which differentiate one product and one store from another, are real things and influence the public. The vital things that make retailing would be missing if any other methods were to become universal.

THE SALESMAN'S STANDPOINT.

The Customer Finds the Salesman in a Chatty Humor and Draws Forth Some Interesting Views Regarding Store Management and His Employer.

I had just bought some records and was lingering for a moment's chat with the intelligent salesman who had waited upon me. It was a small store and not a busy store, but it was my habit to trade there, largely because of that particular salesman. A newsboy bustled in and threw an evening paper upon the table before us, and a moment later the proprietor came down the aisle, picked up the paper and took it with him to the office. I attached no significance to the act, but my friend the salesman looked at me and smiled; we were so well acquainted that he felt at liberty to talk freely to me, said a World correspondent.

"Mr. Blank is a well-informed man and he knows the business end of his business thoroughly," said he, "but if I were the proprietor of a store I would not only allow my employes to read the daily papers, but I would insist upon their doing so at my expense and upon my time."

My face must have expressed some of the mystification I felt, for he continued:

"Instead of being the exception it is almost the rule that customers will make some allusion to current events or refer to some startling item of news, and the salesman who cannot respond intelligently labors under a tremendous handicap. If the customer finds that his observations call forth a sensible and genial response he is almost certain to complete his purchase and come in again—in the end he is likely to become a permanent customer. But if the salesman answers half-heartedly or evasively, or if his reply discloses an inexcusable ignorance of the subject, the customer is pretty apt to feel as if a wet blanket had been thrown over him.

"Quite likely you are right," I said, "and I have no doubt but that you read the papers."

"I certainly do," was the emphatic reply. "Mr. Blank does not allow us to read in the store, but in my own home I carefully look over every paper published in the city. I consider it as much a part of my preparation for my day's work as my morning shave, and I have too much respect for the occupation I have chosen not to do everything possible that may enhance my value to my work and to my employer."

"Your argument convinces me," said I. "Why don't you suggest some of these things to your employer?"

The clerk shrugged his shoulders and again smiled.

"Mr. Blank is a good man to work for," he responded, "kind and considerate, but he is not one who invites or welcomes suggestions from his employes."

I walked out and on my way home pondered upon what I had heard. When my friend the salesman owns his own establishment I shall do all my trading there.

NEW TETRAZZINI RECORDS.

Great Soprano Spends Three Days at the Victor Laboratory and Makes Four New Records Which Are the Best Ever Turned Out of the Voice of the Great Diva—Will Go on Sale April 28—Will Have a Large Demand.

(Special to The Talking Machine World.)

Philadelphia, Pa., April 1, 1911.

On Saturday the Victor Talking Machine Co., Camden, N. J., notified the trade regarding a new series of Tetrizzini records. They say: "The great soprano's three days' engagement started immediately after her recent concert appearance at the New York Hippodrome, where she sang to an audience of over five thousand enthusiastic



MME. LOUISA TETRAZZINI.

music lovers, which was simply a repetition of her many triumphs on the great concert tour which carried her to the Pacific Coast and back." Each of the records will bear on the reverse the Victor's new descriptive label.

The following new records will go on sale April 28, with the May supplement. It was impossible for the company to send out samples of these records to distributors together with the May sample records: 88291, "Carnival of Venice," part 1; 88292, "Carnival of Venice," part 2; 88293, "Traviata," "Ah, fors è lui," "Sempre libera," and 88294, "Carceleras" (from "Las Hijas del Tebedeos"), Spanish. On and after April 1 the Tetrizzini records will be sold at the usual Red Seal record discount, and on and after the same date these records will all be listed in the 88000 series.

The seven remade numbers which will also go on sale simultaneously with the four new numbers above are as follows: 88295, Rigoletto—"Caro nome" (Dearest Name); 88296, Mignon—Polonese, "Io son Titania" (I'm Fair Titania); 88297, Lakme—"Dov'è l'Indiana bruna" (Bell song); 88299, Lucia—Mad Scene (flute obligato by Walter Oesterreicher); 88301, Barbieri—"Una voce poco fa" (A Little Voice I Hear); 8304, Ballo in Mas-

chera—"Saper vorreste" (You Would Be Hearing); 88305, Sonnambula—"Ah, non credea mirarti" (Could I Believe).

It will be noted the new and remade Tetrizzini records are listed in the 88000 series, and the five numbers remaining in the Tetrizzini list will be transferred to the 88000 series and listed in the next general record catalog (May) under the following new numbers: 88298, Dinorah—"Ombra leggiera" (shadow song), Italian; 88300, Nozze di Figaro—"Voi che sapete" (What is This Feeling?), Italian; 88302, Romeo et Juliette—Valse (Juliet's waltz song), Italian; 88303, Lucia di Lammermoor—"Regnava nel silenzio" (Silence O'er All), Italian; 88306, "Aprile," Italian.

CENSORING DISCS IN RUSSIA.

Talking Machine Discs of Objectionable Character to the Political Powers of Russia Are Now Subject to the Same Rules as Ordinary Printed Matter.

It is well known that in Russia every newspaper, in fact all printed matter, is subject to censorship. That is to say, if there is any objection to any part of the contents of such paper or book, the objectionable portion is made illegible, or if necessary, the whole book or whatever it may be is destroyed. Lately the Russian censorship has decided that disc records for talking machines are also subject to the same rules as ordinary printed matter.

Those who know the practices of Russian officials will now no longer be in doubt about buying talking machines for their homes, as they now have it in their power to get the necessary records very conveniently and cheaply.

PAY DUTY AS FURNITURE.

Hornless Talking Machines Shipped to Austria-Hungary Are So Classified.

It may interest American exporters of talking machines to know that Austria-Hungary has decided that hornless machines on a high wooden base (similar to a music cabinet) need not pay duty as talking machines, but only as furniture, i. e., according to the material used chiefly for its construction.

THREE POINTS OF SELLING

That Play An Important Part in Bringing Every Transaction to a Successful Conclusion.

In selling goods, the point that must be kept in constant view is that one must hold the attention of the listener until he is given more than a superficial knowledge of the use and merits of the article under consideration.

In this view of the case the salesman becomes an instructor. And the more he can educate the possible buyer, the more likely is the latter to understand the goods, and feel satisfied with his purchase when made. As an experienced salesman has said:

The process of properly selling goods consists of three parts.

First.—Know the proposition from every standpoint—that of the manufacturer, the consumer and the competitor who always is ready to expose some real or fancied defect.

Second.—A disposition on your part to go to a possible purchaser; not to sit down and wait until he comes around asking for goods.

Third.—An ability to fit yourself, your argument and your information, so as to convince, so far as truth will permit, with the temper, needs, desire and disposition of the other man.

ANENT TOO PARTICULAR PEOPLE.

Some people cannot work unless the conditions are ideal. If they are going to write a letter the pen must be of an especial make, their stationery to their liking and the room hushed to the silence of the tomb. The art of concentrating the atten-

tion under difficulties, of holding steadily to one line of thought, in spite of distractions, is apparently unknown to them. But in the nature of the case, the usefulness of such people is very limited. There would be comparatively little work done if the world's workers waited for ideal conditions. Everyone should learn to do first-class work with conditions as they find them.

SALESMANSHIP AND ADVERTISING.

H. C. Brown, advertising manager of the Victor Talking Machine Co., Camden, N. J., was one of the speakers at the last dinner of the season of the Sphinx Club of New York, which was held at the Waldorf-Astoria on April 11. The subject for discussion was "Salesmanship as an Adjunct to Advertising." Other speakers in addition to Mr. Brown were M. P. Gould and J. D. Kenyon, vice-president of Sheldon's School for Salesmanship. This dinner, the 115th, marked the close of the club's fifteenth year.

SONORA

"The Instrument of Quality"

HIGHEST CLASS

Talking Machines and Records



To be Used With Either Needle or Sapphire

SONORA PHONOGRAPHS:

WITH INVISIBLE HORN:

To make them Convenient and Beautiful.

WITH COVERED CASES:

To Eliminate the Scratch of the Needle.

WITH MOTORS:

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

WITH DUPLEX SOUNDBOX:

Of Superb Tone, whether used with Needle or Sapphire Record.

WITH SPEED REGULATOR AND INDICATOR:

Simple, Reliable and Uniform.

WITH TONE MODIFIER:

Affording Surprisingly Pleasant Modulations.

WITH AUTOMATIC STOP:

A Positive Necessity after its advantage is once realized.



While our patents do not make up a very long list, they are strong, and possess many REAL merits.

Let us tell you about these goods and our discounts, Mr. Dealer, if you please.

MACHINES—\$25, \$40, \$60, \$75, \$100 and \$200, list
CABINETS and STANDS at popular prices

Sonora Phonograph Co. 78 Reade Street
NEW YORK

A PROGRESSIVE FLORIDA HOUSE.

The Rhodes-Pearce-Mahoney Furniture Co., Tampa, Fla., Doing Extensive Columbia Advertising in That Section of the State.

(Special to the Talking Machine World.)

Tampa, Fla., April 9, 1911.

The Rhodes-Pearce-Mahoney Furniture Co., the exclusive Columbia dealers of this city, are advertising the Columbia line on a large scale in the local papers and using almost the whole space of their two immense show windows for the display of

fonola concerts in the evenings. This is how J. T. Mahoney, general manager, expresses himself in a letter recently sent to the Columbia Phonograph Co.:

"It must be quite a sense of satisfaction, indeed, pleasant, for you to open order after order for Columbia graphophones, records and supplies from our store in Tampa. I say sense of satisfaction because I so persistently refused to talk graphophones with you for years, and you evidently knew just how much business I was losing while you still continued to 'show me' the error of my ways. To-day we have a splendid department, a complete

You remember we said first that your goods were like the man from Missouri—"they wanted to be shown"; and good goods do—they want to be shown to the customer—and the customer in his turn wants to be "shown." It's what the boys call a show-down all around, and the goods which in the end show up the best are the long sellers, the steady sellers and the repeaters.

One of the wisest men who ever lived in this world used to say not only "when in Rome do as the Romans do"—but "when talking in Rome—talk Roman!" If you are making your argument and appeal to some fine old gentleman or lady of the old school, think first of the character they bear—the fine high principled life and the honor and the truth that governs them in their judgments—and then make your appeal on that, as a writer in The Hardware Magazine aptly says: If you're talking to a judge of values—it's folly to play cheap.



Columbia product the past two weeks. Columbia business has developed wonderfully with this firm, and the Columbia is altogether an important part of this great furniture company's business. Some idea of its importance is indicated by the full-page advertisements in the Tampa Sunday papers devoted solely to advertising Grafonolas, graphophones and records. In addition to the large window displays a special feature is made of Gra-

stock, and a very satisfactory business, and I feel sure that we can easily double our last year's record. I really believe I'm getting to be partial to the Columbia line, for we are this week giving it our two immense show windows and a full page in the Sunday Morning Tribune. The Columbia graphophone line is all right—a money-maker for the retailer and a satisfactory proposition for every customer."

YOUR GOODS AND HOW TO SELL THEM

Silence Is Not Golden in Business—It's the Talk That Counts—Five Necessary Rules in Plain Salesmanship—When the Sale Is Really Completed—Where Attention Pays.

"He who whispers down a well

About the goods he has to sell,

Will never make as many dollars

As he who climbs a tree and hollers."

And yet they will tell you that silence is golden; it is, but the trouble with it in business, and especially in store-salesmanship, is that you can't cash it. You may have as good a line of commodities in your store as there is to be had at any price, but if you make a business of letting them talk and show themselves while you comfortably entertain, you may work up a great reputation as a pleasant fellow and delightful companion, but you won't make much money at it.

Profits or ease—you can't have both in business!

Your goods are like the Man from Missouri—they've got to be shown!"

And if you're going to sell them, there are five things you must do; five things you will have to do to make a success, either as a storekeeper or a clerk (and the same five rules or steps in salesmanship apply to the manufacturer, and the jobber, and the drummer).

First, to know and understand the nature and the use of the thing sold—where it came from, who made it, what for, and how to make it work.

Second, attracting attention to your goods.

Third, arousing an interest in them, on the part of those whose attention has been attracted.

Fourth, working up that interest to the point of conviction concerning their desirability.

Fifth, leading the customer who is convinced up to the point of doing something about it; action!

Attention alone is simply the first baby step in salesmanship, says "Store Salesmanship." Interest is the second, a little firmer and a little stronger. Conviction is the mental result in the mind of the man or woman to whom you show the goods, as he says to himself or herself, "I believe that is a good thing; I really do; I ought to have it." Is that enough? Have you made a sale yet? Has

your customer bought anything? Have you got any money out of it? Have you transacted any business?

No! Yet some of the "professors" on the subject of salesmanship very solemnly and learnedly affirm that by this time you have completed all the steps in the process of effecting a sale. You have done nothing of the kind.

No sale is made until the goods are delivered to the purchaser and the price paid to the seller. What counts is the action.

The whole point about this thing is this: That while you must first of all show your goods and attract attention to them, and interest your customer in their good qualities, and convince him that they are exactly what he wants, still beyond all of this the big thing you are driving at is the consummation of the sale—the action—the result—the money!

Now we have analyzed what happens in every sale. We have shown the order in which every sales argument is presented, and the gradual process by which every man sees—likes—wants—gets!

It's the "gets" that count. You can make a sale as quick as lightning sometimes—when a real business man comes in on a run—doing a determinator. two-step—rushes at you with his hand out and his finger up—"Give me twenty records of such and such a make—quick!"

That's action—Action all of a sudden. You've made a sale in a hurry; but don't forget that before he has made the grand rush each of those other mental steps of attention, interest and conviction had preceded his action exactly in the order named.

No man ever yet bought a nickel's worth of anything under the sun whose mind had not advanced in this same invariable and inevitable channel of successive progress from indifference to possession.

You can't get away from it; and so in order to understand how to sell your goods, you and every other one of us must understand and appreciate the law of mind which underlies a sale.

First, then, attention.

The attracting of attention to the goods you want to sell. How are you going to do this? And how are you going to accomplish it along the line of least resistance—the easiest way—the quickest route?

STEADY IMPROVEMENT NOTED

By the Blackman Talking Machine Co.—Passing Last Year's Mark—Demand for the Blackman Specialties.

J. Newcomb Blackman, of the Blackman Talking Machine Co., reports business in both the Victor and Edison lines to be very satisfactory and to be making a considerably better showing than for the same period last year. The lack of Victrolas of the more popular styles is the only cloud on the business horizon at the present time.

The Blackman specialties, including the Place brushes for both Victor and Edison machines, considered indispensable by many talking machine owners, and the Playrite and Melotone needles, which are continually making new friends throughout the country, among those who realize that not all the high grade needles are imported.

FEW REAL WORRIES

When Proportions Are Adjusted Fairly—The Troubles of the Child Reflected in Business Are No More Real—Looking for Happy People.

There are not very many real troubles for any of us when we adjust our proportions fairly. We are very apt to laugh at the little troubles of the child who is all broken up with his disappointment, but our very real trouble is not more real to us than his little trouble is to him. From the height of our superior wisdom we look upon the whole situation which tries the child and we can see that it will all be over in a few minutes, that it is nothing but an April shower. On a different plane, and looked at from a different height, our own trouble is no more real; it will all be over in a few years, and the "few years" are no more to us than the few minutes are to the little child. If you want to see some very genuinely happy people go into a hospital of children, where pretty serious things are going on with their young lives, and the wise nurse will tell you that they are happy because they have nothing but some real troubles and are not worrying over imaginary ones!

TRADE NOTES FROM BALTIMORE.

(Special to The Talking Machine World.)

Baltimore, Md., April 4, 1911.

The Columbia store here has just completed the construction of booths for the demonstration of records and machines, which has not only improved its appearance, but is also adding greatly to the comfort of customers.

Lewis R. Dertzbaugh, Frederick, Md., who is exclusive Columbia dealer in that town, has been so successful that he has now fixed up a handsome showroom exclusively for Columbia goods, and he reports very bright prospects of a steadily increasing business.

Huntley-Hill-Stockton Co., music dealers, Winston-Salem, N. C., who placed their first order last November, have met with such success that they contemplate a considerable extension of their graphophone department.

ACTIVITY IN INDIANAPOLIS.

Developments in Alleged Case of Price-Cutting Stir Up Trade—Kipp-Link Co. Still Handle Victor Line—Special Dictaphone Department in Columbia Co. Store—Some of the Records That Are Selling Well—Wulschner-Stewart Co. Pushing the Victor Goods—Aeolian Co. Giving Daily Concerts—Proving a Great Feature of Attraction—Other News of the Month Which Is Worth of Record.

(Special to The Talking Machine World.)

Indianapolis, Ind., April 1, 1911.

A case of alleged price-cutting in the Victor line has attracted considerable attention among talking machine men in the last month. Competition among the Victor dealers is warm, and as the report goes one dealer sent two detectives to the store of another Victor dealer, where they made a proposition to buy a \$40 machine, provided the store would throw in free of charge six records. The detectives represented that they had been to the Columbia store, where an attractive proposition had been placed before them. The detectives, it is said, paid for the machine and then made out the statement upon which is based the charge of price-cutting. At the store where it is alleged the price-cutting was done it was said that the men watching for price-cutting had been walking up and down in front of the store for two days. Mr. Goldsmith, special representative of the Victor Co., was in the city, and it is said he was here to investigate the price-cutting and that a stop was put to it. The Columbia people were greatly displeased because they were brought into the case by the detectives, who said they had had special inducements in the way of prices at the Columbia store, and that therefore they were asking for the decrease in the Victor price.

A report that the Kipp-Link Co. had discontinued the Victor line was denied by the company, who say that the jobbing business had been going along with big increases. The Edison dealers out in the State were greatly pleased with the service they were getting from the Kipp-Link Co.

The Columbia Co. have received their first shipment of the Fremstad records, and the first lot of Baklanoff records, which everyone pronounces to be the best yet, it is said. Business has been good for the last month with the Columbia.

The Columbia Co. have organized a special department for Dictaphones and have placed two expert typewriter salesmen in the field. One week during the month a Dictaphone was placed in the display window, where it was operated by a stenographer, and with one of the representatives of the company doing the dictating. There was not one half-hour during any day when there was not a crowd of onlookers. Even when it was raining the crowd remained. Many Dictaphones are in use in Indianapolis.

The Columbia piano records by Scharwenka have been giving great satisfaction. The records of the Columbia Co. by Alexander Heinemann, the German folk songs, also have been making great headway. It seems that they were just what many of the people had been waiting for.

Business was good last month with the Musical Echo Co., with the Victrola still in the lead.

The Wulschner-Stewart Music Co. have been concentrating the effort of their talking machine department on the Victor line. The company have been doing some systematic advertising, and announcements have been run daily in a number of the out-State papers. These advertisements have brought many prospects to the Wulschner-Stewart dealers out in the State.

The wholesale talking machine department of the Wulschner-Stewart Co. is now in a thoroughly equipped condition, both as to records and machines. There has been, however, a demand for the Victrola XI, which could not be filled on account of a lack of machines of this style from the factory. It is predicted by the manager of the Wulschner-Stewart talking machine department that this will be the best year the firm have ever seen in the talking machine line.

"Travel, Travel, Little Star," by Montgomery



Mr. Dealer!

You know that a wood veneer horn has no vibrating qualities and when covered on one side with glue, as is necessary to construct a horn, it has no more acoustic qualities than a bone has.

Your customers are continually asking for a wood horn. Then WHY NOT sell THE MUSIC MASTER—THE ONLY SOLID WOOD HORN MADE?

THE MUSIC MASTER WOOD HORN is noted for its acoustic qualities and the sounding board to a Talking Machine.

Should your Jobber be unable to supply you, write us and we will send you a sample line of OAK, MAHOGANY, or SPRUCE MUSIC MASTER HORNS, for Disc or Cylinder Machines on approval.

SHEIP & VANDEGRIFT, Inc.
PHILADELPHIA, PA.

and Stone, has been one of the biggest hits during the last month with the Wulschner-Stewart Co. It was necessary to order a new supply of these records before the April records went on sale. The company has made a newspaper feature of this record, as Montgomery and Stone were dated to appear at English's Opera House this month.

The Aeolian Co., who handle the Victor line, have been giving daily recitals at 10.30 and 3.30. In these recitals the well-known artists, such as Melba and others, were featured, one in the forenoon and another in the afternoon. So much interest was shown in the recitals that the parlors of the Victrola department were overcrowded at times. The business in the talking machine department of the Aeolian Co. for the month closed up very well; in fact, better than had been anticipated at the first of the month.

One of the Indianapolis daily newspapers has started a new department, which is run once each month, and in which the names of all of the new records are given. "Nothing more interesting

could be presented," said one talking machine dealer, "as many of the best people in the city are interested in the new records each month."

Business has been going along nicely with the Udell works, and the new styles of cabinets have been attracting unusual attention.

MURILLO ENTERTAINS IN BOGOTA.

Advices have been received by the foreign department of the Columbia Phonograph Co., General, New York, from Bogota, United States of Colombia, S. A., that on January 25 Emilio Murillo, the celebrated Colombian composer and musician, entertained the Press Club, of the capital city, with a series of his works as recorded on the Columbia records. From all reports it was quite a musical event, the newspaper men enjoying a wide selection. At the close Senor Murillo and the Columbia Phonograph Co. were toasted. Murillo recently sailed for Europe.

GET READY FOR CONVENTION.

The Great Annual Reunion of Jobbers Will Take Place in Milwaukee in July and Secretary Roush Is Sending Out Some Mighty Snappy Publicity Keeping Everybody Advised—Expected That 90 Per Cent. of the Membership of the Association Will Attend the Meeting—Outline of Program.

It is possible this month to give the readers of The World a pretty complete program of the Talking Machine Jobbers' Association, which meets in Milwaukee in July. We wish to impress upon the jobbers that while the entertainment program is probably the most complete and elaborate that has ever been prepared for a meeting of this association, there are prime reasons for attending other than this. The business sessions will bring forward matters of a most vital nature.

In this connection we would also urge upon all our members the necessity of doing effective work for the extension of the membership of our organization. If all of our present members will cooperate and do personal work between now and July, we can gather in all of the eligibles of the United States and hold a convention the force and influence of which will be irresistible. In the May and June issues of The World will appear illustrated articles regarding Milwaukee. Do not fail to read them.

Special railroad and hotel rates have been secured. All the cost of the entertainments are included in one banquet ticket, so that if you know your own personal extravagances you can figure the trip down to one cent, if, as Secretary Roush sagely remarks, you provide a return ticket beforehand. Here is the program:

FIRST DAY, MONDAY, JULY 10.

- 9.00 a. m.—Getting acquainted.
- 11.00 a. m.—Special address of welcome by Mayor Seidel.
- 12.30—Luncheon.
- 2.00-4.00 p. m.—Association meeting.
- 6.00 p. m.—Dinner.
- 8.00 p. m.—Theater party (special).
- 11.00 p. m.-4.00 a. m.—Palm Garden (special program).

SECOND DAY, TUESDAY, JULY 11.

- 10.00 a. m.—Visit to Milwaukee breweries in automobiles.
- 12.30—Luncheon.
- 2.00 p. m.—Boat ride on Lake Michigan, meeting of association on boat, lunch and refreshments. Return at 7.00 p. m.
- 9.00 p. m.—Dreamland—a beautiful Milwaukee resort.

THIRD DAY, WEDNESDAY, JULY 12.

- 10.00 a. m.—Ball game—Eastern and Western jobbers.
- 12.30—Luncheon.
- 2.00-4.00 p. m.—Association meeting
- 5.00 p. m.—Automobile ride to Donges Grove.

(Donges Grove is about 12 miles from Milwaukee and most of the ride is along the lake front.)

6.30 p. m.—Chicken dinner will be served at grove.

11.00 p. m.—Palm Garden. (By special request the Jobbers' Quartet.)

FOURTH DAY, THURSDAY, JULY 13.

- 10.30 a. m.—Bathing at McKinley Beach.
- 12.30 p. m.—Luncheon.
- 2.00-3.30 p. m.—Open meeting.
- 4.00 p. m.—Seeing Milwaukee, either in automobiles or rubber neck wagons.
- 7.00 p. m.—Banquet (special speakers).
- 10.30 p. m.-1.00 a. m.—Ball.

FIFTH DAY, FRIDAY, JULY 14.

Secretary's room always open.
Special arrangements have been made for sight-seeing trips of Milwaukee and Chicago with specially appointed guides, visiting Chinatown and all other points of interest.

Special automobiles will be placed at the service of the ladies during the entire five days.

Burton J. Pierce, of Kansas City, who is captain of the Western jobbers' ball team for this year, has announced his line-up for the Milwaukee game as follows:

Blish, second; Curtis, third; Roush, center; McGreal, right field (for a few minutes); Siemon, first; Davission, short; Blish, left field; Wiswell, Pierce, battery.

Finally, brethren, come to the convention in July. Bring your wife or your sweetheart, or your combined wife and sweetheart; but come!

PRESS COMMITTEE.



Secretary Roush's Good Work.

J. C. Roush, secretary of the National Association of Talking Machine Jobbers, whose efforts in sending out snappy letters and notices to the members of the association and the jobbers in general last year was responsible in a large measure for the great success of the convention, is decidedly on the job again this year and has already sent out some mighty catchy and convincing literature calculated to swell the attendance and arouse much interest in the convention to be held in Milwaukee; Wis., on July 10, 11, 12 and 13 next.

The city of Milwaukee was chosen as being centrally located for the jobbers of both the East and the West, and according to present prospects close to 90 per cent. of the total membership of the association will attend the meeting if nothing unforeseen occurs.

The sort of straight-from-the-shoulder, gingery matter that Mr. Roush is sending out to members is well illustrated in the following letter, the last to be sent out so far and dated April 14. In it Mr. Roush says:

"If You Can't Earn Your Own Living, Get a Political Job,"
Brother Member:—In a recent debate at Reno, Mr. Jim Jeffries failed to convince Mr. Jack Johnson.

Some seven or eight years ago Mr. Jeffries was the leading man in his line of work. Business was good, and, having all the money he could handle at the time, he concluded to take a rest.

To be sure he planned to "come back" again at the proper time.

But everything was rosy and there seemed no good reason why he should spend so many hours a day keeping his muscles strong, his wind good and his heart and nerves in trim.

Eventually a meeting with Mr. Johnson was arranged. Mr. Jeffries was STILL tolerably content with what he HAD done.

Mr. Jeffries did not care to stand up in the training ring and swap punches. He did not see the necessity of practicing side-steps, feints and rushes.

He knew all about them. Why seven years ago he had done all of that he ever NEEDED TO DO.

Mr. Johnson did not overlook boxing and wrestling, the clinching and side-stepping.

As a result, Mr. Jeffries received Mr. JOHNSON'S compliments on the point of the jaw, and his business career closed.

Be wide awake and keep your business healthy. (Try Milwaukee, July 10th to 14th—Don't get mossy.)

Tone up its liver, strengthen its biceps, steady its heart and keep its nerves in order.

Once in a while a man decides that he is doing so much business that he can stop hustling for a while and run on momentum.

Momentum is a gradual process toward a full stop.

The momentum business is usually prematurely full-stopped by the straight-arm jab of a competitor, who finds his opening in the fifteenth round.

If you want to stay in business, keep hustling, and have at LEAST ONE REPRESENTATIVE from your firm at-

tend our ANNUAL CONVENTION, July 10th, 11th, 12th and 13th, 1911, Milwaukee. THERE IS A SPECIAL REASON THIS YEAR.

This is sure the TWENTIETH CENTURY sign of wide-awakeness.

Mr. Jeffries doesn't need to train any more. He's licked. Let this ALL SOAK IN.

Yours until July 10th,

ROUSH, of Pittsburg.

VICTOR-VICTROLA FOR \$50.

New Style Entitled Victrola IX Will Be Ready for the Trade Early in May.

The Victor Talking Machine Co. have just announced the production of a new style of Victor Victrola, entitled No. IX, in mahogany and oak,



VICTOR-VICTROLA IX—OPEN

to be retailed at \$50. As can be seen from the illustrations, Victor Victrola IX is a beautiful little instrument which possesses all the Victor virtues at a price within the reach of everybody.

This new Victrola IX will unquestionably do much to extend the trade of dealers if properly in-



VICTOR-VICTROLA IX—ALMOST CLOSED.

troduced in local markets. Shipments of this new Victrola IX in limited quantities will be made on or about May 1st, and so scheduled as to reach each section simultaneously. On initial orders Victrola IX will be supplied in mahogany only, and the manufacturers announce that only one sample will be shipped by express.

RECORD OF BRYAN'S TRUST SPEECH

Filed in a Case Before the Supreme Court in Missouri.

(Special to The Talking Machine World.)

Jefferson City, Mo., March 27, 1911.

In his brief filed in the Supreme Court, Saturday, in the case brought by the State government to oust the International Harvester Co. from Missouri, the defendant quoted William J. Bryan's so-called trust speech, as delivered to a phonograph for use in the presidential campaign of 1908, as the basis of an argument. "In this record speech," the brief said, "Mr. Bryan stated that the irresistible tendency of trusts is to raise selling prices, lower the prices of raw materials, reduce the quality of manufactured products, and lessen wages." None of these results, the defense finds, followed the organization of the International Harvester Co. It was an Edison cylinder record referred to in the brief.

VICTOR USERS!

PROTECT YOUR RECORDS FROM GETTING SCRATCHY.



Patented June 28, 1910
Dealers should
Use the

Velvet Tone Needle Balance

On All Demonstrating Machines and Victrolas

The "Velvet Tone" will reduce your operating expenses—for it protects your record stock from injury or careless handling, especially when playing for customers.

No separate demonstrating sets of records necessary when the "Velvet Tone" Needle Balance is used.

Your customers will buy the "Velvet Tone" after seeing you use it, especially because it prevents wearing out their records.

Price, Mailed (Postpaid) \$2.00. (Gold Color or Nickel.)
For sale at all Victor Talking Machine Stores. Send for illustrated circulars. Discount to the Trade.

A. D. Macauley, 714 Walnut Street, Columbia, Pa.

SLOT MACHINE TRUST.

New Company Will Develop and Reorganize Automatic Vending—Will Have Large Capital—Plan Is to Use the Machines to Introduce and Advertise Goods for General Sale—An Important Move of General Interest.

Plans have been completed for the consolidation of practically all of the important automatic vending machine manufacturers in this country and a large number of manufacturers of chewing gum and other specialties distributed in this way into a single organization, which is to take a large part in the retail candy and chewing gum field, using the slot machine devices largely as an advertising medium through which to create a market for the large packages of the same goods which will be sold over the counter.

The new company, which is to be known as the Autosales Gum & Chocolate Co., will have a total capitalization of from \$7,000,000 to \$10,000,000 in bonds and stock. The company already has an underwriting of \$2,500,000, or more than the amount required to put the plan into operation, and it was said at the office of Charles R. Flint & Co., who are the organizers of the enterprise, that the new company expects to begin business before the end of this month.

Charles R. Flint was largely interested in the formation of the American Chiclet Co. and the Sen-Sen Chiclet Co., which are now the dominant factors in the chewing gum trade through their control of the chiclet forests in Central America, whence the raw material for chewing gum is obtained.

The consolidation, which will take in eighteen companies already operating in the vending machine field, will market, besides the products of these concerns, the chewing gum specialties of the American Chiclet Co. and the Sen-Sen Chiclet Co. The former concern, which is capitalized at \$9,000,000, was itself formed in 1899 through a consolidation of practically all of the large manufacturers

of chewing gum then in existence. The Sen-Sen Chiclet Co., capitalized at \$4,000,000, was organized in the same year to consolidate manufactories in the United States and Canada of breath perfumes. While at first the new company will simply buy from these companies according to its needs, it is expected that as the slot machine and over-the-counter business is developed the Autosales Gum & Chocolate Co. will become the exclusive slot machine sales agent of these two companies.

The eighteen companies comprised in the consolidation control at present some 250 trade names and brands. Among the largest of the companies taken in are Stollwerck Brothers, the Colgan Gum Co., the Bon Bon Co., the Newton Gum Co., the Franco-American Chocolate Co. and the Franco-Swiss Chocolate Co. The manufacturing companies are the International Vending Co., the Boston Coin Machine Co., the Union Vending Co., the Automatic Beam Scale Co., the United States Coin Lock Co., the New York Coin Operated Machine Co. and the Individual Drinking Cup Co. These concerns control the patents for vending and weighing machines of all kinds from the penny-in-the-slot variety to the machines taking higher denominations of coins, and cover the distributing field all over the country.

Some of the companies taken in, such as the United States News Co., are valuable for their distributing contracts, and it will be the immediate purpose of the new company to do away with the present waste in the trade arising from the duplication of machines.

The company will start in with about 200,000 machines, and will immediately reorganize the operating methods so as to cover a wider field and at the same time increase the efficiency of machines through having them frequently inspected. A large part of the profits which the organizers expect to result from the consolidation will come from the savings in operation, but one of the largest factors, Charles R. Flint's representative said, would be the building up of an

over-the-counter business in larger packages. All of the goods sold in the slot machines will be facsimiles in miniature of the larger packages which the company will manufacture.

BEING ON TIME EVERY TIME.

Better to Be a Little Ahead of Time if Anything—Handling a Disagreeable Job—Punctuality in Ordering Goods.

If you cannot be punctual to the minute, it is better to be ahead of the time than behind it. The one who is habitually behind time loses many of the best bargains of life. He loses the respect and confidence of his fellow-men; he loses faith in himself.

If you have a disagreeable task awaiting you, the easiest way to get it off your hands is to do it at once. "Promptness takes the drudgery out of an occupation." The man who is a little behind time is obliged to hurry so much that he has no time for the beauties of life as he goes along.

He misses the comfort of the one who can take things more leisurely, and he makes himself the object of amusement for others simply because he is always compelled to do things on the run.

If he is behind time in ordering goods, he loses the cream of the trade. If he is behind time in announcing a new consignment, he likewise misses the reasonable custom. If he is behind time in delivering goods to customers, he loses their confidence. If he is behind time in paying his bills, he loses the advantage of the discount. In fact, it sometimes seems as if the man who once falls behind is soon enveloped in a series of obstacles little and big.

A store in Philadelphia recently caused something of a stir in that city when the advertisement of the store appeared in the newspapers with the names of the salesmen.

More Money for Talking Machine Men

Just as Edison's invention of the Talking Machine opened up a rich field of endeavor to thousands of energetic business men, so the invention of the

Water Witch

VACUUM CLEANER

has broadened that field to an almost unappreciable size.

Talking Machine Men all over the country are greatly increasing their incomes by selling vacuum cleaners.

Every man who is successful in selling a luxury like a Talking Machine can be even more successful in selling the Water Witch Vacuum Cleaner, which is admittedly a household necessity.

Cut down your percentage of overhead expense by adding another line. A WATER WITCH in your store would be a strong drawing card and take up very little room.

Our patents give us an absolute monopoly of the water operated Vacuum Cleaner field.

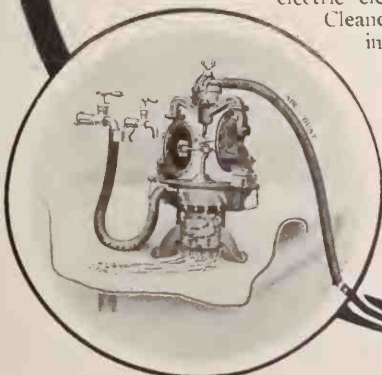
To be efficient in the highest degree a Vacuum Cleaner must be operated by power. Heretofore, the only portable power cleaners have been operated by electricity. This means that 9,300,000 homes in this country (unwired) can't use an electric cleaner, but can use the WATER WITCH Vacuum Cleaner because it's operated by ordinary water pressure in the kitchen sink or bathtub. Only the light vacuum hose is carried to the rooms.

Made of aluminum, weighs only 22 lbs. Ball-bearings—almost noiseless. 20% more efficient than best portable power cleaners. Sells for \$55.00 (20% to 100% less than good electric machines). Costs nothing to operate.

Dirt and germs automatically mixed with water in the machine and washed down the drain. No dirty bags or screens to empty. It's the only really hygienic cleaner. A sensation wherever exhibited. Guaranteed 5 years. 10 days' trial.

We help you by extensive magazine advertising. (Our agency contract guarantees this. All inquiries referred to representatives. QUICK ACTION NECESSARY.—Live men everywhere are rapidly taking up desirable territory. Write to-day (before someone else gets the territory you want) for our proposition and application blank.

HYDRO VACUUM CLEANER CO.,
895 Niagara St., BUFFALO, N. Y.



VICTOR CO.'S NEW DEPARTURE.

Announce That, Beginning with Their April Bulletin, Every "Red Seal" Record Will Have Descriptive Matter Attached to the Reverse Side for the Benefit of the Customer.

The Victor Talking Machine Co. announce to the trade, with their April bulletin, the perfection of a new and exceedingly important feature, which is bound to have a very great and advantageous effect upon the sales of Victor records. For some time past there has been a pretty well formulated desire among thousands of Victor customers for something in the nature of descriptive matter bearing on each individual record, especially those of the more serious type. The new move, now announced, comprises the attachment to every record of a descriptive label on the reverse side, which gives in terse and clear language a synopsis of the plot pertaining to the opera from which the selection is taken and of the particular situation therein which the selection covers. (See illustration herewith.)

It is only necessary to make the bare announcement of this important feature to make its possibilities understood by every Victor dealer and sales-



man. The knowledge thus so easily acquired will enable every man or woman who sells Victor records to have a thorough acquaintance with their stock, and to be able, therefore, to advise customers with an authority and conviction otherwise impossible. As the company aptly says: "Red Seal records have not always been understood by either the dealer or his customers, owing to the fact that opera is not only expensive, but is heard only in the large cities, and each opera is given so seldom that it is hardly possible for any except real students of music to acquire the general knowledge necessary to its thorough understanding—but with these complete descriptions right on the back of each record, there will come a musical awakening that will make the great operatic arias as familiar in American homes as they are in the musical centres of Europe."

Everybody practically, whose opinions are of the slightest importance, has testified to the wonderful educational value of first-class sound reproduction as manifested in Victor records, and it needed only the addition of the descriptive labels to make Victor reproductions not only negatively but positively instructive. The great awakening in musical matters that has come into our national life during the last few years is to be traced very largely to the perfection of sound reproductions of great voices and great music.

To the dealer the new move is of special interest. Not alone will it tend to make his salesmen more efficient, to say nothing of himself, but it will also have the immediate effect of stimulating record buying on the part of customers. For with increased knowledge will come added curiosity and desire to explore the inner mysteries of musical art. All of which tends to the consider-

able increase of the dealer's revenue. The wise dealer, therefore, will not fail to give this new Victor feature all possible publicity.

MOTION PICTURES IN COLOR.

Device That May Revolutionize the Cinematograph Is Shown in London.

A new invention by Captain Otto Fulton relative to what he calls "filmless cinematograph" bids fair when perfected to revolutionize the entire process of motion photography, in addition to reducing considerably the possibility of fire in the moving picture theaters. The inventor explained his new contrivance at a private demonstration in London the other day.

"The screen on which films are projected is white," says Captain Fulton, "but this invention necessitates the employment of a dark one, as the light is thrown at the picture through powerful lenses, and not through it, as is customary when using films.

"The material used for the picture is composed of a specially treated opaque paper, which is certainly non-inflammable, and everlasting, thus rendering it possible to preserve pictures depicting national events and proceedings of historical importance."

Among the features of the private demonstration was the reproduction of pictorial postcards, which were projected upon the screen in their actual colors. They were clear in every detail, the hues being correctly reproduced. A portrait postcard of King George was projected, and the inventor demonstrated the manner in which metallic shades, such as gold, silver and lusters could be produced.

A sovereign, for instance, was shown, the coloring being reproduced exact, and the inscription could be read with ease. The ordinary motion pictures are projected in a similar manner to films, but they are considerably larger, while the machine itself is of more solid construction than the projector now generally in use.

Captain Fulton claimed that his invention would prove invaluable for research work, and illustrated how a portion of flesh, not having been previously prepared, could be exhibited on a screen. Obviously, objects of this nature, when portrayed in their natural coloring, would be of infinitely more value to the medical experimentalist than if they were reproduced in black and white, as has hitherto been the case.

By means of the Fulton machine it is also possible to take pictures in fog or in rain, which, by the application of a special preparation, are rendered extremely clear.

A few details are still wanting to make the invention quite perfect. The results shown at the private view prove, however, that the device contains "the germ of a great idea."

AN INTERESTING SIDE-LINE.

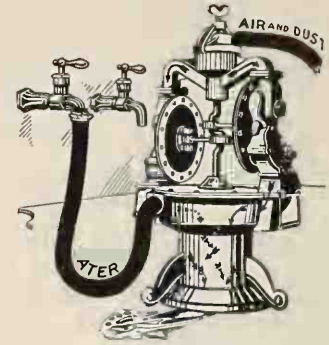
Live Vacuum Cleaner Proposition Offered to the Talking Machine Dealer by the Hydro Vacuum Cleaner Co., of Buffalo, N. Y.—A Power Machine for the Home Without Electricity—Machine Operated by the Water Pressure from the Ordinary Faucet.

(Special to the Talking Machine World.)

Buffalo, N. Y., April 10, 1911.

Talking machine men can very often make a good deal of money by becoming territorial agents for some article of household use that is entirely foreign to the talking machine business. When so situated that the talking machine business does not occupy all their time, many are finding that a vacuum cleaner is a very lucrative proposition to handle. Their experience in selling talking ma-

chines is very valuable in introducing the use of a vacuum cleaner in a home, and their wide acquaintance with machine owners gives them an opportunity of which few could avail themselves. Approximately \$1,000,000 has been spent during



THE "WATER WITCH" VACUUM CLEANER.

the past few years in educating the people up to an appreciation of the necessity and economy of vacuum cleaning. As a result of this widespread advertising vacuum cleaners are no longer looked upon as novelties or luxuries. They are considered a necessity in every well-ordered home where health and comfort are of primary importance. Thousands have been sold; thousands are still being sold every month, yet the demand keeps on increasing. A few years ago vacuum cleaners of the household type were unknown. To-day there are a number of different machines—some good, some fair, and many practically worthless. Yet all find buyers in numbers that keep the manufacturers hustling day and night to meet the demand.

A concern in this city which has won excellent success is the Hydro Vacuum Cleaner Co., 891 Niagara street. Their machine, which is entitled the "Water Witch," is largely in demand.

Speaking on this subject with one of the officers of the company he said: "Before the introduction of the 'Water Witch' there were but two classes of machines—those operated by electricity and those operated by hand or foot power, applied by the operator or an assistant. A number of the electrically operated machines were really efficient and quite satisfactory. Unfortunately, however, only those having electricity in their homes could use them.

"People without electricity were obliged to do the best they could with a "hand" machine, many of which require more labor to operate than is required by the old-fashioned methods of broom and carpet sweeper. Furthermore, thousands of electrically equipped homes are in the smaller cities where no day service is maintained by the local electrical plant. Naturally, no one desires to clean house at night.

"Between the home equipped with electricity and the average home of the fair-salaried business or professional man lies a field of nearly 10,000,000 homes able to pay for a really efficient power cleaner, but without electricity. Practically all these homes are equipped with municipal water.

"The 'Water Witch' vacuum cleaner is operated by ordinary city water pressure, in the kitchen sink or bath tub. It costs nothing to operate. It is the only cleaner that does efficient work without the aid of electricity. There are 10,000,000 homes equipped with municipal water. There are 700,000 equipped with electricity. In other words, 9,300,000 homes in this country that cannot use an electric cleaner can use a 'Water Witch.' The selling price of the 'Water Witch' is \$85, which yields a profit of \$25 to \$35 to the agent, depending upon the size of his territory. Talking machine men who are interested in an additional line would do well to write to the manufacturers.

Consider your opponents to be honorable people, and do not believe everything the customers tell you about them.

If you are overworked and want to take the rest cure—stop advertising. You will soon be lost in the shuffle.

GOOD REPORTS FROM BALTIMORE.

Trade Shows Increase as Compared with the Same Period a Year Ago—Close of Opera Whets Appetite for Grand Opera Records—Manager Roberts of the Droop Co. Cannot Get Enough Victrolas and High Priced Edison Machines—Columbia Phonograph Co. Report Big Sales—Other Houses Also Pleased with Conditions.

(Special to The Talking Machine World.)

Baltimore, Md., April 6, 1911.

The month of March for 1911 has shown quite an increase in the volume of business as compared with that for the same month in 1910. In explaining this the local dealers declare that the popularity of the large machines and high-price records are the main reasons for the better showing of business. This statement is pretty well unanimous and seems to indicate that the people of Baltimore realize that they get better results for their money by going after the expensive and well-made machines and leaving the small ones for the little dealers in remote sections of the city or in country towns.

While the opera season has come to a close in so far as Baltimore is concerned, there has been no let-up in the demand for the records containing the various selections of the well-known song birds. The requests for these continue to pour in. This does not mean, however, that the popular songs and other records are not sought after, for the demand in this line is also brisk, according to the dealers.

Manager Roberts, of E. F. Droop & Sons Co., is enthusiastic over local conditions. "The only kick I have," he said, in talking with a representative of The Talking Machine World "is that I cannot get enough Victor Victrolas and high-priced Edison machines to keep up with the demand at our store. The demand for the Victrolas and the Edison Triumphs and Amberolas has been large, and I am greatly pleased with the outlook for the remainder of the spring. The small machines have also been going well, but these, for the most part, have been more in demand in a wholesale way among the little dealers here and the country merchants. I find that the volume of our business for last month exceeded that for the same month of 1910, yet the number of sales were less. In investigating this feature of the business I find that it is due to the great demand for the high-priced machines. This demand seems to increase every year until now we have very few retail purchasers for the small machines. Our record business has also been tip-top in every line."

Cohen & Hughes also announce that things have been breaking well for them in trade lines during the past month. Manager Morris Silverstein states that March has shown up better than the same month last year, although not quite up to the fine showing of February. He has many good prospects for the spring months and looks for a continuance of the excellent trade conditions for the remainder of the spring. Like the other local dealers, Mr. Silverstein complains about the shortage

of Victor Victrolas, the demand for these high-grade instruments being in excess of the supply. Mr. Silverstein also reports good wholesale business with the Victor line, in consequence of the increased facilities at the store for handling this feature of the trade. Cohen & Hughes have also been advertising extensively and this has brought about good results. Mr. Silverstein was a guest at a dinner of the directors of the Cumberland Telephone Co. He gave a concert on one of the Victrolas, and many of those present were so pleased that they gave in orders for machines.

The De Luxe Grafonolas and the Regent Grafonolas, as well as other lines of Columbia machines, have figured in many big deals during the past month, according to Manager Laurie, of the local office of the Columbia Phonograph Co. The Columbia trade, from reports received, has been keeping pace with the excellent trade of the other lines of talking machines, while the prospects for the remainder of the spring and early summer are excellent.

At Sanders & Stayman, Manager Albert Bowden stated that both the Columbias and Victors have been sought after in great shape, and that results for March have shown an improvement over the same period of last year. Similar reports are made by Hammann & Levin regarding the Victors and Edisons.

INTERESTING VIEWS ON MEXICO.

Interesting Observations of E. N. Burns Regarding Conditions in the Sister Republics to the South of Us Make Timely Reading.

Tarrying but a few days in Havana, Cuba, on his recent trip, from which he returned to headquarters April 3, Edward N. Burns, manager of the export department of the Columbia Phonograph Co., General, New York, utilized a month's time in the City of Mexico. In reference to his journey and experience he said to The World:

"In Cuba, where I stayed two days only, I found business very good in our line. As a fact, general conditions in the island are slowly but surely reaching a sound basis, due to the advice, attitude and action of the conservative merchants and planters. The government has become stable, and President Gomez deserves much praise for his firmness and wisdom with which he directs public affairs. Turmoil has practically ceased in all parts of Cuba, and the dawn of a brighter and better day for Cubans of all classes has arrived. Many Americans are constant visitors to the island, enjoy themselves, and bring in a great deal of money.

"I went direct to the City of Mexico from Havana. In Mexico the business of the Columbia Co. has increased, though there has been a falling off of fully 30 per cent in general mercantile affairs due to the insurrection. In fact, the talking machine trade, strange to say, has suffered less than any other. As for the political trouble now existing it is certainly serious, and will continue so unless certain changes are made in President Diaz's cabinet, and reforms instituted and concessions granted which are demanded by the country at

large. If the insurrectos had a leader of any prominence or force of character the so-called war would be still more serious. They need a leader of caliber. Now, of course, Diaz has proclaimed a policy that may carry out these ideas, but what the people insisted upon was the resignation of Vice-President Coral, who was particularly obnoxious. Mexicans would not stand for him in any sense of the word. Since my return Coral has left Mexico, and this will go far to remove a most objectionable source of trouble. At the present time, however, no one can tell how the insurrection is coming out.

"Americans are not unpopular or disliked in Mexico. Perhaps there was a time when a class of Americans who would be considered undesirable anywhere created this impression. But the kind of Americans now there are men of character, standing and reputation, and they are on the friendliest footing with the best grade of Mexicans. Our people now in Mexico are welcomed, and after a residence of two years are drawn as jurors, irrespective of citizenship. The Mexican courts want the benefit of American intelligence and enlightenment in this capacity.

"American capital in permanent investments in Mexico is the heaviest, but the Canadians are also strong. Canadian capitalists are now building the waterworks in the City of Mexico, and they also own the entire street railway system. The Canadians own the banks in Cuba and pretty much throughout the West Indies, so you may figure how they stand.

"I shall go to Europe in May with my family, leave them in Switzerland, and visit the Columbia branch offices and factories on the Continent. From there I will go to South America, confining my time almost entirely to the Argentine and Brazil. I do not believe I will reach the West Coast. The copyright situation in South American countries is very interesting, and its development requires careful attention on the part of the talking machine trade."

SAYINGS OF A LIVE MERCHANT.

Keep your whole stock on dress parade as far as possible.

Advertise truthfully, persistently and judiciously, and as to what is judicious advertising, each man must determine for himself.

Would you build up a trade, young man? Then go to work, work hard, work all the time, and keep everlastingly at it.

If you are troubled with the catalog houses, meet them on their own ground.

Do not miss the chance to become personally acquainted with every one with whom you come in contact.

Don't allow dust to settle on you, or on your goods; and above all, don't let your clerks loaf around like a gang of loafers.

If it is hot weather in your store don't hide the water cooler.

In selling on credit, it is always decidedly best to have a specified time for settlement, and insist upon payment when that time comes.

A Live Proposition for Live Dealers

Can be sold to every buyer of records. A necessity for all owners of records. A proven big seller in Talking Machine Departments everywhere.

DUSTOFF RECORD CLEANER

Repeat orders come without solicitation from dealers who once stock these goods. They sell themselves. There is a real demand for good record cleaners and DUSTOFF is the only one that fills the bill.

You Can Now Buy Dustoff Record Cleaners in Individual Cartons. :: :: They are Selling Faster and Faster.

Don't fail to order a trial lot of these goods.

ORDER NOW Thru your jobber or direct from address below—DO IT NOW.

Free circulars for your mailing list. Proven business winners.

TONE CONTROLLER COMPANY, - Providence, R. I.



For Disc Records

Made of high grade velvet carpeting, chosen for its high, soft nap.

This is the only record cleaner that fits into and removes the dust from every minute groove and crevice without wearing or scratching disc record in the least.

RETAIL FOR 15c. Good Profit.



For Cylinder Records

Made of selected first quality lambswool, mounted on a polished block. The most practical and useful record cleaner ever devised.

RETAIL FOR 15c. Good Profit.

COMMERCIAL MACHINE EXHIBITS AT CHICAGO.

The Dictaphone Department of the Columbia Phonograph Co. and the Edison Business Phonograph Co. Make Very Handsome Exhibits at the Annual Business Show Recently Held at the Coliseum, Chicago—Some Excellent Business Deals Occur as a Result.

The annual business show at the Coliseum in Chicago came to life again last month after a protracted absence. The Chicago branch of the Dictaphone department of the Columbia Phonograph Co. and the Edison Business Phonograph

Chicago, was personally in charge of the exhibit and had efficient aids demonstrating the latest models of Edison business phonographs. Their work was resultful, as Mr. Barnes reports that an unusually heavy business was the result of the ex-



THE EXHIBIT OF THE EDISON BUSINESS PHONOGRAPH CO.

hibition. Mr. Barnes, by the way, has worked up a simply remarkable business since he has been going it for himself. He laid the foundation when he was directly in the employ of the Edison Co. In the past three or four years he has had to repeatedly enlarge his quarters in the First National Bank building, and recently fitted up a large room for his school for machine operators, and rent-

Co. of Chicago, both had exhibits. Pictures of the booths are shown herewith. The photograph of the Dictaphone booth shows a busy scene. Among the gentlemen seen around the booth is W. W. Parsons, manager of the Chicago Dictaphone department, and district manager for the Central West, E. A. Parsons, W. W.'s brother and business associate, is also there with the

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EXHIBIT OF THE DICTAPHONE BRANCH OF THE COLUMBIA PHONOGRAPH CO.

goods as usual. Mr. Hansen and Mr. Morrell, who are experts at transcribing and other things, are in the group, and the record barber shop is in full operation. On a panel on one of the main pillars of the gate are inscribed the names of some of the big Chicago users of Columbia Dictaphones. They did an excellent business during the show.

The Edison Business Phonograph Co. had a most interesting exhibit of Edison machines. It was very prominently displayed in space No. 38, and constituted one of the largest and most attractive booths of the show. E. C. Barnes, who is the whole thing of the Business Phonograph Co. of

ed additional quarters for the repair department.

USED FOR DANCING.

How a Prominent Social Matron of New York Utilized the Victor Orchestra in Her Country Home.

An interesting little happening and a practical demonstration of how the Victor could be used for dancing occurred at Aeolian Hall last week. A prominent social matron of New York was selecting a list of records and while so doing told Miss Spaulding about a little affair she was arranging

for her young daughter's friends and how much they enjoyed dancing, but that it would be impossible to secure suitable music at their country place. Miss Spaulding at once suggested using her Victor and the Victor dance orchestra records. The lady expressed great doubt and was unwilling to believe that the records would do for dancing, so Miss Spaulding promptly had two of the large rugs rolled aside, Miss Perry put record No. 31,415 on a Victrola and, very much to the astonishment of Mr. Emmrich, her assistant, that young man found himself being spun around the large show floor with Miss Spaulding as his partner. This demonstration was so convincing and so delighted the customer that a complete set of the dance orchestra records were ordered.

The salesman is the engineer, furnishing the force; the buyer is the tender, furnishing the material, and the credit man is the car that carries the load. The object of the whole outfit is the load.

DAVEGA'S SPECIALTIES

MEAN

\$ \$ \$ \$ \$ \$

TO YOU

No. 100 DISK RECORD CABINETS

So confident are we that our No. 100 cabinet at \$6.75 each is the best value on the market to-day that we are willing to send a sample—*freight prepaid*—and if the cabinet is not to your liking, return at our expense within 48 hours. Could we say more?

MAGNETIC NEEDLES

The finest tempered steel needle made. Scientifically cut and ground to fit the groove in the record—American made—and lower in price than any other high-grade needle.

"Every needle guaranteed."

VICTROLA PROTECTORS

Save your machines from damp, dust and injury. Every one of your Victrola customers will purchase one.

"BUILT UP WOOD"

DIAPHRAGMS

For loud, clear, natural reproductions they have no equal. A trial will convince you.

SIMPLEX NEEDLE BOXES

A handy, convenient and necessary attachment.

SIMPLEX RECORD CLEANERS

Get right down into the grooves of the record and clean them good.

Progressive Dealers and Jobbers Stock These Lines
DO YOU?

We will be pleased to quote prices and full information upon request.

WON'T YOU WRITE TODAY?

S. B. DAVEGA CO.
126 UNIVERSITY PL., NEW YORK

THE OLDEST JOBBER IN GREATER NEW YORK

1866 1910

NYOIL

FOR

Talking Machines, Typewriters, Phonographs, Adding Machines, Cash Registers, Guns and Tools, and on all Polished Instruments. The Finest Oil Made.

It Absolutely Prevents Rust.

NYOIL

Now Sold Everywhere By All Hardware Men

WILLIAM F. NYE
NEW BEDFORD, MASS.



TRADE NEWS FROM CLEVELAND.

As in Other Cities the Higher Priced Machines Have Had the Call the Past Month—How the Talking Machine Is Guiding Simple Mortals to Their Final Abode—Columbia Co. at Home in New Quarters—An Old Song Brings Up Memories—Eclipse Musical Co.'s Attractive Showrooms—Other Items of Interest.

(Special to the Talking Machine World.)

Cleveland, O., April 9, 1911.

The continued demand and sales of the higher priced machines have been given impetus by the spring weather, and the April volume of business is looming up large. Increasing business is the general report from salesmen, retailers and jobbers, and it looks as though the entire talking machine trade was entering an era of increasing prosperity.

Opera records had the call and big sales were made during the last month. Favorite artists, selected from the various March and April lists, could be heard at all hours of the day at all the stores, and the many sales forced a number of renewal orders to the factories for the more popular numbers.

About the only complaint made by the trade is their inability to procure from the factories sufficient Victrolas, Columbia Grafonola "Regents," or the Grafonola "Favorite" to meet the increasing demand. The distributors state they have a number of orders awaiting the receipt of shipments long overdue.

With quite a number of removals to larger quarters and enlargement and improvements by other talking machine dealers already made, others are talked of, altogether showing an unusual revival in the business.

Marion Dorian, of the Columbia Phonograph Co., on his way to the Pacific Coast, stopped over here for a couple of days, March 28-29, to take a look at the company's new store.

H. E. McMillen, proprietor of the McMillen Music House, has returned from the South, where he spent the winter, feeling greatly invigorated in mind and body.

John A. Rummel, representative of the Herzog Art Furniture Co., Saginaw, Mich., was in the city several days the first of the month. He spent his time talking cabinets with the talking machine dealers.

F. B. Guyon, one of the oldest, if not the first to engage in the talking machine business in Cleveland, but who for several years past has been engaged in the jewelry business, has disposed of his jewelry store. He will now devote his time to the Sero-Phonograph Co., in which he has been interested from the commencement.

The Sherman-Clay Co., Portland, Ore., claiming that Christ Taffe, with several aliases, left that city recently for Cleveland, taking with him a phonograph and a number of records on which

he had failed to pay a balance of \$91, had his trunk and several boxes attached at the depot by a constable. A search of the trunk and boxes in a justice's court led to the finding of the phonograph, but the records are still missing.

A duplicate of a new organ, called the Hope-Jones Unit Orchestra, just installed in the Hotel Statler, at Buffalo, if it meets with approval there, will be put in the Statler Hotel here, now under construction on Euclid avenue. The instrument is said to combine the organ, violin, flute, drum and bells, and is intended to take the place of orchestras in the hotels.

In the alleged belief that the world will come to an end within the next ten years, a new religious sect styling themselves "Revived Spiritualists," have been holding ghostly incantations in a dark and gloomy basement, lighted only by occasional flickering phosphorescent gleams, the silence broken only by words supposed to be direct from God and transmitted to the faithful by means of a phonograph. After months of preparation and numerous manifestations of the Lord through the medium of the phonograph, the members have started on an inspired journey to a promised river in California, in which all their sins are to be washed away. Thus is the talking machine adding new achievements to its wonderful possibilities in guiding sinful mortals to their final abode.

The Columbia Phonograph Co. are now settled in their new quarters in this city. The store, fronting 18 feet on Euclid avenue, extends back 180 feet, where it is 26 feet in width and where are located the cashier's office, the Dictaphone department and four tastily arranged demonstration rooms, with extensive record shelves conveniently near. The main salesroom, 18 x 50 feet, fronting on Euclid avenue, extends to the cashier's office, and the stairway leading to the wholesale department and repair room in the basement. The entire store has been handsomely decorated in green and old ivory, is nicely carpeted, comfortably furnished and lighted by a number of electric chandeliers. The beautiful main salesroom affords ample quarters for an elaborate display of machines, cabinets and horns, and the show window is large and attractive. The location is about midway, diagonally, from the Eclipse Musical Co. and Buescher & Sons, centering the leading exclusive talking machine dealers and distributors in the new bustling business center of the city. Geo. R. Madson, the manager, says it is one of the most complete wholesale and retail stores in the country and he is very proud of it.

A group of friends were chatting in the Eclipse Musical Parlors, discussing various topics, when there rang out soft and clear the words from that old loved air:

"Oh don't you remember sweet Alice, Ben Bolt.
Sweet Alice with hair so brown"

Someone was singing it. The words rose clear and sweet and the animated discussion instantly ceased. When the verse was finished all eyes were centered on the Victrola. Then the voice began the words of the second verse. There was an attractive appeal in the high soprano; it was an artist singing; one who felt the pathos of the song. When it ended the voice lingered on the last words:

"And of all the friends who were schoolmates
then,

There remain Ben, but you and I,"
and half broke in a little pathetic sob.

One group that had listened intently was made up of a middle aged man and four or five women. When it was over the man hurried to the demonstrator. He was smiling when he returned. "We'll hear it again to-night," he told his companions, "thanks to science and the new April records. Why, yes, of course, it's one of them." As his lady friends looked incredulous, he explained: "Its Farrar's voice. She couldn't have sung anything more beautiful." The old song is considered by thousands one of the loveliest ever written.

A new harp record by Sassoli, and several other selections, were wrapped up with Ben Bolt when the party left.

(Continued on page 46)

Order Blank

Received	4/15/11
Shipped	4/15/11

Service that counts

Your business success depends on the promptness and accuracy of your source of supply. We can help you by giving you what you want—quick. An unailing source of supply means success to you because your customers appreciate good service.

You have lost business because of a dilatory jobber. Don't let it happen again. Give us a chance to serve you with accuracy and dispatch. Our service will bring you new customers, and hold the old.

There are two reasons why we can give you better Victor service than anyone else. We handle no other talking machines or supplies than Victor. We ship goods on the same day we receive the order. Give us your next order and we will prove our statements.

Our stock is large and we can supply you with anything in the way of Victors, Victor Records, Victor-Victrolas, needles, horns, and extra parts and accessories of every kind. There will be no errors in making up your order, and, no matter what size it may be, it will receive the same careful attention.

Write for a catalog to-day, and look over our line. We will also send you a little booklet on record cabinets, called: "The Cabinet That Matches."

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.

83 Chambers Street New York



TRADE NEWS FROM CLEVELAND.
(Continued from page 45.)

It is a self evident fact that trade is remarkably good at the store of W. H. Buescher & Sons, who report that business continues pressing. "We haven't caught up with our holiday trade yet," said Mr. Buescher. "On several orders for \$200 machines other types were delivered, temporarily, until we could obtain the one desired, and we have not yet been able to make the change. We have found it necessary to purchase Victrolas from dealers, at dealers' prices, which, of course, isn't very profitable nor satisfactory. The sale of April records opened remarkably well on the morning of March 28, and the demand has continued right along." Large audiences of buyers are constantly in attendance, keeping three or four demonstrators busy most of the time. The firm is also doing a desirable wholesale business.

The Eclipse Musical Co. have got nicely settled in their new quarters on Euclid avenue, and since the opening last month have done a thriving business, having made sales of a number of Victrolas and the new U-S phonographs. Visitors all speak in terms of admiration of the beautiful store. The wholesale department occupies the same floor space as the retail, 25 x 150 feet. It is connected by elevator with the shipping room on the ground floor. A dust-proof room has been fitted up, with a capacity of 8,000 feet of record shelving, sufficient, it is estimated, to contain all the domestic and foreign disc records produced. The intention, Mr. Towell says, is to always have in stock all the records catalogued. Ample space has been devoted to the storage of machines, cabinets and other goods.

The phonograph department of the May Co. is an attractive resort for large numbers of the thousands who visit that establishment daily. Good sales of machines and records during March, including a number of Victrolas, was reported. The company has a fine line of both Victor and Edison goods, and in connection with the piano trade, is doing a prosperous business.

When Charles I. Davis opened his Cleveland store, about a year ago, he installed the Victor and Edison line of goods, devoting a small space to both, but within the year has built up a large business, which has grown to such an extent that he has just completed remodeling the entire store. Five individual demonstrating rooms are devoted to Victrolas and Victor goods, while the Edison line is amply displayed in the cozily furnished basement rooms. The store is equipped in the most attractive form and it is safe to assert that Mr. Davis will make a big success of the talking machine department, as well as of his other undertakings. He is pushing the talking machine end aggressively and it is his intention to install both lines eventually in his other fifteen successful stores which he controls.

On the evening of March 29 Mr. Davis gave the first of a series of "Victrola Concerts," in his enlarged demonstrating parlors. A large audience were in attendance and were greatly pleased with the hour's entertainment.

A. E. Friedlander reports the Bailey Co. are doing a fine business. He stated the demand for Victrolas and the higher grade machines was good and increasing, and that the record trade was phenomenally large. The company have added to this department a complete line of small musical instruments and accessories.

Phil Dorn is busy in the Collister & Sayle talking machine department. He states the demand for Victrolas, Victor Red Seal and Purple Label records is surprisingly good and continually increasing. He says it is still impossible to obtain a sufficient supply of Victrolas, which daily increase in popularity.

Sales Manager O. E. Kellogg, of McMillen's, said the volume of trade during the past month had been surprisingly large and that collections were good. The Victor Victrolas and more expensive machines and records were principally in demand, said Mr. Kellogg. He stated the piano trade, as well as in all lines of musical instruments, was good.

John Reiling, proprietor of the West Side Co-

lumbia phonograph store, had an excellent trade in March and is greatly pleased, as it continues to improve. He has a large number of foreign record patrons, who, he says, are not only good customers, but good pay.

SECURES BIG ORDERS FOR NEEDLES.

Max Landay Finds That New Form of Packages and Lower Prices Appeal to Jobbers—Will Finish Trip Within Week or Two—Good Business at Headquarters.

Max Landay, of the Talking Machine Supply Co., New York, and also of the house of Landay Bros., the well-known Victor distributors, returned on March 20 from a very successful trip to the Pacific Coast and intermediate points, during which he made a special feature of the imported needles handled by his company, which he offered in new packages and at prices that enabled them to compete with needles of domestic manufacture on that score. As to the size of the orders booked by Mr. Landay suffice it to say that over 180,000,000 needles were sold in Chicago alone, one single order being for 24,000,000. The various other specialties of the company were also in demand among the jobbers called on by Mr. Landay.

Owing to fatigue and a slight indisposition Mr. Landay brought his trip to an end in New Orleans and came home by ship. It is his intention to finish the original trip as planned, covering the cities east of St. Louis within the next week or so.

The Talking Machine Supply Co. are introducing to the trade a new and practical fiber needle holder, which has several interesting features and which is described in their advertisement in another page of this month's World. The company will also have other interesting announcements to make to the trade in the near future.

Regarding the Victor business, both wholesale and retail, it is stated that the higher class of machines and records are greatly in demand, and that the chief difficulty is in getting a sufficient number of certain styles of Victrolas.

New Idea Record Cabinets for Victrolas X and XI



Finished in Mahogany or any style Oak, to match X or XI Victrolas; Capacity, 140 ten or 12-inch records.

Weight, crated, 80 lbs.

A Beautiful Piece of Furniture

You will sell one every time you sell a X or XI. One dealer in Milwaukee has sold thirty-six New Idea Cabinets since February 15th. Another sold 11 during the same period. Every Distributer, so far, to whom we have made shipments, has sent duplicate orders. This looks like it's selling some, doesn't it?



The Sliding files are indexed and are faced and finished in wood to match the cabinet. They can only be drawn out far enough to admit taking out and replacing records.

Write for Catalogs, Prices and Discounts.

LAWRENCE MCGREAL, - Milwaukee, Wis.

Promote yourself into the busy-business class: The Columbia line—Columbia Grafonolas, Disc and Cylinder Graphophones, Double-Disc and Indestructible Cylinder Records—puts you right there; and the Columbia policy of exclusive selling rights keeps you there all right.



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

NEWS FROM SOUTHERN CALIFORNIA.

Trade Throughout Southern Sections of State Very Active—Many New Dealers in Line and Jobbers All Report Increased Interest in the Talking Machine Business—Birkel Co.'s New Building—Some Columbia Enthusiasts—Talking Machine Men on the Border Keep Tab on the Mexican Troubles—Victor Machines for High Schools—A Number of Business Changes.

(Special to the Talking Machine World.)

Los Angeles, Cal., March 26, 1911.

Trade throughout all southern sections has been very good, in spite of the exceedingly heavy rains which have done some damage in minor ways. During the last two weeks of February the rainfall was much heavier than it has been in the same season for several years past. No complaint is heard, however, as such an abundance of water means bumper crops, and bumper crops mean prosperous business in all lines. With the exception of a few wash-outs on railroad lines, no other damage is noted.

The Geo. J. Birkel Co. are now in their handsome new five-story building on Broadway, after many delays. The talking machine department is one of the most attractive and complete in the country, consisting of several large glass-partitioned rooms. A recital hall with a seating capacity of two hundred has been provided for the exclusive use of the talking machine department, and weekly Victor concerts are now given under the direction of Graham Cook, manager of that department.

W. S. Jones, the exclusive Columbia dealer for Santa Maria, has lately moved into his new quarters. The store presents a very "classy" addition to Santa Maria's business district. The Favorite Grafonola plays an important part in his business.

J. R. Brakey, of Ventura, is another enthusiast over the new Columbia Favorite, which he has had much success with recently. He is one of Ventura's progressive merchants, and this fact is emphasized by his attractive store and show windows.

The Red Cross Drug Co., Edison and Columbia dealers, report a brisk trade in machines and records.

F. A. Homan, of Homan & Co., Fresno, is spending a week in Los Angeles during which he is familiarizing all new trade happenings.

The Pacific Land and Products Exposition, now being held at Shrine Auditorium, in this city, is attracting many visitors from out-of-town, as well as from many far-away States. The object of the exposition is a sort of commercial and industrial display gathered from many different sections to show their products.

San Diego has been seeing much excitement on account of its close position to the Mexican border, where our troops have been guarding the line. Every day numerous eye-witnesses come to the city from the scene of battle with many tales. J. S. Delozier, of the Delozier Furniture Co., at El Centro, Imperial county, is a Columbia dealer who is within a few miles of Calexico and Mexicola, where much fighting has been done. Mr. Delozier visited Los Angeles a few days ago and related some in-

teresting stories, as well as showed some interesting kodak pictures taken at the scene of action.

The San Diego dealers are conducting a vigorous campaign for the installation of talking machines in the public schools.

Bowman Merritt, at Fillmore, Cal., which has a population of 150 people, has just succeeded in selling two more Amberolas. He has just placed an order for a full catalog of records and several machines.

Marikle's Music Store, at Escondido, recently purchased the stock of J. Kirkpatrick, who has joined the piano selling force of the Wiley B. Allen Co. at San Diego.

Geo. P. McKay, at Oceanside, has been rearranging and adding to his department, as has Geo. W. Putney, of South Pasadena.

I. L. A. Broderson, of Long Beach, has taken over the small goods and talking machine business of the Caldwell-Kirby Co., at Redlands, Cal. Mr. Broderson intends to conduct a splendid department for talking machines, which are to be specialized.

Farley & Wilson, of Fresno, have purchased the business of C. F. Story Pharmacy at San Dimas, which included a line of Edison goods. Since acquiring the business the new owners have added the Victor and given a good-sized space for this branch.

Mr. and Mrs. G. L. Robbins, of Porterville, were visitors to Los Angeles for several days last week. Mr. Robbins has been a talking machine man for quite a while now and is one of the most enthusiastic in the coast trade.

The Bryan Zimmer Co., of Whittier, Cal. have been doing a splendid business in high-priced Edison instruments. Mr. Bryan is much pleased with the success of the line, especially that of the Amberola.

Geo. Leveque has purchased the Edison business of E. H. Berchase, at San Juan Capistrano, Cal.

W. E. Elliott, at Rialto, Cal., is a new and successful Edison dealer. He recently disposed of a specially finished Amberola.

Geo. P. Austin, of Oxnard, recently visited the city, ordering at that time two Amberolas.

Wright & Marsh have purchased the entire business of the Boyd Drug Co., at Elsinore, Cal. The talking machine line will receive close attention from the new owners.

The Southern California Music Co. have made some changes in their wholesale department. They have added a special stock room for Amberolas, of which they have just received a number in five different finishes. O. A. Lovejoy has been making some very successful records of a troupe of Hawaiian musicians who are now appearing in this city. The retail department of the Southern California Music Co. claims some distinction for having sold an Edison Amberola and a choice collection of records to His Honor Mayor Alexander, who is a great admirer of Thomas A. Edison and his many wonderful inventions.

The city schools have purchased a number of additional Victors for school work within the last 60 days. In all there are about twenty-five city schools which use the talking machine in connection with studies.

The Pasadena High School has installed a splendid talking machine and records, which are to be used by Miss E. Bush, musical supervisor. This is practically the first instrument purchased for Pasadena, which has a very large number of schools.

Several representatives of Eastern houses have recently called in this neighborhood. Otto Schultz, of the Wurlitzer Co.; Max Landay, of the Talking Machine Supply Co., and Roy J. Keith, sales manager of the Talking Machine Co., are among the number.

W. J. Reynard is on his way up the valley after completing a trip around the kite.

The local offices of the Southern Pacific Railroad Co. have lately ordered a number of Edison business phonographs, of which they use several hundred.

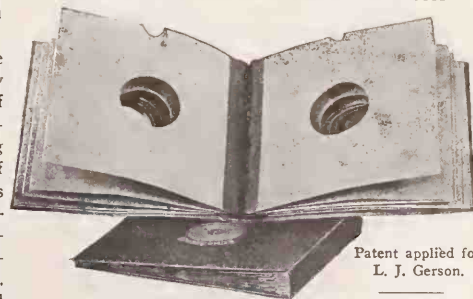
The Crown City Music Co., at Pasadena, Cal., report a number of recent Victrola sales.

The Pasadena Music Co. are doing a good business and are engaged in a vigorous advertising campaign.

SHOULD BE SPECIALLY TRAINED.

Joseph F. Johnson, dean of the New York University School of Commerce, has the following to say regarding the training of an advertising man: "The advertising man is one who must be trained just as the lawyer or the doctor must be made from the raw material of students. Some will say that the advertising men, like poets, are born and not made. Some may be born as great, natural orators and actors and lawyers, etc., have been born; but most are the product of education and training. The need for the elevation of the advertising business to the status of a profession is a crying one. There is no way in which money can be so easily dissipated as by unsound advertising."

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



Patent applied for
L. J. Gerson.

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

ECHO ALBUM COMPANY
926 Cherry Street, Philadelphia, Pa.

FROM OUR CHICAGO HEADQUARTERS

ROOM 806, NO. 156 WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

March Proves an Excellent Month and Year as a Whole Makes Better Showing Than 1910—Future of Business and Its Activity Rests with the Individual—Trade Can Be Had if It Is Sought for—Recital Program Given by Lyon & Healy That Will Interest Trade Throughout Country—A Profitable Way to Get Prospects—Busy Times with Talking Machine Co.—Comments on Special Session of Congress—Art of Entertaining the Ladies—New Columbia Records Please—The Enterprise of Geo. W. Salter—Edison Concern Occupying New Quarters in Chicago—

(Special to the Talking Machine World.)

Chicago, Ill., April 4, 1911.

March, notwithstanding the various types of weather it brought with it, has proven a very good month with talking machine jobbers. Most of them say that business is better than last year. Of course, there is a little slacking off, as compared with February, but this condition of affairs is found in any year.

Line Up for Summer Business.

There is no doubt that within certain limits the maxim "Business is what you make it," maintains in fact. While we shall soon be in the midst of what is usually termed the period of summer dullness, The World believes, and it is backed by the opinions of important men in the trade, that a little careful planning of campaigns in advance will serve to bring fairly good business at a time when business activity is usually permitted to lapse. If this is done, thought and industry will reap its due reward, and the immortal sixteen-day Sakara of Iylo will bloom out of season for the detestation of the faithful.

Good Recital Programs.

When a talking machine dealer sits down to prepare a program for a recital, he generally thinks he has a very easy task before him. Soon, however, he finds that the compilation of a program which will maintain the interest of all and yet contain numbers appealing to everybody, is not such a sinecure after all. Lyon & Healy are certainly experts in preparing programs of this nature; something which the continued success of the Victor recitals given by them in Victor Hall on the ground floor of the big store amply verifies. They make out seven fifty-minute programs, and these programmes are repeated every day for a month, and are presented in the most attractive form. Following will be found a complete set of programs which Lyon & Healy used in Victor Hall during the month of March. They will, no doubt, be found useful by dealers preparing for Victor recitals:

VICTOR TALKING MACHINE CONCERTS.

- 10 to 10:50 A. M.
- 1-31380 Merry Wives of Windsor Overture (Nicolai) Pryor's Orchestra
- 2-4274 Wearing of the Green (Old Irish Air) Myers
- 3-31450 Blue Danube Waltz (Strauss) Sousa's Band
- 4-4864 Jimmie and Maggie at the Ball Game Jones-Spencer
- 5-2518 Rocked in the Cradle of the Deep Haydn Quartet
- 6-59013 Home to Our Mountains (Verdi) Homer Caruso
- 7-52007 Tent Pique Waltz (Berger) Guido Giardini
- 8-37020 Danz (Chadwick) Mme. Schumann-Heink
- 9-74158 Come Back to Erin (Claribel) McCormack
- 10-665 Uncle Josh in a Department Store Stewart
- 11-2773 Wedding of the Winds Waltz (Hall) Pryor's Band
- 12-31781 Festival Te Deum, No. 7, in E flat (Op. 63, No. 1) (Buck) Trinity Choir
- 11 to 11:50 A. M.
- 1-31727 La Paloma (Yradier) Sousa's Band
- 2-4574 Believe Me, If All Those Endearing Young Charms (Stevenson) Wheeler
- 3-5071 Wedding of Uncle Josh and Aunt Nancy Mr. and Mrs. Cal Stewart-Haydn Quartet
- 4-31780 Gems from "Chocolate Soldier" Victor Light Opera Co.
- 5-31559 Casey at the Bat De Wolf Hopper
- 6-64080 Sweet Miss Mary (Neidinger) Williams
- 7-31773 Southern Roses Waltz (Strauss) Vienna Quartet
- 8-37001 Travatore "Di quella pira" (Verdi) Caruso
- 9-82061 Romeo et Juliet, Valse (Gounod) Tetrizzini
- 10-31393 Peer Gynt Suite No. 1 (Op. 46) (Grieg) Pryor's Band
- 11-5784 Madame Sherry, Every Little Movement Barbour-Werrenrath
- 12-37030 Madame Butterfly, Finale Ultimo (Puccini) Farrar
- 12 M. to 12:50 P. M.
- 1-31354 Poet and Peasant Overture (Von Suppe) Sousa's Band
- 2-31789 Mikado, Gems from (Gilbert-Sullivan) Victor Light Opera Co.
- 3-38016 Ave Maria (Bach-Gounod) Eames

- 4-71043 Perpetuum Mobile (Weber) Backhaus
- 5-74182 Meditation from "Thais" (Massenet) Kreisler
- 6-4095 Love's Old Sweet Song (piano accompaniment) (Mozart) Miss Morgan
- 7-70015 Young America (Bayes-Norworth) Bayes
- 8-4556 Crossing the Bar (Cowles) Stanley
- 9-88175 Il Trovatore, Il baley (Verdi) De Gogorza
- 10-95203 Faust, Act. V, Prison Scene (Gounod) Garrar-Caruso-Journet
- 11-61206 Manon, Traum (Massenet) Slezak
- 12-89017 Madame Butterfly Finale Act I (Puccini) Farrar-Caruso
- 1:00 P. M. to 1:50 P. M.
- 1-31051 Funeral March of a Marionette (Gounod) Sousa's Band
- 2-71044 Liebestraum Nocturne No. 3 (Liszt) Backhaus
- 3-31775 Arcadians, Gems from Victor Light Opera Co.
- 4-70016 Come Along, My Mandy Bayes-Norworth
- 5-74134 Bohemian Girl, Then You'll Remember Me, (Halfe) Hamlin
- 6-64074 Souvenir, Morceau (Drda) Maud Powell
- 7-37042 Pour un baiser (For a Kiss) (Tosti) Caruso
- 8-31386 One Sweetly Solemn Thought (Ambrose) Stanley
- 9-86200 Lucia, Sestetto, Act. II (Donizetti) Daddi-Semblich-Severina-Caruso-Scotti-Journet
- 10-88138 Stille Nacht (Grubey) Schumann-Heink
- 11-4678 Lights Out March (McCoy) Pryor's Band
- 12-60010 Queen Among the Heather Lauder
- 2 P. M. to 2:50 P. M.
- 1-31409 Hungarian Rhapsody No. 2 (Liszt) Pryor's Band
- 2-88096 Lass with the Delicate Air (Arne) Semblich
- 3-31756 Danse Caprice, Op. 28, No. 3 (Grieg) Vienna Quartet
- 4-71040 Fantasie Impromptu (Op. 66) (Chopin) Backhaus
- 5-85138 The Rosary (Nevin) (Piano accomp.) Schumann-Heink
- 6-64122 Faust, Fantasie from Garden Scene (Gounod) Elman
- 7-60017 Yip! I Adey! I Aye (Cobb-Flynn) Ring
- 8-31748 Prince of To-night, Gems from Victor Light Opera Co.
- 9-61139 Jocelyn, Lullaby (Violin obligato) (Godeard) Michalowa
- 10-59030 Il Trovatore, Miserere, Act. IV (Verdi) Caruso-Alda-Chorus
- 11-74149 Mi Mina (Guetary) Gogorza
- 12-2518 Rocked in the Cradle of the Deep Haydn Quartet
- 3 P. M. to 3:50 P. M.
- 1-4744 La Sorella March (Gallini) Sousa's Band
- 2-31394 My Wild Irish Rose (Olcott) Wells
- 3-60002 Stop Your Ticking, Jock Lauder
- 4-4358 Spring Song (Mendelssohn) D'Almaine
- 5-64071 Mother o' Mine (Kipling-Tours) Witherspoon
- 6-5754 Barcelona, Les Contes d'Hoffman (Offenbach) Vienna Quartet
- 7-88071 Lucia—Mad Scene (Donizetti) Tetrizzini
- 8-5350 Venetian Song (Tosti) Turner
- 9-64121 Minuet in G, No. 2 (Beethoven) Elman
- 10-39006 Boheme, Ah Mimì, tu più (Puccini) Caruso-Scotti
- 11-35002 Otello, Morte d'Otello (Verdi) Tamagno
- 12-85126 Mignon, Lullaby (Thomas) Plancon
- 4 P. M. to 4:50 P. M.
- 1-31796 Humorous Variations on a German Folk-song (Bach-Strauss-Gounod-Wagner) (Wallweger) Pryor's Band
- 2-31241 Church Scene, from the "Old Homestead" Haydn Quartet
- 3-60024 Nora Malone (Von Tilzer-McCree) Ring
- 4-52023 Vision of Salome (Joyce) Bohemian Orchestra
- 5-88218 Boheme, Racconto di Rodolfo (Puccini) McCormack
- 6-86199 Samson et Delila, Mon coeur s'ouvre à ta voix (Saint-Saens) Haydn Quartet
- 7-4010 Kathleen Mavourneen (Crouch) Haydn Quartet
- 8-5612 "No News, or What Killed the Dog" Nat. M. Wills
- 9-64078 A Dream (Bartlett) Williams
- 10-88246 Gioconda, Romanza, Cielo e mar. (Ponchielli) Caruso
- 11-88055 Paggiacci, Prologo (Leoncavallo) Ancona
- 12-87030 Madame Butterfly, Finale Ultimo (Puccini) Farrar

Program subject to change.

Talking Machine Company Items.

The energetic Talking Machine Co. has a good March. In fact, General Manager A. D. Geissler says it was a record breaker for the third month of the year.

Sales Manager Roy J. Keith is now on an extended trip along the Pacific Coast, but will return early next week. The Talking Machine Co. has an extended business along the Coast, and evidences are accumulating in the company's offices to show that Mr. Keith is making some important additions to their list of coast dealers.

Mr. Geissler reports that the Victrola business is phenomenal, and it is hard to supply the demand, especially on the Victor No. 11, \$100 type. The company are preparing something new, and of great interest to the trade, which will be ready for announcement next month.

Timely Paragraphs.

President Taft believes that the special session of Congress should be confined to the passage of the reciprocity treaty and to the establishment of a permanent tariff board. Both measures would be far reaching in their effect, and the country at large would be thoroughly satisfied if the present session did this and nothing more. Besides this, the consummation of this proposed legislation would have very little effect on business, while a general opening up of the whole tariff question at this juncture would bring commercial demoralization in its train.

When you think about it real hard, the American people are rather superficial in their thinking processes. The views generally expressed are usually derivative. It is sad, but true, that we are doing too little fundamental thinking. If we would analyse things ourselves and form our opinions first-hand, many of the problems which confront us as people and as a trade, would speedily disappear.

Approved Victor Move.

The new plan of the Victor Co. in printing the explanations of the selections on the back of the Red Seal records, together with the song poem or translation, is the subject of a great deal of favorable comment in the trade. It certainly adds to the educational value of Victor records.

Entertains the Ladies.

A man with a grouch went into the record department of Lyon & Healy's the other day, and it was actually a study in evolution to watch the grim, pessimistic leer disappear and be replaced with a regular all-pervading A. V. Chandler smile, as the owner of the grim visage came under the optimising and refining influences of the sweet, suave, and surprising bevy of feminine record clerks. He of the former grouch remarked that it was an interesting experience to come up there; the girls were all so blankety, blank, blank pleasant. The "girls" thereupon centered around a victrola and hid their combined blushes in the top thereof, but they were pleased nevertheless.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy's, believes in talking things over with the employes of the department en masse. Consequently, he took all of the young women of the retail record department and of the office out to dinner the other night. He took Blackman and Hopkins along to help him out, and Mrs. Wiswell and Mrs. Blackman did the chaperoning. The "banquet" took place at the States Restaurant, and afterwards they all went to the Olympic and viewed the adventures of "Get-Rich Quick Wallingford." Those participating were as follows: Mr. and Mrs. L. C. Wiswell, Mr. and Mrs. M. Blackman, Mrs. Clark, Mr. H. B. Hopkins, Misses M. Tapper, Sadie and Esther Rapps, S. Lessick, M. Bower, A. Neilson, Z. Marker, M. Brackinridge, C. Fitzmaurice, and Misses Berland, Blatch, Stein and Nilson.

Good L. & H. Business.

Lyon & Healy's business for March was the best for that month for some years. The company are now offering their famous Victor cut-out booklet, which consists of a beautiful cardboard cut-out representation of a Victrola, with a number of descriptive pages to the trade. The company's page advertisement in this issue describes and illustrates a remarkably convenient disc record album, the invention of L. C. Wiswell.

George W. Lyle a Visitor.

George W. Lyle, general manager of the Columbia Phonograph Co., has been on a trip among the trade. He met district manager W. C. Fuhr of Louisville, and returned with him to Chicago, where he spent a day or two looking over things here. He expressed himself as greatly pleased with the manner in which the fine new quarters at Washington and Wabash have been fitted up.

The local office of the Columbia Co., by the way, greatly exceeded last year's record, both as regards March and the first quarter of the year.

New Columbia Records.

Some new records in the symphony series have been received by the Chicago office of the Columbia Co., which do not appear in the April bulletin, but will shortly be listed specially with the other products of the company's laboratory. Of especial interest is the appearance of the Nordica records. They reveal the fact that the prima donna retains in large degree the vocal powers which made her famous, and the records show a supreme interpretation.

(Continued on page 50.)

“WHOLESALE EXCLUSIVELY” THE TALKING MACHINE COMPANY

133-135-137 N.Wabash Ave. Chicago, Ill.

STATE OF ILLINOIS)
COUNTY OF COOK) SS

ARTHUR D. GEISSLER, being first duly sworn,
deposes and says that he is the Manager of The Talking
Machine Company;

That their principal and only place of busi-
ness is 133-135-137 N. Wabash Avenue, (old number 72-74
Wabash Avenue) Chicago, Illinois;

That they “WHOLESALE EXCLUSIVELY” and have
no retail connections or interests whatsoever;

That their entire organization is maintained
for their Victor Dealers “Exclusively”.

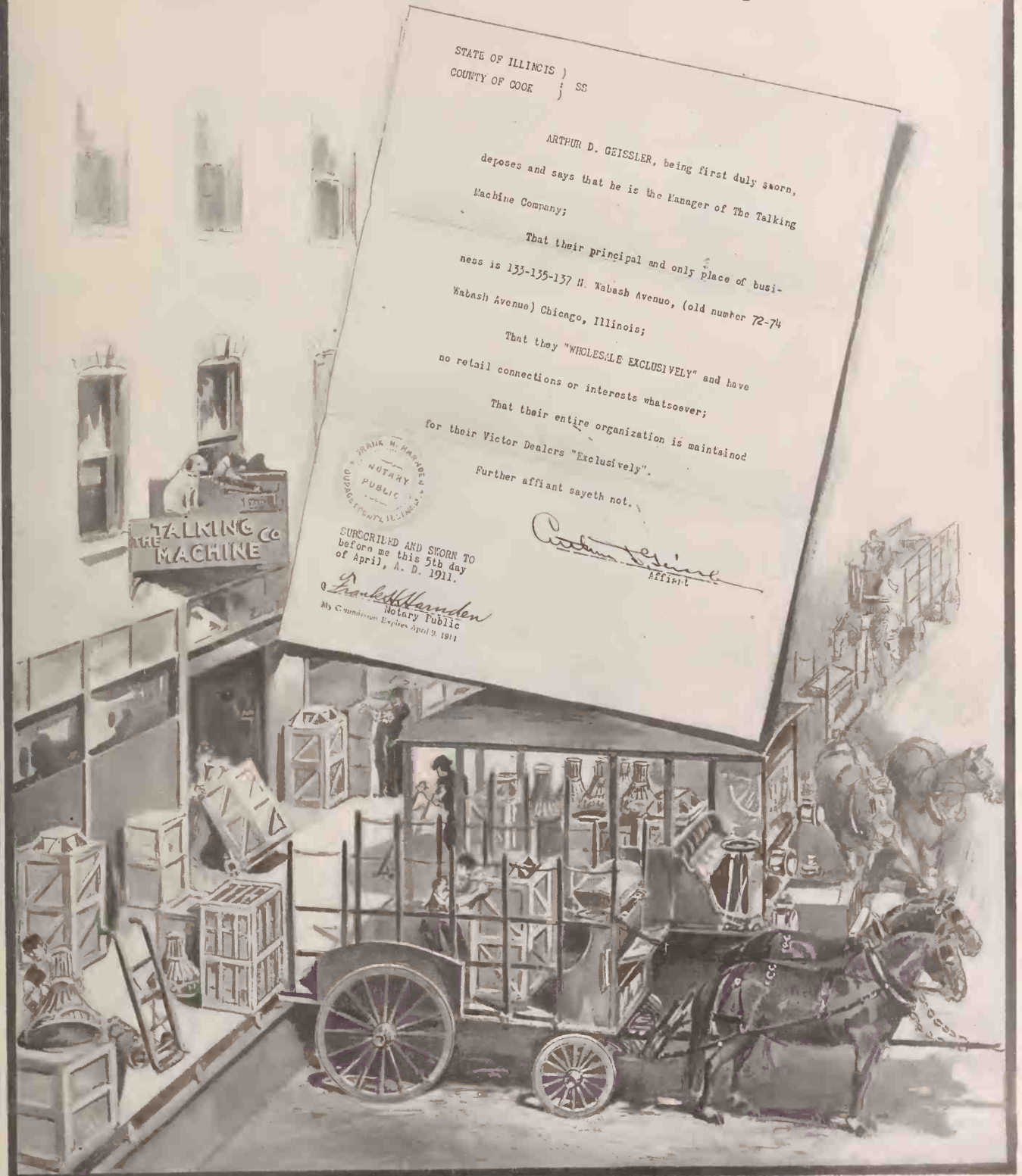
Further affiant sayeth not.



SUBSCRIBED AND SWORN TO
before me this 5th day
of April, A. D. 1911.

Frank M. Harnden
Notary Public
My Commission Expires April 9, 1911

Arthur D. Geissler
Affiant



FROM OUR CHICAGO HEADQUARTERS.
(Continued from page 48.)

tative ability. Several records by Olive Fremstad, also furnish peculiarly fine instances of recording, and the velvety tones of the Swedish songstress are delightful to the ear.

Great Cabinet Plant.

The factory of the Salter Mfg. Co., 339 South Oakley avenue, Chicago, is one of the largest and best equipped plants devoted to the manufacture of talking machine record cabinets, music cabinets and similar types of cabinet work in the country. George W. Salter, the president of the company, has been actively engaged in cabinet manufacture for over a quarter of a century and was among the first to produce record cabinets on an extensive scale. Not only has the company's product been always characterized by the most minute attention



GEO. W. SALTER AT HIS DESK.

to detail and perfection of construction and finish, but the company have from time to time inaugurated distinct departures in the record cabinet line. The horizontal felt-lined shelf feature introduced by them two or three years ago gave new evidence of their ingenuity and enterprise. Cabinets containing this feature were placed on the market almost simultaneously with the introduction of the double-faced record in a large way, and solved the problem of convenient and safe storage for this type of record. As a compartment is provided for each record and both sides come in contact with a soft surface, it does not mar the record. They are just bringing out a new line of these admirable record cabinets in new designs of a most artistic nature. In several of these new styles all waste space is utilized, and doors open on record bins in the side as well as in the front of the cabinet.

In the accompanying illustration Mr. Salter is seen at his desk, simultaneously O. K'ing some large orders for supplies and passing on some gratifying big orders for Salter cabinets. Mr. Salter does whatever comes to his hand with all his might. When he works he works hard, and when he plays he plays hard. For two or three

weeks each summer he goes up to northern Michigan, and the local papers in that section of the country usually team with big records of catches by the enterprising Chicagoan. A few years ago Mr. Salter won a diamond medal for making the world's record for bait castings.

Mr. Salter has a most efficient assistant in the conduct of his large business in the person of John Mortimer, who not only looks after the sales end of the business, but is a practical factory man, as well as responsible for many of the good features incorporated in the Salter cabinets. Several of the new Salter styles are illustrated elsewhere in this issue.

Big Dictaphone Deal.

The Columbia Phonograph Co. have just sold to the Illinois Central Railroad Co. for their freight claim department in this city 94 model A Dictaphones, 25 model B Dictaphones, together with shaving machines, etc. Geo. D. Smith, in charge of the Dictaphone railway department, is here, supervising the details of the big deal.

New Edison Quarters.

The offices of the allied Edison interests have been moved from the building at the corner of Wabash and Washington streets to suite 1336 in the new People's Gas Co. building, 150 Michigan avenue. The new name, Thomas A. Edison, Inc.,

OPEN CHICAGO HEADQUARTERS.

U.-S. Phonograph Co., of Cleveland, Occupy Spacious Quarters for Their Wholesale Trade at 225 West Washington Street—Geo. M. Nisbett New General Sales Manager Knows the Ropes Thoroughly—Wholesale Quarters Also Established in New York at 5-7 Union Square—Business Prospects Excellent.

(Special to the Talking Machine World.)

Chicago, Ill., April 11, 1911.

Arrangements were consummated this week whereby the U. S. Phonograph Co., of Cleveland, O., will establish Chicago headquarters at 219-225 West Washington street. A handsome main



GEORGE M. NISBETT.

floor warerooms will be occupied and sumptuously fitted up, where a large stock of the company's machines and records will be kept for the convenience of dealers. The company will, of course, do no retail business.

Final details regarding the new establishment were made during the visit to the city last week of T. H. Towell, treasurer and general manager; Geo. M. Nisbett, general sales manager, and W. C. Patrick, Western representative of the U. S. Phonograph Co., Cleveland.

All of the gentlemen are very enthusiastic about the prospects before the company and report an increasing number of loyal dealers who are meeting with marked success in handling the company's line. Mr. Patrick will hereafter make his headquarters here and will have general charge of the headquarters in this city.

The news of the appointment of Geo. M. Nisbett as general sales manager of the company

on the door looks good. Geo. Harden, Western representative; Mr. Lapreau, in charge of battery sales; C. B. Frayer, Western representative for the Edison Storage Battery Co., and A. V. Chandler, who looks after the Edison Phonograph interests in this vicinity, are all provided with quarters which afford them many conveniences not enjoyed in the old location.

Training Victor Dealers.

Mr. Schwenker, of the repair department of the Victor Co., is again in the city. The last time he was here he devoted his attention to the jobbers. Now he is putting in his time with the dealers around town, schooling them in proper methods of doing repair work.

The Victor in Athletics.

Arthur D. Geissler recently commenced a course of athletics in the Chas. Postal Physical Culture Studios. He shortly found himself going through various "stunts" to music furnished by a Victor talking machine. He says that the faculty of the school, as well as the students, are now thoroughly convinced of the value of music as a therapeutical agent, although the original idea was simply to help in introducing the proper rhythm in the physical exercises.

comes as a surprise to his many friends here as elsewhere, who tender him their best wishes for his largest success in his new and responsible position. He first came into prominence in the trade as Western manager for the National Phonograph Co. Upon the closing of that company's office in Chicago he went with Babson Bros., in charge of their wholesale department, and later returned to his old love, the National Phonograph Co., as manager of their Mexican business, with headquarters in the City of Mexico. He has a wonderfully wide acquaintance with dealers throughout the country, and is a man of ideas and aggressiveness. Both Mr. Nisbett and the U. S. Phonograph Co. are to be highly congratulated.

The United States Phonograph Co. have also just opened wholesale quarters at 5-7 Union Square, N. Y., in charge of E. E. Prairie, a gentleman well known in the talking machine trade.

WHY THE EMPLOYER SMILES.

"The business man," says a western expert, "deals with five M's—Money, Material, Machinery, Men and Merchandise. It is not hard to get money, material and merchandise. Each of these is a given quantity, and with each and all of them a given result can be accomplished. The big thing is to get men."

Men are not of such certain quantities as money, materials and machinery. A machine will do a known quantity of work in a known time. A man will do such work as he is willing and capable of doing. Men, then, are the most important factors in the conduct of any business.

This is the reason why the head of an establishment shakes hands with himself whenever he sees one of his young men blossoming out into a fountain of future usefulness. He knows the value of the right sort of a man. It makes him happy to feel that he has caught one of them in the rough and is helping to polish him off.

60 YEARS' EXPERIENCE

PATENTS

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DESIGNS
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Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. HANDBOOK on Patents sent free. Oldest agency for securing patents. Patents taken through Munn & Co. receive special notice, without charge, in the

Scientific American.

A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, \$3 a year; four months, \$1. Sold by all newsdealers. **MUNN & Co.** 361 Broadway, New York. Branch Office, 225 F St., Washington, D. C.

**THIS IS THE FAMOUS
"TIZ-IT"**



**All-Metal
Horn
Connection
for Phonographs**

WE WANT EVERY DEALER TO HANDLE THIS FAST SELLING ARTICLE. PRICE 50 CENTS.

Regular Discount to the Trade.
Send for descriptive Circular and printed List of Jobbers who carry "TIZ-IT" in stock.
If your Jobber does not handle this Connection yet we will supply you.

One dozen lots, prepaid, \$3.60

Free sample to Jobbers Manufactured by

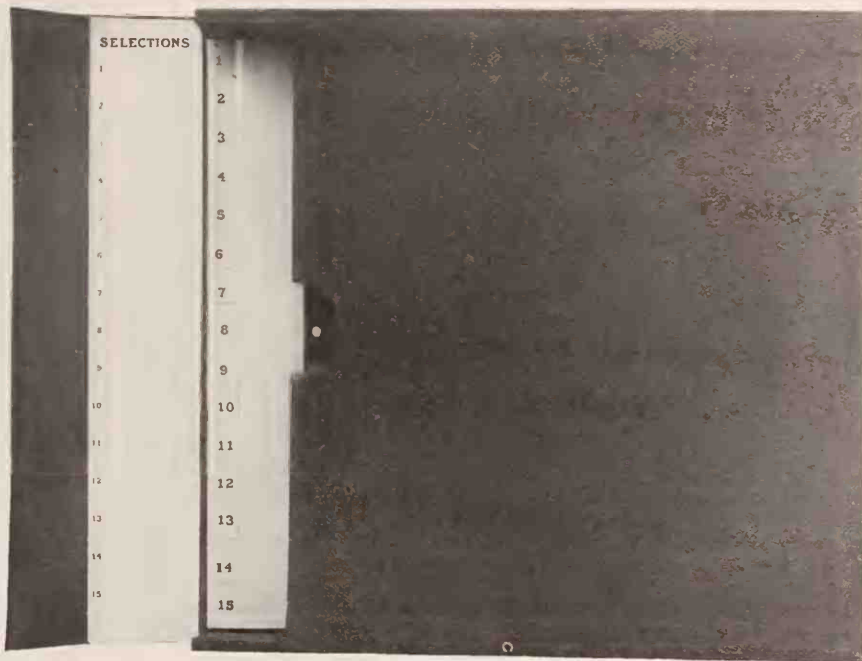
KREILING & COMPANY

1504 North 40th Avenue

Cragin Station Chicago, Ill.

Five Salient Points about the Lyon & Healy Disc Record Album

THE MOST PRACTICAL AND CONVENIENT ALBUM
ON THE MARKET



PATENT APPLIED FOR

1. Opens from the end, thus overcoming the necessity of taking the entire album from the cabinet to obtain the records desired.
2. Patent Stop keeps the records always in place.
3. Keeps records free from harm and dirt.
4. Made to fit in Victrola style 16 and 14 as well as regular record cabinets.
5. Price is reasonable. Retail 10 or 12-inch size \$1.50 with regular Victrola discounts to both distributors and dealers.

Send us a trial order for a dozen Albums now.

Lyon & Healy

WABASH AVENUE AND ADAMS STREET

CHICAGO

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially Prepared for The Talking Machine World.)

Washington, D. C., April 10, 1911.

SOUND DISTRIBUTING HORN. William S. Cobb, Flushing, N. Y. Patent No. 986,908.

The invention relates to an improvement in sound regulators, being more particularly directed to the construction of a sound intensifying horn whereby such sound is rendered more distinctive and the tone thereof materially improved.

The main object of the present invention is the provision of a sound regulator formed to provide a plurality of interior sound passages through which the sound waves are arranged to travel in succession, the construction and control of such passages providing for the rapid and uniform expansion of the sound volume in traveling from one passage to the next where-

by to intensify and improve the tone of such sound. Figure 1 is a view in elevation, partly in section, of the improved horn. Fig. 2 is a similar view broken away, showing a slightly different construction.

SOUND BOX. John A. Williams, Brooklyn, N. Y., assignor to Henry C. Miller, Waterford, N. Y. Patent No. 987,205.

The present invention pertains to improvements in sound boxes.

Figure 1 is a longitudinal sectional view, on the line 1-1 of Fig. 2; Fig. 2 a front face view, the compression-ring or plate being partially broken away; Fig. 3 a perspective view of the various parts of the box, with the exception of the stylus-bar or arm; Fig. 4 a vertical sectional view of the

combined indicating and locking device for the adjusting screw; Fig. 5 a perspective view of the stylus-bar or arm; Fig. 6 a sectional view on a somewhat enlarged scale, showing a slight modification of the mounting of the diaphragm, and Fig. 7 a perspective view of a modification of the means employed clamping the diaphragm.

ACOUSTICAL INSTRUMENT. Louis Lumiere, Lyon, France. Patent No. 986,477.

This invention relates to improvements in acoustical instruments, such as telephones, microphones,

ment 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 whose vibrations 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.

The invention also relates to the sound box in which the said diaphragm is mounted. Figure 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 of Fig. 7. Fig. 8 is a plan view of the machine shown in Fig. 7; Fig. 9 is a side elevational view partly in section of a modified form of sound reproducing machine provided with my 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.

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Advertising must attract the attention of the passer-by, and, having done this, must hold him long enough to make him want the article or something like it and draw him into the store to inquire about it. After this, it is the salesman's business to see that he becomes a satisfied purchaser.

TALKING MACHINE EXPORTS

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

(Special to The Talking Machine World.)

Washington, D. C., April 6, 1911.

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

The total exports of talking machines, records and supplies for February, 1911, amounted to \$244,001, as compared with \$177,070 for the same month of the previous year. The eight months' exportations of talking machines, records and supplies amounted to \$2,060,963.

HYMNS AND SERMONS VIA TALKER.

The Latest Innovation Introduced in the Presbyterian Hospital in Pittsburg, Pa.

An innovation for relieving the monotony and soothing patients has been adopted by Superintendent Margaret Woodside, of the Presbyterian Hospital, Northside, Pittsburg, Pa. It consists of a phonograph, which will render gospel hymns and deliver sermons to patients. The installation of this machine has proved a gratifying success. Each evening during the week days the phonograph is operated from 7 until 8 o'clock.

Sunday afternoon the phonograph service will begin at 2 p. m., and Superintendent Woodside expects the nurses will be there with their friends. A large number of those who are active in the Presbyterian church are also expected to be present to-morrow afternoon for the service.

AWARDED FIRST PRIZE.

The Porto Rican Agent of the Columbia Line Secures High Honor at the Insular Fair Recently Held in San Juan.

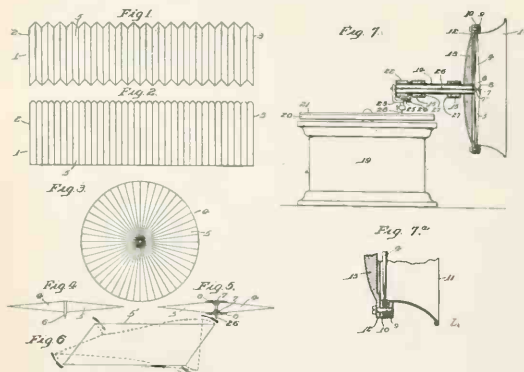
Gonzalez Padin Hermanos, agents for the Columbia line in San Juan, Porto Rico, W. I., who exhibited the Grafonola Mignon at the recent Insular Fair, were awarded the first prize. This fair is the first one of its kind ever held in Porto Rico, and is described by a correspondent as of equal importance in the island as the St. Louis manufacturers, as well as native merchants and Exposition was in the United States. American planters, were represented.

TO HANDLE SMALL GOODS AND TALKERS.

(Special to The Talking Machine World.)

Chicago, Ill., April 3, 1911.

On the return of Emil Simon, of the Simon Piano Co., Spokane, Wash., from the East, the other day, en route home, he announced he would enlarge his music instrument business by adding small goods and talking machines. Before leaving for New York he had made arrangements to engage a manager, who is a first-class small goods man, and he placed a substantial order when here. It is probable he will handle the Victor line as a dealer and probably may go in as a distributor.



sound recording and reproducing machines and musical instruments in general. As applied to sound recording and reproducing apparatus, it relates more particularly to that part of the instru-

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RECORD BULLETINS FOR MAY, 1911

COLUMBIA PHONOGRAPH CO.

- 10-INCH DOUBLE-DISC BLUE-LABEL RECORDS.
 A991 Declaration from the suite—"The Beautiful Miller-ess," No. 5—Raff.Kaltenborn String Quartet
 Winter Tales, Opus 112—Saro.Kaltenborn String Quartet
- TWO FAMOUS SACRED NUMBERS BY THE MENDELSSOHN QUARTET.
 A992 Holy Ghost with Light Divine (Air of Gottschalk's "Last Hope")—Male Voices, unaccomp. Mendelssohn Quartet
 Prayer of Thanksgiving (Ancient Folk-song of the Netherlands)—Male Voices, organ accomp. Mendelssohn Quartet
- A993 When the Swallows Homeward Fly—Abt. Counter Tenor Solo, orch. accomp.Will Oakland
 Poverty's Tears Ebb and Flow—Braham, Counter Tenor Solo, orch. accomp.Will Oakland
- 12-INCH DOUBLE-DISC BLUE-LABEL RECORDS.
 A5276 Twickenham Ferry—Marzials. Tenor Solo, orch. accomp.Reed Miller
 Excelsior—Balfe. Tenor and Baritone Duet, orch. accomp. John Young and Frederick Wheeler
 A5275 Cujus Animam Lord. Vouchsafe Thy Loving Kindness) from "Stabat Mater"—Rossini. Tenor Solo in Latin, with orch. Chas. W. Harrison
 Inflammatus (When Thou Comest) from "Stabat Mater"—Rossini. Soprano Solo, with Chorus in Latin, with orch.Anne Grant
 A5274 Barcarolle ("Radiant Night") from "Tales of Hoffman"—Offenbach. (English version by G. C. Jell). Soprano and Alto Duet, orch. accomp.Idelle Patterson and Margaret Keyes
 Serenade—Schubert. Soprano and Baritone Duet, orch. accomp.Idelle Patterson and Clarence Jell
- 10-INCH DOUBLE-DISC RECORDS.
 A990 Day Dreams, Visions of Bliss—Reinhardt. Mezzo-Soprano and Tenor Duet, orch. accomp.M. Mayew and Henry Burr
 Field of Roses Waltz—Diaz. Mandolin and Guitar TrioTrio Ariagua
- A989 Will the Roses Bloom in Heaven? Harris. Tenor Solo, orch. accomp.Henry Burr
 All Aboard for Blanket Bay—H. Von Tilzer. Soprano Solo, orch. accomp.Ada Jones
- A988 It's Got to Be Someone I Love—Doyle. Soprano and Tenor Duet, orch. accomp.Ada Jones and Walter Van Brunt
 Emmalina Lee—Gumble. Male Voices, orch. accomp.Columbia Quartet
- A987 Reuben Rag—De Pierce, Young and Norman. Baritone and Tenor Duet, orch. accomp.Arthur Collins and Byron G. Harlan
 Below the Mason-Dixon Line—Reed. Baritone Solo, orch. accomp.Arthur Collins
- A984 Sharpshooters' March (Il Bersagliere)—Eilenberg. Accordion SoloGuido Deiro
 Ciribiribin—Waltz—Pestalozza. Accordion Solo, Guido Deiro
- A FAVORITE MIXED QUARTET NUMBER.
 A985 How Fair Art Thou (Wie schon bist du)—Weidt. Unaccomp.Columbia Mixed Quartet
 Little Boy Blue—Nevin. Contralto Solo, orch. accomp.May Walters
- A986 In a Hundred Fathoms Deep—Shattuck. Bass Solo, orch. accomp.William McDonald
 Asleep in the Decap—Petric. Bass Solo, orch. accomp.William McDonald
- A983 7th Regiment ("Gray Jackets") March—Meyer. Prince's Band
 Squad Right March—Martin.12th Regiment, N. Y. N. G. Drum & Bugle Corps
- 12-INCH DOUBLE-DISC RECORDS.
 A5277 "Rosamunde"—Overture—Schubert. Part 1. (Andante)Prince's Orchestra
 "Rosamunde"—Overture—Schubert. Part 2. (Allegro vivace)Prince's Orchestra
- A5278 The Lord Is My Shepherd—Liddle. Baritone Solo, orch. accomp.Vernon Archibald
 Beyond the Gates of Paradise—King. Baritone Solo, orch. accomp.Vernon Archibald

12-INCH DOUBLE-DISC AND SINGLE-DISC RECORDS BY OLIVE FREMSTAD.

- Double disc. Single disc.
 A5273 Long, Long Ago—Bayly. In English, with orch.30636
 Annie Laurie. In English, with orch.30637
 A5281 Tannhauser. (Wagner). "Dich, Theure Halle." (Oh, hall of song and joy. (In German, with orch.30635
 Lohengrin. (Wagner). "Elsa's Traum." (Elsa's dream.) In German, with orch.30645
 A5282 Carmen. (Bizet). "Seguidilla." (Near the Ramparts of Seville.) In French, with orch. 30646
 Tosca. (Puccini). Preghiera—"Vissi d'arte e d'amore." (Prayer)—For love and art I've lived.) In Italian, with orch.30644
- RECORDS BY BAKLANOFF.
 12-IN. DOUBLE DISC AND SINGLE DISC.
 A5270 Otello. (Verdi). Credo. (Iago's Creed—"A cruel God I worship.") In Italian with orch. 30621
 Otello. (Verdi). Sogno. (Cassio's Dream—"As at night I lay.") In Italian, with orch. 30622
 A5271 The Demon. (Rubinstein). Aria—"Thou wilt be the world's queen." In Russian, with orch.30617
 The Demon. (Rubinstein). Aria—"The Vow." In Russian, with orch.30615
 A5272 Carmen. (Bizet). Canzone del Toreador. (Song of the Toreador.) In French, with orch.30619
 La Gioconda. (Ponchielli). Barcarolle—"Pesca, affonda pesca." (Fishermen, thy bait now lower.) In Italian, with orch.30620
- COLUMBIA "BLUE LABEL" SERIES. 10-IN. DOUBLE DISC.
 German Folk-Songs Sung by Alexander Heinemann.
 A982 Hans and Liese. (John and Elizabeth.) German Folk-song. In German, with orch. (Oh, Mother, something I must have.) German Folk-song. In German, with orch.12-IN. DOUBLE DISC.
 A5268 Am Neckar, am Rhein. (On the Neckar and on the Rhine.) In German, with orch. Standchen. (Serenade.) (Schubert.) In German, with orch.
 A5269 In Einem Kühlen Grunde. (The mill in the valley.) German Folk-song. In German, with orch. Die Beiden Grenadiere. (The Two Grenadiers.) (Schumann.) In German, with orch.

THOMAS A. EDISON, INC.

- EDISON GRAND OPERA AMBEROL RECORDS.
 30045 Norma—Meco all' altar di Venere (With Me in Rome) (Bellini). Sung in Italian with orch. accomp.Carlo Albani, Tenor
 30046 Germania—Ferito, prigionier (Wounded, a Prisoner) (Franchetti). Sung in Italian with orch. accomp.Carlo Galleffi, Baritone
 30047 Freischütz—Wie nahte mir der Schlummer (Before My Eyes Beheld Ilim) (Weber) Sung in German with orch.Marie Rappold, Soprano
 35021 Otello—Ave Maria (Hail Mary!) (Verdi) Sung in Italian with orch. accomp. Maria Labia, Soprano
 40044 Am Rhein und beim Wein (Rhine-Wine Song) (Ries.) Sung in German with piano accomp.Karl Jörn, Tenor
- EDISON AMBEROL RECORDS.
 665 Red Pepper Rag.New York Military Band
 666 My Southern Rose—Soprano Solo, orch. accomp. Elizabeth Spencer
 667 I Love the Name of Mary—Tenor Solo, orch. accomp.Frank H. Doyle
 *668 I Love It—Coon duet, orch. accomp. Collins & Harlan
 669 Put Your Arms Around Me, Honey—Coon Song, with orch. accomp.Ada Jones and Chorus
 670 The Crushed Tragedian—Vaudeville sketch.Ada Jones and Len Spencer
 671 "Officer of the Day" and "The Hurricane" Two-stepsNational Promenade Band
 672 My Cavalier Waltz.National Promenade Band
 673 Piano Man—Coon song, orch. accomp. Billy Murray

- 674 Let Me Live and Stay in Dixieland—Coon song, orch. accomp.Billy Murray and Chorus
 675 Larry O'Gaff Medley—Violin solo, orch. accomp. Charles D'Almaine
- 676 All Aboard for Blanket Bay—Tenor and baritone duet, orch. accomp.Anthony and Harrison
 677 Congressman Filkins' Home-Coming—Sousa's Band SketchPorter and Harlan
 678 I Don't Believe You—Conversational duet, orch. accomp.Ada Jones and Billy Murray
 679 Three Quotations—No. 1 "The King of France, etc.Sousa's Band
 680 The Mother I'll Be There—Baritone solo with chorus of mixed voices and orch. accomp.James F. Harrison and Edison Mixed Quartet
 681 Rock Me to Sleep, Mother—Counter-tenor solo, orch. accomp.Will Oakland
 682 Danny Deever—Baritone solo, orch. accomp.Marcus Kellerman
 683 The Dream Melody Intermezzo—"Naughty Marietta"Victor Herbert and His Orchestra
 684 My Ain Country—Tenor solo, orch. accomp.Irving Gillette
- 685 Mother Goose Days.Empire Vaudeville Company
 686 Young America Polka—Xylophone solo.Chas. Daah
 687 Bonnie Doon (Ye Banks and Braes)—Soprano solo, orch. accomp.Marie Narelle
 688 Winter Song—Male voices, orch. accomp.Knickerbocker Quartet
 689 Medley of French-Canadian Airs.Edison Concert Quartet
- EDISON STANDARD RECORDS.
 10491 The Cockney Band—Two-stepNational (London) Military Band
 10492 Silver Bell.Ada Jones and Billy Murray
 10493 That Loving Soul Kiss—Coon song, orch. accomp.Sophie Tucker
 10494 Honeycoming, Honey, in Bomba—Female voices, orch. accomp. "That Girl" Quartet
 10495 On Mobile Bay—Male voices, orch. accomp.Oakland Quartet

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- SINGLE FACED RECORDS. Size.
 No.Sousa's Band.
 5824 Federal MarchSousa 10
 5818 Glory of the Yankee Navy MarchSousa 10
 Elizabeth Wheeler-Reinold Werrenrath (with orch.).
 5836 Two Little Love Bees (from "The Spring Maid")Reinhardt 10
 Miss Marguerite Dunlap, Mezzo-Soprano (with orch.).
 5837 Mighty Lak' a RoseStanton-Nevin 10
- A RECORD BY ELIZABETH BRICE.
 Miss Elizabeth Brice (with orch.).
 5838 Lovie JoeJordan 10
 Victor Concert Orchestra.
 5840 Birth of Passion (from "Madame Sherry")Hoschna 10
 31819 Midsummer Night's Dream OvertureMendelssohn 12
 Victor Light Opera Company (with orch.).
 31817 Gems from "Florodora"Stuart 12
 31818 Gems from "Erminie"Jakobowski 12
- DOUBLE-FACED RECORDS.
 16843 Po' Mo'ner Got a Home at Last.Fisk Jubilee Quartet 10
 The Old Tunes (Paul Lawrence Dunbar)J. A. Myers 10
 16844 Through the Hole in the Fence. Comic SpecialtyMurry K. Hill 10
 Come, Josephine, in My Flying Machine (Bryan-Fischer)Ada Jones and Am. Quartet 10
 16846 A Bit of Drama. Comic SpecialtyMurry K. Hill 10
 That's Yiddisha Love (Brookman)Silver 10
 16847 Infanta March (Gregory) Banjo (piano accomp.)Fred Van Eps 10
 The Boston Virginia Keel (De Witt)Victor Dance Orchestra 10
 16848 Honey Love (Drislane Meyer)Feesess Quartet 10
 On San Francisco Bay (Bryan-Hoffman) "That Girl" Quartet 10
 16850 Good-Bye, Sweet Day (Thaxter-Vannah)Helen Clark 10
 The King's Highway (Weatherly-Molloy)Reinold Werrenrath 10
 16851 That's Why I Never Married from "The Slim Princess" (Cawthorne-Golden)Billy Murray 10
 The Piano Tuner (Porter)Ada Jones-Steve Porter 10
 16852 Emmaline Lee (McKenna-Gumble)Feesess Quartet 10
 Entre Acte Gavotte (Gillet) XylophoneWilliam H. Reitz 10
 16853 The Valley of Peace (Breck-Meredith)Anthony and Harrison 10
 Still, Still with Thee (Gospel Hymn) (Gerrish)Chicago Glee Club 10
 53185 Italian in Algiers Overture (L'Italiana in Algeri) (Rossini)Pryor's Band 12
 The Dwellers in the Western World—Part I, "The Red Men" (Sousa)Sousa's Band 12
- PURPLE LABEL RECORDS.
 Imperial Russian Balalaika Court Orchestra.
 60035 Remembrance of Gatschina ValseMendelssohn 10
 60036 On the Wings of SongMendelssohn 10
 70034 1—Molodka (Comic Folksong); 2—Sun in the Sky, Stop Shining! (Folk Dance)12
 Lucy Isabelle Marsh, Soprano (with orch.).
 60037 I'ntemps—Spring (In French)Stern 10
- NEW RED SEAL RECORD.
 THE NEW TETRAZZINI RECORDS.
 12-in. with orch.—In Italian.
 88291 Carnival of Venice—Part I (with variations)Benedict
 88292 Carnival of Venice—Part II (with variations)Benedict
 88293 Traviata—Ah fors' e lui (He My Heart Foretold)Verdi
 88294 Carceteras—Spanish Air from "Las Hijas del Zebedo" (In Spanish)Chapi
- RECORDS REMADE BY MME. TETRAZZINI AND GIVEN NEW NUMBERS.
 (No. Old.)
 New. Old.
 88295 9201. Rigoletto-Caro nome (Dearest Name)Verdi
 88296 9215 Mignon—Polonese, "Io son Titania" (I'm Fair Titania)Thomas
 88297 92016 Lakme—"Dov'e l'Indiana bruna (Bell Song)Delibes

E. Blout, a new Victor distributor and dealer, opening temporary quarters at 8 Reade street, has now removed to a well equipped place at Broadway and 108th street, New York. The change was effected this week, and he is planning to do a brisk business in both branches.

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BALALAIIKA ORCHESTRA RECORDS.

The Records of the Imperial Russian Balalaika Court Orchestra Made by the Victor Talking Machine Co. Will Be Announced in the May Supplement—An Important Announcement.

One of the greatest and most successful novelties of the present musical season, now drawing to a close, has been the Imperial Russian Balalaika

laika, while two "Cembalos," familiar to those who have seen so-called "Hungarian" orchestras, complete the equipment of this unique band.

The precision, skill and beautiful tone produced by this orchestra have been the wonder of all critics, and the first concert of the organization in the Metropolitan Opera House, New York, produced something like a sensation, every newspaper in the city devoting considerable space to it. Mr. Andreeff wisely confines his programs almost entirely to

Russian folk-songs are especially interesting. No nation in the world possesses a greater love for music than the Russians, and the songs of the peasants, characteristic of various occasions, such as weddings, dances, legends, the regular round of daily toil, etc., are numerous.

The first of these most interesting and remarkable records are published by the Victor Talking Machine Co. in their May supplement, a list of which appears on page 53.



THE IMPERIAL BALALAIIKA ORCHESTRA, OF WHICH W. W. ANDREEFF IS CONDUCTOR.

Court Orchestra. This remarkable organization is under the direction of W. W. Andreeff, who was the first to study and develop the possibilities of the peculiar Russian stringed instrument from which his orchestra takes its name.

The Balalaika is a three-stringed instrument, somewhat like the mandolin, but triangular in shape. For centuries, in a primitive form, it has been used by the Russian peasants, but Mr. Andreeff has undertaken successfully to develop its artistic possibilities and make it a vehicle for the artistic performance of music, especially in ensemble. Associated with the Balalaika, and acting as a bass to it, is the Domra, a large type of Bal-

Russian folk music, ancient peasant tunes elaborated and orchestrated in a manner adequate to the possibilities of the very excellent band which he has trained. The Balalaika has scored a veritable triumph in Europe, while in Russia every regiment has its orchestra of such instruments, a state of affairs which only came into existence after Mr. Andreeff had brought the possibilities of the Balalaika to light.

The Victor Talking Machine Co., with their usual and expected enterprise, secured the exclusive services of Mr. Andreeff and his band, with the result that a number of records of the Balalaika Orchestra have been made in the Victor laboratories. The

EDISON PLANT BUSY

Catching Up on Amberola Orders—Still Behind on Records—F. K. Dolbeer Pleased with Outlook for General Business.

F. K. Dolbeer, sales manager of Thomas A. Edison, Inc., Orange, N. J., in commenting on business said: "We have been running the factory right along, and so far as Amberolas are concerned we are now up on orders. In records we are behind, but expect soon to be caught up. In regard to spring trade, it has been very satisfactory, and the outlook is excellent."

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119 Westminster St.
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Thomas A. Edison, Inc., is the new corporate name by which the National Phonograph Co. will hereafter be known.