

# The TALKING MACHINE WORLD

AND  
NOVELTY  
NEWS

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



make records only for the Victor

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

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

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



# ZON-O-PHONE

## 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.

In offering you our first list of thirty-five Russian Double Record Discs, we do so at a big expense on account of duty and other charges. We are only charging you 75 cents for two selections. These records were all recorded in Russia so you will understand your home songs and music.

### 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:

##### ARKANSAS

Hot Springs.....Joe Hilliard, 216 Central Ave.  
Ft. Smith.....R. C. Bollinger, 704 Garrison Ave.

##### CONNECTICUT

Bridgeport.....F. E. Beach, 902 Main St.

##### FLORIDA

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

##### ILLINOIS

Chicago.....W. H. Sajewski, 1011 Milwaukee Ave.  
Chicago.....Tresch, Fearn & Co., 73 Fifth Ave.

##### KANSAS

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

##### MARYLAND

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

##### MASSACHUSETTS

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

##### MINNESOTA

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

##### MICHIGAN

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

##### MISSOURI

Springfield.....Morton Lines, 325 Boonville St.  
St. Louis.....Knight Mercantile Co., 311 N. 13th St.  
St. Louis.....D. K. Myers, 3329 Finney Ave.

##### NEW JERSEY

Hoboken.....Eclipse Phono. Co., 303 Washington St.

##### NEW YORK

Brooklyn.....B. G. Warner, 1213 Bedford Ave.  
New York.....Greater New York Phonograph Co.,  
310 Grand St.  
S. B. Davega Co., 126 University Place.

##### NORTH DAKOTA

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

##### OHIO

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

##### PENNSYLVANIA

Allegheny.....H. A. Becker, 601 Ohio St.  
Harrisburg.....J. H. Troup Music House, 14 So. Market Sq.  
Philadelphia.....Harmonia Talking Machine Co., 1301 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, 558 12th St.  
Milwaukee.....Hoeffler Mfg. Co., 306 W. Water St.

##### CANADA

Toronto.....Whaley, Royce & Co., Ltd., 227 Yonge St.  
Vancouver, B.C.M. W. Waitt & Co., Ltd., 256 Granville St.  
Winnipeg, Man. Whaley, Royce & Co., Ltd.

# The Talking Machine World

Vol. 7. No. 9.

New York, September 15, 1911.

Price Ten Cents.

## CONFIDENCE IN ADVERTISING.

**Confidence the Basic Principle of Whole Commercial Structure Says E. R. Scott in Address Before Des Moines Admen's Club—What Confidence Means Under Various Conditions Rather Interestingly Defined.**

Confidence is the basic principle underlying our entire business structure. Take confidence out of our business and what have we left? Nothing but a shell; the meat is gone. Confidence then is an essential in good advertising for the same reason that confidence is an essential in any other business, for advertising is a business—not a game. There may be instances in which advertising is a game, but with men who work at it—who study it, the word game hardly fits. With all of us advertising is a business, it is our means of earning a livelihood and when the teacher asks my son what his father works at I would feel somewhat abashed if he should answer, "Oh, my pop does not work, he plays the advertising game."

Would a man be a good farmer if he had no confidence that the seed he planted would grow? Would he plow well, plant well and cultivate well? No, he would not.

It is the confidence he has that makes him a good farmer. He knows that if he does his part the crop will be his reward.

If the engineer on the Twentieth Century Limited lacked confidence you would not care to ride on his train. But he has confidence—confidence in himself, confidence in his engine, confidence in the steel, confidence in the roadbed and confidence in the dispatcher who keeps the track clear.

Why can one man go to a banker and get the loan of a large sum of money when another man with greater assets and less liabilities cannot. Confidence does it. The banker knows his man.

I step into your store, make a purchase and hand you a check in payment. If you do not know me you look me over carefully and—refuse the check. You prefer to keep the goods—you say I don't like the looks of that fellow—you lack confidence.

A salesman takes his trunk and starts over his territory. He calls on John Jones. If Jones is a stranger to him, he does not immediately say, "Come, look at my samples." He begins to work for Jones' confidence. He knows that even if the goods are right and the prices right, Jones must have confidence in him and his house or he will not get the order.

Confidence, then, is the key to the situation. It furnishes the energy or spur for the farmer. It leads the railroad engineer to brave danger. Confidence causes the banker to risk fortunes in his investments. Confidence is the most potent factor in the salesman's success and confidence is the essential of advertising. Without confidence there would be no advertising.

## VICTROLA AND PLAYER-PIANO

Used Together in Recitals at Hahne & Co. Store, Newark, N. J.—The Columbia Line with the Armstrong Piano Co.—A Free Record Offer the Subject of Some Comment.

(Special to The Talking Machine World.)

Newark, N. J., Sept. 11, 1911.

An interesting feature of the celebration of their fifty-third anniversary by Hahne & Co., the prominent department store proprietors of this city, last week, were the daily concerts given in the auditorium connected with the piano department. On three days the Victrola was used to reproduce the voices of the great opera artists, the piano accompaniment being furnished by a Hardman Autotone. The player-pianist, Le Roy H. Moon, had complete control of his instrument and the effect of the combination aroused the enthusiasm of the large audiences. Many of those present did not believe

it was possible to carry out such a plan and their surprise was well worth noting.

The Armstrong Piano Co., who recently secured the agency for the Columbia Co. line, have given over the entire second floor of their building to the "talker" department and are displaying every model of horn machines and Grafonolas. They have had two sound-proof demonstrating rooms fitted up in connection with the main display room and report that the business has been such as to fully warrant the opening of the new department.

A certain dealer on Broad street has stirred up some bitter feeling in the local talking machine trade by offering to give an Indestructible record free with every purchase of three records at the usual price. The offer extends to five records free with every purchase of a dozen.

## AN AUTOMATIC SALESMAN.

**Motion Picture Machine for Use of Travelers Now Being Manufactured.**

To bring a machine to the buyer's office and to show it in action without the noise and grime of the factory is virtually what is suggested by the Motionscope Co. This enterprising company manufactures a motion picture machine of a size fitting into a salesman's traveling case, but in addition to enabling the salesman to enter a prospect's office and give a demonstration of the machine in operation, it is pointed out that films may be shipped to prospective buyers when it may not be necessary to send the entire machine. Then the film can be shown at the regular motion picture institution of the neighborhood at little cost.

The picture machine is equipped with an attachment for showing single slides, which, of course, may be colored or may be reproductions of drawings to elucidate features of the design not conveniently explained with the motion picture. Of course, with a motion picture machine the reels may be stopped at any point and a definite operation studied with care. The possibilities of the application of the motion picture machine are, of course, great, and it is interesting to add that the company have had such a degree of success in introducing the machine that on October 1 they expect to have a plant of double present capacity for turning out films, slides and picture machines.

## HANDLING DIFFICULT PROSPECTS.

**The Salesman Uses Diplomacy and Skill to Interest an Irascible Customer.**

There are few talking machine salesmen who have not come across in their time a class of customers difficult to please, and who apparently come to scoff instead of to buy—the kind of customer that tries one's patience. This class of customer is not confined to the female gender, but more frequently is found among the opposite sex. G. H. Putnam, who doubtless has had some experience in this line, in writing on this subject says: "Most people are subject to moods which they control with difficulty or not at all. But the man of moods and explosive temperament, after he has made an exhibition of himself and perhaps gone to the extreme of ill manners and abuse in dealing with a salesman, is, unless he is thoroughly hardened, sure to swing back to the opposite mood, often with a tinge of regret for his unmannerly conduct.

"This is the salesman's opportunity. It is to judge his man and quietly but abruptly leave him, that is, if he is permitted to do so—in some cases the salesman's going may be hurried. Then he should estimate the time for his return.

"It is useless to try at once to overcome a man who has lost his temper or happens to be in ill humor, but the politely persistent salesman should keep at his prospective customer until the explosion comes, then quickly make his exit,

"After an hour, or two, or, even better in most instances the next day, he may return and then he will probably find the man in a better humor and generally more than ready to make amends.

"The salesman who understands this tendency of human nature to react, and makes the most of it, will be able to land many a customer who would otherwise escape him.

"While it may hardly seem honorable purposely to lead a man into such a situation, it is certainly consistent with business ethics to take advantage of the better mood and the almost certain tinge of remorse that follows when a man makes a fool of himself."

## "RECORD" OF INDIAN PRAYER.

**Two Redmen Contribute to French Gramophone Archives of Languages.**

A dispatch from Paris says that a curious experiment was made with great success at the Sorbonne a few days ago. Recently the French Minister of Public Instruction authorized the creation of a public office in which arrangements were made for the storing of the archives of language on gramophone records. Special plates were made for the record, and it is hoped to preserve a complete collection of all languages and every dialect in use in the world at the beginning of this twentieth century. Just now a number of Redskins are on show at the Jardin d'Acclimation in the Bois de Boulogne in Paris, and the management has been asked to induce two of the chiefs to consent to speak into the gramophone. They have been induced to do so, but not without difficulty.

When they were told that the prayer which they were asked to speak into the great trumpet-like receiver would be repeated in two centuries to other ears by means of the apparatus they refused to have anything to do with it. When they did consent they made a number of conditions. The prayer they selected was the one with which they conjure the divinities of evil.

Before they would agree to speak it they arrayed themselves in all manner of charms and fetiches against the Evil One and lesser devils, and they would not speak into the gramophone at all until they were allowed to hold a loaded revolver in their right hands while so doing. At the first experiment one of the chiefs was so alarmed by the preliminary whirr of the instrument that he fired six revolver shots into it and smashed it to pieces. Another gramophone was brought, however, and the Redskins' prayer is now on record in the archives, with the languages and dialects of Sweden, South America, China and even of Montmartre.

## USED A PHONOGRAPH.

**Miss Dwight Learned Her "Seven Days" Lines from the Records.**

Miss Maquita Dwight, who will be with one of the Wagenhals & Kemper "Seven Days" productions this coming season, became familiar with her part in a queer way. She was visiting a friend in the country and, the day before rehearsals were called, this friend was taken ill. Miss Dwight could not leave her.

The actress notified her managers of her predicament and they had a number of phonograph records, recording Miss Dwight's lines, made. These they sent her, and when Miss Dwight reached New York a few days ago she was thoroughly familiar with her role, having learned the lines from the records.

Keep your windows in spick and span condition. If trimmed often and attractively, they are a mighty working power for your store's good—they work all the time.

## SOUTHERN CALIFORNIA NEWS.

Trade in All Sections Shows Improvement—The Angeles Co. Take on the Victor—Sherman, Clay & Co. Enlarge—Great Activity with Edison Agents—Columbia Manager Looks for Large Fall Trade—Some Distinguished Visitors—Interesting Budget of News from All Points in the State.

(Special to The Talking Machine World.)

Los Angeles, Cal., Sept. 4, 1911.

Trade throughout Southern California is improving steadily and rapidly, much to the surprise of many of the dealers, who have consequently become more enthusiastic regarding the outlook for the coming season in the talking machine trade than ever before. A good portion of the increased trade is due to the fact that many people are returning from the seashore and mountains, and are adding fresh records to their libraries. Dealers in this section of the country are anxiously awaiting the new Edison disc line to appear, and, judging from the inquiries, it will cause a sensation when placed on sale.

The Angeles Talking Machine Co., 337 South Spring street, who formerly conducted what was known as an exclusive Edison store, have installed the complete Victor, and though the new move A. Pfaff, the proprietor, can now accommodate the disc as well as the cylinder trade.

Miss A. Brown has just returned from an extended northern trip, where she has been spending her vacation with friends. Miss Brown has had charge of the talking machine department of the Fitzgerald Music Co. for several years. She is the only lady manager in the city of Los Angeles, and more than holds her own in the talking machine business with the managers of the opposite sex.

The J. B. Brown Music Co., 642 South Broadway, have had an excellent run on Victrolas, and a very fine trade in records as well as smaller sizes of machines for the month of August. H. B. Hinmann, manager of the talking machine department, has planned to start their season of monthly Victrola concerts on September 14 with the opera, "Lucia." Not only the records of this opera are played, but the story of the opera is given and explained in connection with each record. These concerts have proven very successful; filling the hall when given.

The Birkel Co. report business in rather good condition. R. W. Pittock has taken the place of Mr. Cook, who has charge of the phonograph parlors and is away on his vacation.

W. P. Carson, who has taken the managership of the talking machine department of the Wiley B. Allen Co., is a successful talking machine man, and will no doubt increase their trade.

A. W. Beatty, Moricopa, Cal., is in the city with

his automobile enjoying two weeks' outing with his family. They are making their headquarters at Long Beach.

Miss Jones, Mesa, Ariz., who has charge of the Edison line of Everybody's Drug Store, reports business unusually good in her section of the country.

F. J. Hart, president of the Southern California Music Co., who has been very ill for several months, is now improving slowly. It is hoped he will soon be able to take up active work again in his large establishment.

Arthur D. Geissler, general manager of the Talking Machine Co., Chicago, was in this city for a few days visiting his uncle, Mr. Geissler, of the Birkel Co. He also paid a visit to O. A. Lovejoy, manager of the talking machine department of the Southern California Music Co.

J. V. Haines, who is making a wonderful record in the sales of the Edison business phonographs, has returned from a trip to San Diego.

The Southern California Music Co. state through their manager, O. A. Lovejoy, that the Edison wholesale trade has gone far above the average for the season. The retail trade of the Victor and Columbia goods is active.

H. D. Michaud is one of the latest Columbia agents. He is an exclusive dealer for Watts.

T. E. Dame, of Ryan & Dame, the hustling dealers of Tulare, Cal., has been in Los Angeles several days. He is an Edison enthusiast, and makes a specialty of the Edison Amberola, having placed a large number of these instruments in the better homes in his town.

Fred D. Hall, of Chicago, the well-known inventor of the Victor fibre needle, was a recent visitor. Mr. Hall, who is a brother-in-law to W. J. Raynard, traveling representative for the Southern California Music Co., came purely on a personal visit, but found time to explain to a number of the city dealers the right way to use the fibre needle. Mr. Hall leaves for San Francisco, Seattle and then for home. He expressed considerable surprise at the up-to-date way the talking machine business is cared for in our city, and stated that our stores in Southern California compare with any in the East.

T. W. Jones, the exclusive Edison dealer of Fellows, is spending a couple of weeks at the beaches here.

The Paulin Furniture Store, of Ocean Park, have opened a department for talking machines, pianos, sheet music and small goods. Mr. Paulin reports business as starting out very nicely.

Carl Strock, Edison dealer of Santa Ana, is having great success in working the home demonstration and free-trial plan. He is using an automobile to cover the trade in his section.

Clark Bros., of Uplands, have enlarged their

talking machine department and added complete record stock in the Victor and Edison lines.

C. E. Le Roy has taken the Edison line for San Bernardino, and intends going after the business hard. He will make a specialty in the higher priced instruments.

W. A. Voltz, Edison representative for California, is on a visit to the Edison factory at Orange, N. J.

George P. Austin, Oxnard, Cal., has added complete catalogs of Mexican and Portuguese records to his already large stock.

Leroy Calvert, the jeweler of Azura, has lately added a talking machine department, and states business is starting out very good in Edison and Columbia lines.

A. G. Farquharson, special representative for the Columbia Co. in Southern California, reports great success with the Grafonola Favorite. He has recently closed many large deals in Los Angeles and vicinity for the new style Favorite.

Sherman, Clay & Co., Victor distributors for Southern California, have just enlarged their present floor space to more than double its capacity. They have just received their second carload of Victrolas XVI, which nearly supplies the demands of the dealers for the summer trade. They have disposed of a great many Circassian walnut Victrolas to the trade in the past few months.

Mr. Delozier, president of the Delozier Furniture Co., of El Centro, Cal., who spent his vacation in Los Angeles and San Diego, visited the Columbia wholesale house and ordered a stock of new hornless graphophones for fall.

Jacob Schireson has just returned from an enjoyable vacation on Catalina Island. Business has been extraordinarily brisk with the firm during July and August.

William F. Stidham, local manager of the Columbia Phonograph Co., reports that their volume of business this summer has been unprecedented, and he looks for a very large fall trade.

## PHONOGRAPHIC ADVERTISING

An advertising device, having an advertiser exhibit and a phonograph to announce the advertisement as it is displayed, is shown in a patent, No. 998,721, to George A. Stafford, of Belcherville, Tex. It has a motor which, through suitable mechanism, operate to display advertisements successively and the motor also operates the phonograph to announce the advertisements.

## THE TIME TO CHARGE.

The time to charge an article to the customer is immediately after the sale, no matter if other customers are needing your attention.

## EXPERIENCE IS A GREAT TEACHER

Applies Just as Aptly to the Handling of Talking Machines as to Anything Else.

## OUR SIXTEEN YEARS' EXPERIENCE

# EDISON

Yours to command  
PROMPTNESS  
NEW GOODS  
FULL FILLING  
OF ORDERS

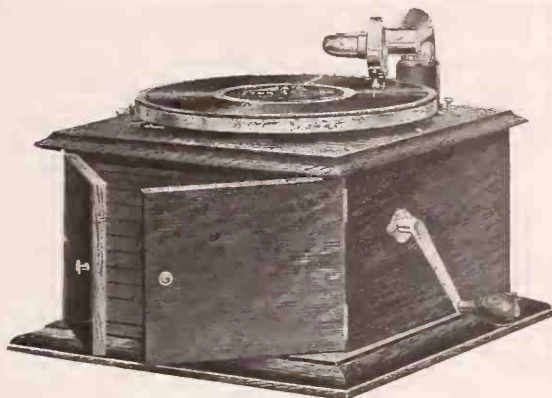
Has taught us what goods to handle and how to handle them. Just how well we have learned our lesson will be at once made plain to you if you send us your orders for Victor and Edison Machines, Records and Supplies.

**THE EASTERN TALKING MACHINE CO.**  
177 TREMONT STREET BOSTON, MASS.  
DISTRIBUTORS OF EDISON AND VICTOR MACHINES, RECORDS AND SUPPLIES

# VICTOR

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

# \$15 for this genuine Victor-Victrola



Victor-Victrola IV, \$15.

Equipped with all the latest Victor improvements, including Exhibition sound box, tapering arm, "goose-neck", ten-inch turn-table and concealed sound-amplifying features.

There is no reason on earth why anyone should hesitate another moment in purchasing this greatest of all musical instruments.

The fact that it bears the famous Victor trademark and is a *genuine* Victor-Victrola guarantees the same high quality and standard of excellence so well established and recognized in all products of the Victor Company.

Never has there been such an opportunity for profit and prestige in the musical instrument industry.

No dealer can afford to overlook it.



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

Berliner Gramophone Co., Montreal, Canadian Distributors.

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

### VICTOR DISTRIBUTORS:

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

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

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

Unless a dealer has been shut out by somebody else's exclusive Columbia selling rights, there is no reason *that will hold water* why he should not meet the Columbia demand with Columbia product instead of trying to satisfy it with other goods that will cost him double effort to sell and doubtful success.



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

### SHOW RECORD MAKING PROCESS.

Montelius Piano House, Vancouver, Has Interesting Window Display During the Recent "Made in Canada" Week.

(Special to The Talking Machine World.)

Vancouver, B. C., Sept. 4, 1911.

Accompanying is a photo of a window display recently used by the Montelius Piano House, Ltd., Vancouver, B. C., during "Made in Canada" week, and, as shown, explains the process of making Victor records at the Canadian (Montreal) factory.

Nos. 1, 2 and 3 show the principal ingredients used—shellac, ground fiber and coloring powder—

House, Ltd., is factory distributor for York band instruments. O. Kohler's Sons' clarinets, saxophones, etc., M. Hohner goods and other small instrument lines from English, French, German and Austrian markets. A complete line of Edison phonographs, etc., is also carried, besides an up-to-date stock of sheet music, books, etc.

These departments have an efficient staff under the management of Harry R. Rothermel, who is well known to the talking machine and musical instrument trade on the Pacific Coast.

### GETTING THE NATURAL MUSIC.

The phonograph is constantly coming into new

"Your children will certainly appreciate this book."

"I don't read, and haven't any children," was the snarling answer.

"Then probably your wife would be pleased with it," said the book agent.

"I have no wife. Nobody but myself and my cat," thundered the man.

"Well," was the undismayed reply, "don't you ever want a good, heavy book to throw at the cat just to ease your feelings?"

### INVENTS A TALKING WOMAN?

Massachusetts Creates Wonderful Figure After 8 Years' Work—Uses Phonograph in Talking Apparatus—Inventor a Bachelor.

(Special to The Talking Machine World.)

Boston, Mass., Sept. 9, 1911.

John W. Belcher, of Center street, Newton, has just finished a remarkable mechanical figure of a woman which walks, talks, writes and smiles. The figure is 5 feet 8 inches in height and weighs 185 pounds. It is dressed in a red silk gown of the latest design, and can move its lips, eyes, mouth, arms, legs and fingers.

Nearly seven years ago Mr. Belcher, who had previously spent about ten years in quest of perpetual motion, began the construction of the figure. To make the figure talk, sing and answer questions the inventor uses a talking machine. Mr. Belcher is said to be a bachelor.

### THE VALUE OF PERSONALITY.

Personality is the greatest asset that any retail business man can have. He may have the goods, the price, the location, but he must have the personal magnetism in order to have business success. Every man stands for something in his own business, and represents ideas of his own.

You will find upon investigation that the heads of our largest financial institutions are men of wonderful personality, who have injected this personality into their business until it is felt in every department.

Never knock your competitor, for it gives him too much free advertising.



INTERESTING DISPLAY BY THE MONTELIUS PIANO HOUSE.

in separate jars, No. 4 a lump of the record material from the mixing vats, No. 5 a square of "material" ready for the press, No. 6 a matrix and No. 7 the perfect Victor record.

Beneath these are printed cards explaining the details of manufacturing; from the mixing in the crude state to the final testing of the finished product.

In the foreground all of the different steel and fiber needles are displayed with springs and other motor parts; also record catalogs comprising every language in which Victor records can be obtained. A group of Victrolas and Victor machines with music-master horns, with the well-known photos of Caruso and Melba arranged around display records complete this interesting and instructive exhibit—and which, as far as known, is also an original one.

Besides being jobbers of Victor-Berliner goods for the Canadian Northwest, the Montelius Piano

service. A Boston artist and musician who has a summer home in the White Mountains and is a great lover of nature in all the phases of outdoor life, proposes to catch the notes of song birds and reproduce them for the benefit of the public. A concert of bird music no doubt might be made highly delightful. But there is one "bird" whose song is not likely to be perpetuated on the phonograph record. The music of the Jersey "skeeter" will never become popular.

### INTENSIVE SELLING.

Modern salesmanship is based upon the cardinal principle not to induce any sale unless the buyer benefits by it.

This is radically different from the old idea of "a sale, dead or alive," as demonstrated by a book agent. He approached a man sitting on his porch.

## Regina Pneumatic Cleaners

Manufactured under the Kenney (Basic) vacuum cleaner patents.

HAND OPERATED AND ELECTRIC MODELS.

Handled with profit and satisfaction by thousands of dealers.

THE REGINA CO.

211 Marbridge Bldg., 34th St. and Broadway, New York  
218 So. Wabash Ave., Chicago

## TALKS ABOUT BUSINESS BUILDING

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

### TALK No. 2.

At the close of our last article I asked this question, WHO ARE THE SALESMEN IN THE WORLD OF COMMERCE?

My reason for asking this question is the fact that there seems to be quite a general impression among business men that it is those only who directly market product, sell, or take orders for the product of any given commercial institution, who may or should be termed "SALESMEN."

If we wish to be technical, and follow dictionary definitions, possibly this is correct, but it is better to be PRACTICAL than too technical, and the test of PRACTICABILITY is result-getting; in the commercial world—BUSINESS-BUILDING.

The way to get results—PROFIT-MAKING BUSINESS—is to follow this definition:

THE SALESMEN OF THE WORLD in the realm of Commerce are the COMMERCIAL INSTITUTIONS themselves.

Whether an individual business, a partnership, or a corporation, there is just ONE SALESMAN for each Commercial Institution in existence to-day—THE INSTITUTION.

It is a Composite Being. If a partnership or corporation, it is a Legal Entity.

Everybody from porter up to president is a part of ONE SALESMAN—THE INSTITUTION.

The result of the efforts of the institution—its work as a whole when successful—is to MARKET its PRODUCT at a PROFIT.

As we saw in Talk No. 1, the accomplishment of this result is dependent upon the SERVICE RENDERED. This in turn depends upon the efficiency of each unit.

EVERY HUMAN BEING IN AN INSTITUTION MUST BE A SUCCESS FOR THE INSTITUTION ITSELF TO BE A COMPLETE SUCCESS.

Every human being in it must be a SERVICE-RENDERER, and if he is that he is bound to be a BUSINESS BUILDER, and by all the rules of Commercial Logic a Union of Business-Builders can result in one thing only—a PROFITABLE BUSINESS.

#### How About Equipment?

If each person engaged in the service of the institution is right, the equipment must and will be right. Equipment is EFFECT; Man is CAUSE.

THE RIGHT CAUSE (MAN) WILL PROVIDE THE RIGHT EFFECT (EQUIPMENT).

A house is known by the customers it gets and keeps. It is the REPEATER that counts—the PLEASSED BUYER, who buys and buys again. He advertises your SERVICE by continuing his Patronage. Strive to make many like him. He is the most potent factor in commercial success—THE PLEASSED PATRON, WHO BUYS AND BUYS AGAIN.

Both the getting and the keeping of customers or patrons depends upon the efficiency of each unit in the composite salesman—THE INSTITUTION. Its success is the sum of the successes of the individuals engaged in its service. Make each unit right, and the whole will take care of itself.

E PLURIBUS UNUM, UNITED WE STAND, DIVIDED WE FALL, was never said more truly of our great country than of every commercial institution in it.

Successful institutions are nothing more than the combined efforts of successful men. The house as a whole must persuade the buying public to purchase its product at a profit.

Salesmanship Is Persuasion Applied to Business.

Persuasion works both ways. People are persuaded to buy, people are persuaded not to buy, people are sometimes persuaded by one individual part of the composite salesman to buy and then are persuaded not to keep on buying by some other part of the composite salesman.

This is not done intentionally, of course, as a rule; but it is RESULTS THAT COUNT, and persuasion not to keep on buying—not to become a repeating patron—is the result of the words or deeds of an intelligent unit.

A House Divided Against Itself Cannot Stand.

Nineteen hundred years ago this great truth was uttered. It is one of the eternal truths of all time. It is as true now as it was then. It will be as true to-morrow as it is to-day.

In the business world, UNITED EFFORT spells SUCCESS. DISUNITY—DIVISION—CLASH OF INTEREST—these constitute the prologue of the drama that ends in the bankruptcy court.

I have known the good work of a good getter of customers—the salesman in the technical sense of that term—to be all undone by the untactful work of the credit man; or, again, by the short answer or smart remark of the repair man.

The inefficient work of a bookkeeper, who should be driving a mule instead of pushing a pen, has driven away many a customer. People do not like to get incorrect bills.

Poorly written letters, incorrect spelling, lack of efficiency of any kind on the part of the stenographer and typist often spoils business.

#### What Makes a Successful Business?

I answer, Not only the BUSINESS OBTAINED, but the BUSINESS RETAINED. The first is the seed, the second is the tree that bears the fruit of profit.

BUSINESS-BUILDING consists in keeping the patron once made, and making his good will a magnet to attract other patrons.

Great commercial institutions are not built by the patrons of the day, but by the patrons of the years, whose children, in time, will become patrons.

AN ENDLESS CHAIN OF PATRONAGE IS THE ONLY HOPE FOR THE SUCCESS OF A GREAT BUSINESS HOUSE.

It is all very plain when we once wake up to the fact that confidence is really the basis of all trade. It is not only the basis, but the very atmosphere in which it grows.

Every thought you think, every word you speak, every act you perform, adds to the sum of the confidence the buying public has in your institution, or it subtracts in some degree from it.

There is no middle ground. There is one kind of straight sticks only. All sticks are either straight or in some degree crooked.

The words you speak and the deeds you do are either right or wrong. They either tend to beget and strengthen confidence, or to destroy it.

This is true of every one connected with the composite salesman—THE INSTITUTION.

To get results, to render service, and therefore build business—in fact, to make a profit of each department of the talking machine business or of any other business—each department must work in harmony within itself and with all the others.

There is often too much rivalry between departments and too much rivalry between people in departments. Unselfish co-operation constitutes the lubricating oil for the machinery of business. Apply it to avoid friction. Selfishness is a sand that cuts and wears the machinery out.

In the ball team that wins, each player is willing to make a sacrifice hit, if necessary. It's THE TEAM, THE TEAM, THE TEAM. Anything that's fair to make the TEAM WIN!

It's the STAR TEAM SPIRIT in business that wins, not the TEAM OF STARS.

The workers in an institution are not independent, neither are they dependent. All are interdependent.

(Continued on page 10.)

# Victor--Edison

Always

As Usual

We are the only Jobbing House within 190 miles of Pittsburg which can ship you both

Victor and Edison in one  
shipment

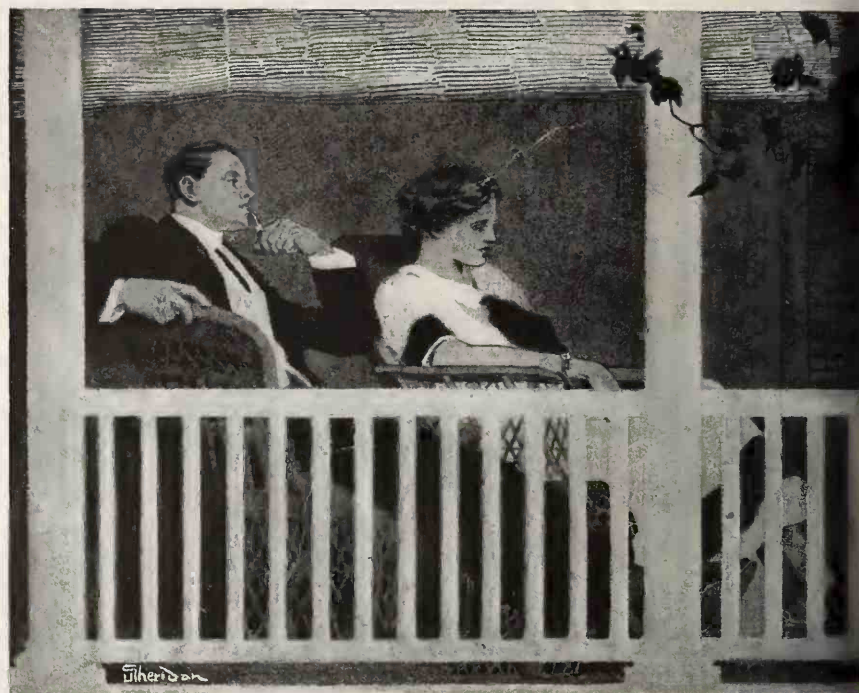
and save you double freight or express charges—worth considering

We have a complete line—in stock, ready for immediate shipment—Edison and Victor Machines, Records and Supplies.

Standard TALKING MACHINE Co.  
PITTSBURG, PA.

# EDISON

This ad, running in the big standard magazines and national weeklies is making its appeal to *every* member of millions of families — many of them easily within your reach, waiting to be shown that the Edison Phonograph is easily within *their* reach.



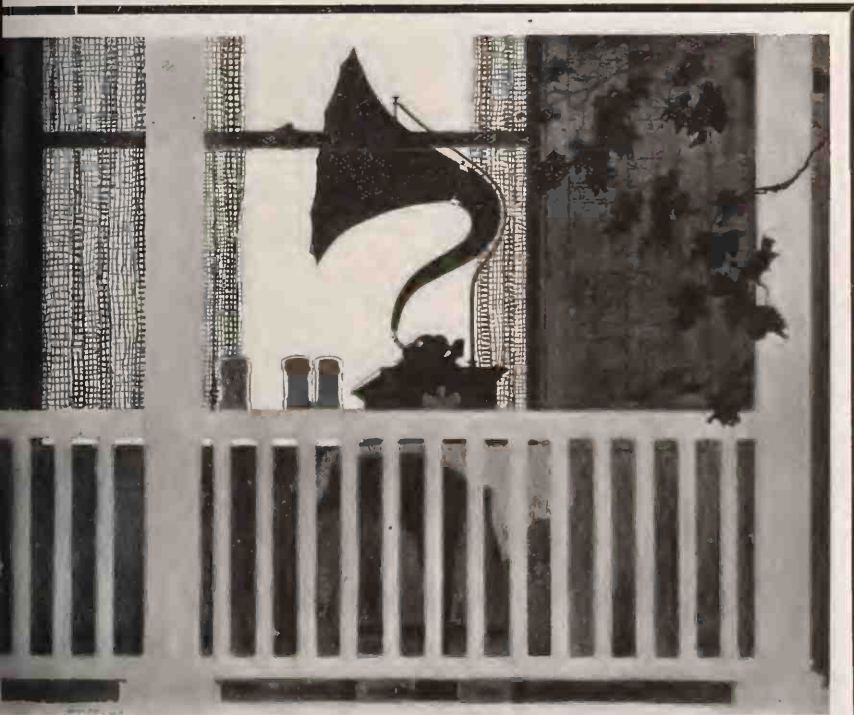
Out on your porch, in your easy chair, away from the heat and the crowds, enjoying every kind of musical entertainment that the theatre, the opera, or the music hall affords—that's what it means to own

*an* **EDISON**  
**PHONOGRAPH**

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



# EDISON



There is no greater comfort than evening with an Edison—the comfort of bright songs and music perfectly rendered; the comfort of Amberol Records, playing four-and-a-half minutes instead of two; the comfort of the permanent sapphire reproducing point that does away with constant needle-changing, and the comfort of a subdued volume of sound, that does not carry beyond our own little family circle.

You probably do not get much better than your porch these evenings. Get an Edison Phonograph, and that is far enough. The comfort of a cool porch is something—

the comfort of fascinating entertainment provided by a perfect instrument is everything. The wonderful, sensitive wax cylinders, the silent, long-running motor, the long-playing Amberol Records, the permanent sapphire reproducing point, and the means of making and reproducing your own records, are all exclusive Edison Phonograph features. Remember this when you make your purchase.

Edison Standard Records	\$ .35
Edison Amberol Records (play twice as long)	.50
Edison Grand Opera Records	\$ .75 to \$2.00

There is an Edison Phonograph at a price to suit everybody's means, from the Gem at \$15.00 to the Amberola at \$200.00, sold at the same prices everywhere in the United States. Get complete catalogs from your dealer or from us.

THOMAS A. EDISON, Inc., 95 Lakeside Avenue, Orange, N. J.

the EDISON BUSINESS PHONOGRAPH you don't hold up anyone else's work while your dictation is going on.

You can make this advertising doubly effective and profitable to yourself by using the ready-made ads which we furnish you free, by working your mailing list to a finish, and by taking advantage of the remarkable aid in the way of window display which we have inaugurated and which has been of such gigantic help to so many Edison dealers.

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

## TALKS ABOUT BUSINESS BUILDING.

(Continued from page 7.)

Stand so close together that you support one another.

**E PLURIBUS UNUM. UNITED WE STAND, DIVIDED WE FALL.** Make that the motto of your institution, as it is the motto of our nation. Then no one can "fall down."

When soldiers would pass over a stream the force of which would hurl one man from his feet, they link arms, form a long file and plunge in. So united they successfully ford it. What no one can do a united mass of men can do, and yet the combined effort results in the profit of each individual.

In the world of commerce there are rivers that would prove just as disastrous for one man to try to pass over alone. Don't let him do it. Let him call his companions, and go over with them triumphantly. Their victory will be his victory.

All will WIN, and yet EACH MAN will be an INDIVIDUAL VICTOR. Isn't that the noblest kind of VICTORY in which ALL TRIUMPH and no one suffers defeat?

## Are You the "Boss?"

If you are I want a word with you. If you are an employe—that is, the right kind of employe—the employe who has determined on becoming a "boss" some day—this is of interest to you, too.

A great business man said to me recently: "I quit thinking about the success of the company, dividends, etcetera, a long time ago, and transferred my thought to make each man and woman connected with my institution a success. As soon as I did that I found that the success of the institution began to take care of itself."

If the employes in your institution are not successes, then your institution is not a success. Do you feel that way?

## What Is the Greatest Power in Business?

What is your answer? Think it over well and long. It is important enough to deserve that.

In Talk No. 3 I shall tell you what I think it is.

## MEETS WITH PAINFUL ACCIDENT.

**Harger Blish, Son of H. H. Blish of Harger & Blish, Des Moines, Loses Hand from an Injury Sustained While Making a Landing from a Launch—Has Left the Hospital.**

(Special to The Review.)

Des Moines, Ia., Sept. 8, 1911.

H. H. Blish, secretary of Harger & Blish, the well-known Edison and Victor distributors of this city, has been the recipient of many tokens of sympathy, owing to the serious accident which befell his son, Harger Blish, while a guest at the home of a friend at Rice Lake some weeks ago.

Shortly after his arrival, while making a landing in a launch with Mrs. Stout, his hostess, he put out his hand to prevent the launch from bumping too forcibly against the pier. It was caught, however, and crushed, the bones broken and the large artery severed. The physician who dressed the wound suggested his immediate removal to a hospital, and he was taken by train to Chicago, where the doctors advised an immediate operation and the removal of the hand in order to save the life of the young man.

Mr. Blish's father was at once notified and left for Chicago, but the operation was necessarily performed before he reached that city.

We are pleased to state that Mr. Blish left the hospital for home this week. The accident has been a serious blow to the members of the family, but the fact that no complications set in, and that young Mr. Blish's life has been spared, is something to feel grateful for.

One talking machine salesman sold six outfits in one month to fellow travelers on trains by having a picture of the Victor dog painted on his suit case. Another example of the effectiveness of good advertising.

To neglect the show window of a store is like using the front parlor for a store-room.

## BRINGS \$3,000,000 SUIT.

**Head of Phonograph Co. Says Receiver Made His Stock Worthless.**

(Special to The Talking Machine World.)

Tacoma, Wash., Sept. 4, 1911.

For the largest sum ever demanded in any action in Washington courts, F. C. Goodale, president and general manager of the Goodale Phonograph Co., to-day began suit for \$3,000,000 damages against George Shreeder, president of the Tacoma Baseball Club, Attorney Garretson and his wife and others.

The Goodale Co. was incorporated a year ago with \$5,000,000, to handle a new kind of phonograph invented by Goodale. The defendants are stockholders. Goodale has a controlling interest. The invention is patented in ten countries. Goodale alleges the defendants caused the appointment of a receiver, thereby rendering his stock worthless.

## NEW STORE IN BROOKLYN.

**W. L. Sohl Co. Will Handle the Victor in Their New Store at 1412 Kings Highway.**

The New York Talking Machine Co., 81 Chambers street, New York, have sold a fine outfit of Victor goods to the Webster L. Sohl Co., who opened a new store at 1412 Kings Highway, Brooklyn, N. Y., September 1. They will also handle a full line of sporting goods. The order was taken by V. W. Moody, and therefore the new firm were well looked after in every detail.

## LANDAU BROS. OPEN IN PITTSBURGH, PA.

(Special to The Talking Machine World.)

Pittsburgh, Pa., Sept. 5, 1911.

Hyman Landau, formerly with S. Landau Bros., music dealers in Wilkesbarre, Pa., has opened a talking machine store in this place, under the firm name of Landau Bros. He was in New York yesterday and placed his initial order—a

good sized one—with the New York Talking Machine Co., for a full line of Victor goods. They will also handle the Edison line. Both of the brothers are experienced, active men, and anticipate doing a fine business.

## VICTOR ON THE SEA.

**An Interesting Concert on the United States Gunboat "Quiros."**

A Victor outfit on the United States gunboat "Quiros," in the Philippines, sold by Sherman, Clay & Co., Spokane, Wash., has given the officers and crew no end of pleasurable entertainment and amusement. The accompanying picture is typical of the Victor concerts aboard this boat. An amusing extract from a letter received from Chaplain Smith of this ship says: "I am enclosing a photo



A TROPICAL "VICTOR" CONCERT ON BOARD U. S. GUNBOAT "QUIROS."

which may be of some interest to you; it represents an actual concert on board the United States gunboat 'Quiros.' As you can see from the picture, the kitten is enjoying the music. The cat and the 'Master's Voice Dog' would enjoy it more if the sailors left them alone. No matter where on the boat the kitten is, at the first notes of the Victor she always runs to the instrument and jumps in the horn."



**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.

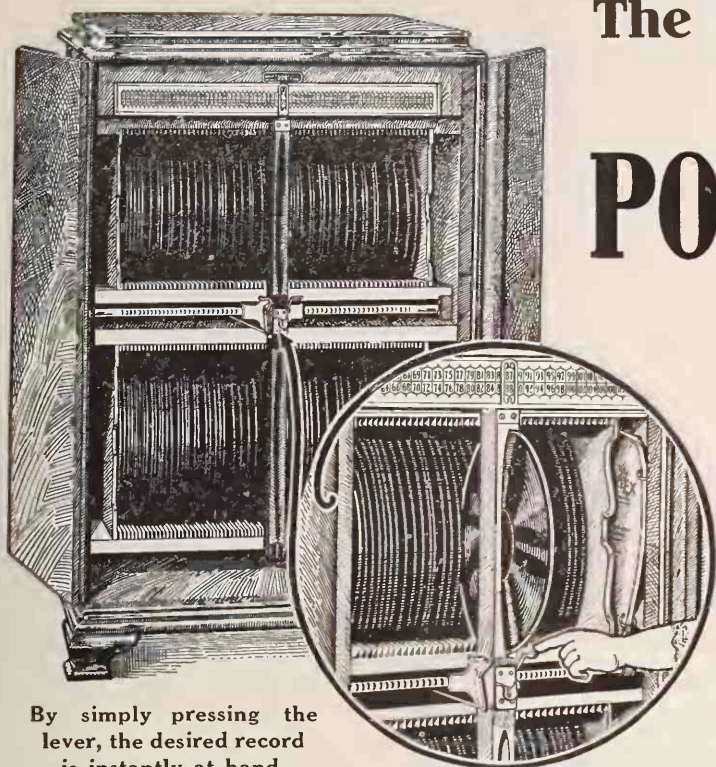
The I. C. S. system of language instruction by means of the phonograph makes easy the mastering of a foreign language, and appeals with compelling power to thousands. The dealer in phonographs who does not carry I. C. S. Language Outfits is neglecting a quick and sure way to increase his business. The 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.



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

The Working Perfection  
of the  
**POOLEY**  
**FILING**  
**SYSTEM**

Needs only to be shown  
—it will sell itself.

**POOLEY RECORD CABINETS**

are in the highest degree attractive, conforming to modern ideas of taste and elegance.

POOLEY RECORD CABINETS are sold under a license, with an established and maintained retail price. You make more money by selling POOLEY CABINETS, for you do not have to meet *price cutting cabinet competition*.

Some dealer in your territory will represent us.

Better write us to-day if you are the one to take advantage of this opportunity.



**POOLEY FURNITURE COMPANY**



16th & Indiana Ave.  
**PHILADELPHIA**



EDWARD LYMAN BILL, - Editor and Proprietor

J. B. SPILLANE, Managing Editor.

Trade Representatives: GEO. B. KELLER, GLAD HENDERSON, W. H. DYKES, L. E. BOWERS, B. BRITAIN WILSON, A. J. NICKLIN, AUGUST J. TIMPE.

Boston: JOHN H. WILSON, 324 Washington Street.

Chicago Office: E. P. VAN HARLINGEN, 37 So. Wabash Ave.

Philadelphia: R. W. KAUFFMAN. Minneapolis and St. Paul: ADOLF EDSTEN.

San Francisco: S. H. GRAY, 88 First St. Cleveland: G. F. PRESCOTT.

St. Louis: CLYDE JENNINGS. Cincinnati: JACOB W. WALTER.

London, England, Office

1 Gresham Building, Basinghall St. W. LIONEL STURDY, Manager.

Published the 15th of every month at 1 Madison Ave., N. Y.

SUBSCRIPTION (including postage), United States, Mexico, One Dollar per year; all other countries, \$1.25. England and her colonies, five shillings.

ADVERTISEMENTS \$2.00 per inch, single column, per insertion. On quarterly or yearly contracts a special discount is allowed. Advertising Pages, \$60.00; special position, \$75.00.

REMITTANCES should be made payable to Edward Lyman Bill by check or Post Office Order.

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

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

NEW YORK, SEPTEMBER 15, 1911.

THERE are still many echoes of the Jobbers' Convention flying over the land, and it is conceded that the advertising which the Milwaukee talking machine received in the columns of the daily papers was tremendous.

The fact that the socialistic Mayor of Milwaukee, who told the visiting talking machine jobbers that if music's gladsome lay came tripping in each morning with the shaving water there would be no grouches that day, hit the publicity nail squarely on the head, and many have been the editorial comments in the papers all over the country concerning the Mayor's statement.

There are some who have said that he followed after Carnegie's suggestion, for it was Carnegie, the great giver of libraries, who first discovered that the way to arise each dewy morn with one's soul attuned to the eternal harmonies of the universe was to be called to breakfast by a pipe organ. Thus awakened one sat down thinking sweetly of international peace and reformed spelling, to two soft-boiled eggs and a plate of toast without any desire to observe the condition of the steel market.

CARNEGIE was the first in finding how the perfect day should have its perfect beginning; but that was years ago, and a pipe organ can only be purchased by the elite; but Mayor Seidel says that if the talking machine poured forth its sweet soul-charming notes at every breakfast table throughout the land there would be no trouble in working hours.

Of course not!

If one went forth with the sweet notes of the great artists still ringing in his ears, how could he immediately begin some absurd dispute with his fellowmen regarding the price of meat or the price of labor?

The talking machine men of the country should appreciate the generous tip given in the utterances of Mayor Seidel and work upon it accordingly.

A talking machine should be upon every breakfast table, or closely adjoining.

SERIOUSLY, why not profit by the Mayor's gentle advice, and ask visitors if they have breakfast a la talking machine?

Encourage the idea and at the same time it encourages interest in the great product, the entertaining powers of which still lack greatly in appreciation.

There are many dealers who could profit by this suggestion—some of whom have been complaining of the dullness of trade.

Of course, trade has been somewhat dull during the summer.

That is to be expected; but the question is, have men made the most of their opportunities?

If talking machine men would canvass their respective localities thoroughly and systematically, using up-to-date methods in their plans, they would find that richer territory lay outside their own doors than they had ever dreamed of finding so close to them.

TO say that the talking machine business has reached its highest point is an admission that one does not understand the business, for we are still climbing up, and the highest point is yet a long way ahead.

Instead of overworked territory there is much wasted territory.

There are many men who do not appreciate in the slightest degree the importance of the talking machine.

They do not know how to improve the conditions which lie all around them.

They have not been careful perusers of the educational literature which is being constantly sent to them, for it must be admitted that here is a vast fund of information within reach of every talking machine dealer in the land; but a great deal of the excellent work is unappreciated and unobserved.

Instead of overworked territory there is wasted territory, and the question is how to make this wasted territory profitable.

It must be done, and all it requires is intelligent and persistent effort.

People are not going to buy talking machines simply because Mr. So-and-So has one in a dirty fly-specked, ill-kept window.

There is nothing attractive about that!

On the contrary, it is repellant, and a passerby would not enter unless he were forced to do so.

SOME men who are keeping most unattractive establishments and are conducting their business along non-progressive lines wonder why crowds are not pressing into their stores begging for talking machines.

It is perfectly absurd to expect that condition.

Such men cannot be expected to do business and they never will without a complete change in their plans.

On the contrary, look at the brighter side

—the record established by some progressive institutions.

It is a liberal education to go through their establishments and note their system and plans.

They are not doing business along slipshod lines.

They are doing it with the regular systematic stroke of men who have learned their lesson and who realize the opportunities which are round about them!

OF course there will be changes in connection with the marketing of talking machines.

That is obvious to all men who are conversant with the trade situation.

But suppose there are?

Men will have to accommodate themselves to changing conditions, and one thing, however, which should be impressed upon the minds of all talking machine men in this country, is that the products will steadily increase in output.

They will be widely distributed and more machines will be sold annually as time rolls on, so with widening trade possibilities it should be a comparatively easy matter to adjust an individual business to changing conditions.

THE members of the trade in this country have not adequately appreciated the value of the talking machine in the public parks and open air concerts, while there have been instances in the smaller towns where this form of entertainment has been in vogue, yet it has not obtained to any appreciable degree, while in England the merchants have used the talking machine as a tremendous factor in stimulating interest—thereby creating added business in talking machines.

Showing the intense interest which is created in these open air concerts, readers will do well to examine the photographic reproduction of a concert given in one of the parks in Manchester, England.

It will show the immense crowds which gather to be entertained by the talking machine, and why should not men in this country profit by the satisfactory movement of those abroad who have substantially increased their business by this form of advertising?

REPUTATION multiplies the value of printer's ink. When, after alapse of fifteen years, it was announced that Verdi had written a new opera, the musical world was on "the tiptoe of expectancy." It was not the title of the opera, nor the Shakespearian theme, nor any star cast that aroused public interest. It was Verdi. "Rigoletto," "Trovatore," "Traviata" and "Aida" had established his reputation. "Otello's" reception was cordial, as a natural consequence.

Washington's reputation was invulnerable. When a President was wanted for the new republic there was no question as to the man. The man in whom the public puts its trust is the man who points the way to great events.



VESS L. OSSMAN, Banjo Player.



FRANK L. STANLEY, Baritone.



HENRY BURR, Tenor.



FRED VAN EPS, Banjo



ARTHUR COLLINS, Baritone.



BYRON G. HARLAN, Tenor.



ADA JONES, Mezzo Soprano.



CHAS. D'ALMAINE, Violinist, Composer.

THE unprecedented growth of the U-S proposition is due in no small measure to the character of selections found on U-S Everlasting Records. In the extensive range of numbers catalogued, the best efforts of the world's best talent are brought together, a few of the singers and players being suggested on this page.

Entertainment of U-S quality is resulting in surprisingly big sales for dealers who have been far-seeing enough to take on the line.

*Dealers: Write at Once for Particulars*

and the story of U-S Combination Phonographs and U-S Everlasting Records, both offering improvements hitherto undreamed of. U-S is the surprise of the whole phonograph industry.

**The U-S Phonograph Company - - - Cleveland, Ohio**

Associated with Bishop-Babcock-Becker Co.

5-7 Union Square.....New York  
 219-225 West Washington St.....Chicago  
 50-60 East Fifth St.....St. Paul  
 321 First Avenue, N.....Minneapolis

229 Cedar St.....Milwaukee  
 Washington and Causeway Sts.....Boston  
 Broadway and Beaver Sts.....Albany  
 16th St. and Sherman Drive.....Indianapolis

225-227 West Fourth St.....Cincinnati  
 60 West Mitchell St.....Atlanta  
 1106 Commerce St.....Dallas  
 210-212 South Broadway.....St. Louis  
 960-962 Mission St.....San Francisco

The wear resistance of a record is of as much importance as the tune retention of a piano. All other things being equal, it insures an economy of money as well as an increase of musical enjoyment. The undeniably superior wearing surface of Columbia Double-Disc Records is steadily building up an unshakable demand among customers who *know*.



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

## OUTLOOK GOOD IN CINCINNATI.

Talking Machine Trade Shows Improvement and Dealers Expect Lively Fall—Hornless Machines Have the Call During August—Sales Staffs Settle Down to Business—Handsome Victrola Department in Aeolian Co.'s New Building—Located on Main Floor—What the Various Houses Are Doing to Get Their Share of Trade—Other Gleanings.

(Special to The Talking Machine World.)

Cincinnati, O., Sept. 4, 1911.

While business has been fairly good during the past month and the indications point to a continuation of the demand for machines and records during September the real rush is expected about October 15. The dealers look forward to good results this fall. Up to date the companies have been maintaining their own and consequently are in a good frame of mind.

The Victrola department of the Aeolian Co. is now located in its new quarters in the new Aeolian building, at 25 Fourth avenue, West. The Victrola booths are magnificently furnished, having genuine Turkish rugs in each room, cane-seated mahogany chairs surrounding a mahogany table, upon which is placed a portable lamp, thus giving it a home-like effect; in other words, it seems just like home to come into one of these rooms. The department is located on the main floor of the new building. The record racks have been enlarged, in addition to the installation of a new set of dust-proof drawers, which hold ten thousand records. Free daily Victrola concerts will be given in the recital hall on the second floor. The Victrola department is now one of the best equipped in the country.

The Rudolph Wurlitzer Co. report a satisfactory machine and record business during August in spite of the unusual weather conditions. The last week, however, broke all records and the large force was just about able to handle the crowds that visited the talking machine department during the last few days in the month. The sales of machines were not limited to any one style, but the hornless machines had the greatest call, and judging by the prospects to-day, the horn machines will be reverted to the background for many months to come, or until the novelty of the new machines has worn off.

All hands are on deck after their vacations and the retail force with all the optimism that the big increase of machines and record sales only can give. The wholesale department is kept very busy taking care of the many orders which are arriving every minute. Wholesale orders on the No. 9 are very heavy, but with light receipts, and already orders for three new hornless machines are pouring in from the wide-awake dealers who appreciate the possibilities of these wonderful sellers and need no encouragement or persuasion to induce them to stock up.

Manager R. J. Whelen, of the Columbia Phonograph Co., has returned from his vacation, and is all smiles over the new hornless graphophones, the Lyric at \$25 and the Ideal at \$35, and says

they are going to capture a big trade in the medium price class instruments.

H. G. Grove, manager of the Columbia branch at Washington, D. C., paid the Cincinnati store a visit of several days, coming to Cincinnati from Pittsburgh. He is making a tour of the different Columbia stores, taking notes and ideas for the remodeling of the Washington store, which will be extensively improved.

J. M. Bryant, manager of the Grafonola and graphophone department of Wm. Knabe & Co.'s Fifth avenue store, New York, was another very welcome visitor at the Cincinnati store in August.

E. J. Meyer, of Madison, Ind., one of the oldest talking machine men in this section, spent a very interesting day here looking over the complete Columbia line, of which he carries a large stock of both Grafonolas and graphophones.

August business was good, wholesale a little quiet, but even that is picking up its ears and taking notice, for the fall trade is right on us, and the dealers realize to do business they must have up-to-date stock on hand, and with the new models now shown and new records, a record smashing business is expected. Retail and instalment forged to the front, far ahead of last August.

R. R. Souders, manager of the Dallas, Texas, Columbia store, with his wife, passed through Cincinnati en route home from New York and other eastern points, staying several days in Cincinnati interchanging views and business ideas.

The Joseph Krolage Music Co. last week bought in a part of the assets of the Groene Music Publishing Co. The new firm have not yet found time to place the talking machine department upon a lively footing, but Mr. Krolage hopes to do this before the coming of the fall rush.

John Arnold, Fifth and Elm streets, is happy over the August showing. He found the demand for records unusually large. Quite a number of machines were sold.

J. E. Poorman is waiting for prosperity to strike his Main street store. His side line of bicycles has kept him busy during the summer, but he hopes to do something with his talking machine stock during the next three months.

The Lyric Piano Co.'s store contains an attractive window display in honor of the Fernbank dam celebration, which exercises will take up all of this week, commencing to-day.

## TOO MUCH CREDIT BAD.

Reckless Extension of Credit Often Leads Dealers Astray and Sometimes Into Bankruptcy—Other Trades Suffer from Same Evil.

Credit itself, and the protection of that credit, is the basis of business stability. The reckless extension of credit on the part of jobbers and their representatives is all too frequently punished by periods of pretty hard digging, and sometimes bankruptcy. Too much credit is also bad for the retailer, unless he is very level-headed and a good business man. Unlimited credit and frequent extensions lead him to become careless about his own

collections, and when something drops he is generally underneath. The talking machine trade is not the only line of business that suffers at times from careless or too generous credit. The furniture trade, for instance, have their own troubles in that line. A number of jobbers will appreciate the following views expressed by a furniture paper on that matter:

It is not unusual to hear manufacturers complain of trade conditions for which they most unjustly blame the dealer, when in 95 per cent. of the cases they should blame themselves. A few complaints that have been heard recently are the following: "We are awfully hard up for cash, and yet there is plenty of money due us from good concerns. Furniture dealers take more time to pay their bills than in any other industry."

That may be true, but why shouldn't they take a year or even more if the manufacturers will permit it? It is considered shrewd merchandising to do business on the other man's capital and dealers are strictly within their rights when they take all the time they can get in which to settle their accounts. But they are not within their rights when they fail to keep to the terms under which they bought their goods. The contest on terms should be thoroughly settled when the order is placed, and the shrewd dealer settles it then, for it is the "open season" to get liberal terms, as the manufacturer is on the anxious seat until he gets the order, and the terms constitute an unimportant vista. We heard a dealer press for more than the regular time one day at the exchange and the salesman laughed and said: "I won't put down any terms; you always take your own time, anyway. I don't care when you pay; take all the time the house will stand for, and you know the boss is easy." That is bad salesmanship. The salesman failed to clean up his order. If he had said, "I'll put down the regular terms. I must do that, as all the salesmen are ordered to put down the terms and we are not allowed any leeway, but if you can crowd the house for some time, go ahead, I don't care," he would have saddled the pivotal point on the house, which is perfectly legitimate.

The percentage of losses from failures is infinitesimal, if only ordinary intelligence is displayed in passing on credits. The failures "out of a clear sky" are rare; they are events which "cast their shadows before them," thus warning credit to run to cover. The manufacturer, being "easy," or perhaps gouty, doesn't run to cover, and then bewails the misfortune which he has invited.

## YERKES FORSAKES BACHELORDOM.

On September 7, H. A. Yerkes, manager of the wholesale department of the Columbia Phonograph Co., New York, went to Topeka, Kan., where he was married. His fiancée is not only a very winsome young lady, but she is an accomplished musician, and belongs to one of the leading families in the city. After the honeymoon they will return to New York, September 25. The World extends its felicitations to Mr. Yerkes on the happy event, and wishes him all manner of good luck.

# FROM OUR EUROPEAN HEADQUARTERS

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

Strike Disturbances in England Seriously Interfere with Talking Machine Sales—Deliveries Held Up by Carters' Strike—Settlement of Dispute Causes General Rejoicing—Traders in the Provinces Rather Shy and Backward in Placing Orders—No Change in Marketing of Records—Thomas A. Edison's Great Reception in England—Meets Prominent Men and Discusses Many Phases of His Activities—Involved in Hotel Carlton Fire—Some Excellent Selections in the New Record Lists—Photographing Thought—Unusual Volume of Summer Business Reported—Talking Machine Exhibits at the Music Trades Exhibition—News of Interest.

(Special to The Talking Machine World.)

London, Eng., Aug. 30, 1911.

In place of the usual silly talk we are offered at this particular season, the world's newspapers have vied with each other in their descriptions and reports of the great labor upheaval from which we have suffered these last few weeks. Doubtless by now my readers know as much about it as we ourselves do, and while it is not therefore necessary to traverse further discussion upon the matter in these columns, its effect upon business calls for some consideration. During a period of three weeks or thereabout, trade throughout the country has been greatly disorganized, and in some quarters brought to a standstill entirely. Apart from minor disturbances, the carters' and railway employes' strikes have caused most of the trouble. Consignments have been held up in transit at the docks, warehouses and stations, etc., and it has proved equally useless to attempt the dispatch of goods from the factories. Of course, a certain amount of cartage went on; business was not entirely suspended, although it very nearly reached that point in London, Liverpool, Manchester and other big centers of commerce. In our own trade, as may be imagined, business was very seriously hampered for the time being, but fortunately, owing to the short duration of hostilities—one can find no more fitting name for these strikes—we are inclined to believe that it has not resulted in any permanent injury to the otherwise bright prospects of the coming season. Had the trouble occurred later its consequences may have easily proved disastrous to an industry such as ours, dependent upon good times and the prosperity of the masses.

#### Relief Over Strike Settlement.

Talking machine traders view the strike settlement with feelings of relief, and now look forward to completing their preparations for a big season's trade. Many firms have already announced particulars of their new models, but we notice that some of the important companies are holding back for awhile. It seems to us good policy not to give too early publication of new goods, for dealers are apt to lose sight of the "newness" by the time they want to stock-up for the season's operations. It's all very well to be first in the field, but what's the good when orders in bulk are not placed until towards the latter part of September or even later? The point is perhaps of no great importance, yet it seems to us time enough to publicly introduce new goods when dealers are in a receptive frame of mind, which they certainly are not in July and August. With the commencement of the season proper more attention is given to these matters, and announcement then would have the desired effect. Some "new" goods are old before they get there, simply by reason of too early publication.

#### Reports from the Provinces.

My reports from the Provinces this month clearly indicate that traders are not placing orders too freely at the moment. Labor disturbances everywhere have caused some little nervousness, and evidence is not wanting of considerable hesitancy on the part of factors and dealers in that respect.

Their view is that until general business conditions reach normal again, they would be unwise to load their shelves with goods, especially records, which might remain there some time, become out of date, and prove difficult to dispose of. Having regard to the ephemeral character of many records, and the enormous number of new issues each month, their attitude is not unnatural, but fortunately the outlook is very much brighter, and as far as one can judge, there is no prospect of a renewal of the strikes.

#### An Important Correction.

The paragraph in our last issue in reference to the British and Colonial control of Odeon, Fonotipia and Jumbo records, was perhaps somewhat unfortunately worded and might just possibly lead to misapprehension. We said that "no change was contemplated for the present." We should have said that "No change was contemplated at all," as the arrangements whereby these markets are worked by Barnett Samuel & Sons, Ltd., are of a permanent character.

#### Thos. A. Edison in England.

Hailed by the newspapers as "the king of inventors," Thomas A. Edison arrived at Fishguard on the Cunard liner "Mauretania" August 7, where he was met by Paul H. Cromelin, managing director of the National Phonograph Company, and, of course, a host of newspaper representatives. The interviews were necessarily brief, for soon the "Mauretania" was steaming for Liverpool, where a great touring car was in waiting. Mr. Cromelin remained with Mr. Edison at Liverpool, and M. J. Monnot, president of the Klaxon Co., joined the party. The trip to London was made at a leisurely speed, with a stop at Coventry for lunch. Asked his impressions of the country he had seen, the reply was: "Well, I have come down from Liverpool—through your 'national park' shall I call it? Wonderful, wonderful! Dainty little cottages and smiling flower gardens. Everything beautiful! No wonder the English are proud of and love their country." During the evening, escorted by his personal attorney, Sir G. Croydon Marks, M. P., Mr. Edison visited the House of Commons. He was introduced to Mr. Lloyd George, Chancellor of the Exchequer; Sir Rufus Isaacs, Attorney-General; Sir John Simons, Solicitor-General; the Master of Elibank, chief Government whip; Mr. John Burns, president of the Local Government Board; Lord Haldane, Secretary of State for War; Lord Brassey, Mr. Ramsey MacDonald, Mr. T. P. O'Connor and others. Accommodated by the Speaker's order with a seat in the distinguished stranger's gallery, Sir George Marks was enabled to indicate many distinguished statesmen of international repute. During his visit Mr. Edison was an interested spectator of the two divisions that were responsible for the passage of the Parliament bill. Mr. Edison spent a portion of the following morning in a London taxi-cab to see "the sights." He returned in excellent spirits to the Carlton Hotel, where he had been staying, and after flashing a passing glance at the mechanical and other features of the vehicle which he had just vacated, he re-entered the hotel. On Wednesday Mr. Edison's party motored from town to Folkestone, taking the boat for Boulogne, where it was arranged he would join Mrs. Edison and the younger children, Madeline and Theodore, for a tour through France and other parts of the Continent.

To a press reporter Mr. Edison confided that "Its real good to have a rest and to watch other folk's work. The holiday spirit has gripped me fair and good," he said genially. "I have not been working out inventions on my way over, but there is a little business connected with my visit. I've got something new, which I think will interest people, but I can't say anything about it at the present time." Another report says: "He is sixty-four years of age, an American citizen by birth,

but of Dutch blood on his father's side and Scotch blood on his mother's. But, in spite of his sixty-four years, he has still the spirit of a child who is beginning to explore, with the inquisitive, prying mind of childhood, the mysteries of the world about him. Many inventions by which electricity has been harnessed to the service of humanity have come from that thoughtful, searching brain of his. He helped to perfect our electric railways, and he was the first to construct a phonograph, by which the human voice may speak long after the living organs which first produced the words have gone to dust in the grave. The kinetograph, the incandescent light system and many other extraordinary and useful inventions which add to the comfort, the luxury, or the miracles of life, we owe largely to this searcher into the secrets of Nature's crucible. He is still searching, still inquiring, still thinking out the why and wherefore of things. It is this curiosity and search for new adventures of invention which makes the conversation of Thomas Edison like that of a pioneer who, from some high rock, sees afar off great territories that have escaped the conquest of mankind."

Speaking of his electric accumulator he mentioned that its application to motor cars, railways and ships was perfect. By substituting nicked steel coring for lead, and solution of potash in place of sulphuric acid, the battery and motor were no heavier than petrol engines and storage tanks, whilst the cost of running was reduced. Applied to cars now running in America the cost would average \$1 per 100 miles.

He was most enthusiastic over his Cinephonograph. His labors have now been crowned with complete success, and before very long we shall be able to witness a series of "speaking pictures," in which Hamlet's advice to the players to "suit the action to the word, the word to the action," is realized in the most vivid and natural manner. The Cinephonograph will certainly be awaited with the keenest interest, for to be able to study the gestures of actors on the canvas, and listen to their voices, in absolute unison with their movements, is an achievement which should add enormously to the popularity and attractiveness of cinematograph theaters.

Mr. Edison's dictum is that "it is work, not genius, that is chiefly responsible for his inventions—2 per cent. of genius and 98 per cent. of work."

This, we are told is the great inventor's first holiday in fifteen years, and it is twenty years since his last visit to Europe. As on that occasion, Mr. Edison's presence among us has attracted considerable attention but, being here mainly for pleasure, he will avoid the limelight of publicity or engagements as much as possible.

At the Carlton Hotel, where Mr. Edison had booked during his two days' stay in London, prior to joining his family on the Continent, he became involved in what might have proved a very unpleasant experience. During the evening of his departure a serious fire broke out at the hotel—one of the finest in London. Visitors and firemen hustled each other on the staircases; in the corridors, everywhere in fact, and arising out of the operation of extinguishing the flames, many rooms—including Mr. Edison's—were absolutely flooded. Fortunately Mr. Edison had arranged to catch the boat to Paris that night, and his baggage being all ready it was soon removed to a place of safety, thus avoiding any inconvenience or delay of his plans.

Mr. Edison is now touring the Continent in a motor car, visiting the chief cities and places of interest. While his plans are not definitely fixed, we understand that he will prolong his holiday somewhat beyond the date originally intended. The end of September is his probable time of departure, and it is hoped that he will find it convenient to spend a few more days in this country before finally setting his face west.



# 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, Invincible Bull Nose and Tournaphone needles.

Catalogues and samples mailed free.

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

### Talking Machines in China.

A consular report says that the Chinese themselves have not taken kindly to foreign pianos and talking machines, and whatever demand for pianos may exist at Canton among the foreign population is supplied through dealers in Hong Kong. The same remark applies equally to violins and other foreign stringed instruments, talking machines, etc. There are two large foreign factories in China which turn out an excellent grade of pianos and players by native workmen under foreign supervision, the wood used in the manufacture of which is obtained in China and from abroad.

### Mr. Harth "Showing His Hand."

K. F. Harth, the new agent here for Favorite Records, has lost no time in showing the strength of his hand. We are just in receipt of the first list of new titles issued under his management, and the nature of the selections, combined with excellence of recording, and the service of good artistes, is certainly a very satisfactory indication of the company's determination to meet the wants of the trade in an efficient manner. The present list offers a wide diversity of popular titles from the world's repertory of classical, sentimental and comic music, from which is easily deduced the fact that the company have to cater for a very large public representing a variety of taste in music.

### An Excellent List of Records.

"His Master's Voice" list of records for September contains most excellent fare of a character well calculated to stimulate the activity and enthusiasm of even the sleepest of dealers if such there be after the powerful and quick-fire publicity appeals recently issued by the Gramophone Co. The celebrity issues this month are especially fine. In great form the one and only Caruso is responsible for magnificent rendering of "Il fior cheavevi a me" ("Carmen"), Bizet, and "La Siciliana" ("Cavalleria Rusticana"), Mascagni; while the renowned baritone, Comm. Mattia Battistini gives us of his best in "Oh, tu bell astro" ("Tannhauser") and "Allor che tu coll'estro" ("Tannhauser"), Wagner and "Brindisi" ("Amleto"), Ambroise Thomas. In addition to "Mal regendo all'aspro assalto" from "Il Trovatore" (Verdi), duet by Signor Caruso and Mme. Louise Homer, "Mira la bianca" (Rossini), duet by Frl. Emmy Destinn and Mr. John McCormack; "L'amo come il fulgor del creato" ("La Gioconda") (Ponchielli), Frl. Emmy Destinn and Mme. Kirkby Lunn, and "Del tempis al binitar" ("Pescatore di Perle"), Bizet, Mr. John McCormack and Signor Lanmarco. Special mention should be made to Mme. Tetrassini's exquisite rendering of "The Last Rose of Summer" (Moore), which, by the way, is the first occasion on which Mme. Tetrassini has sung in English. In the ordinary supplementary list we notice that Eugene Stratton has at last recorded for the benefit of the great talking machine public. His first offering is Leslie Stuart's famous wild west serenade, "I May Be Crazy," which his many admirers will be glad to have. Others in the list are as follows: "Utopia, Limited," selection (Sullivan); "The Grand Mogul," Selection I. and Selection II. (Audran);

"Three Symphonic Dances," No. 1 (Grieg); "The Merry Wives of Windsor," overture (Nicolaï), and "Mazurka-La Czarine" (Ganne), by the band of H. M. Coldstream Guards. "When the Heart is Young" (Dudley Buck), Mme. Agnes Nicholls; "Love's Coronation" (Aylward), Mme. Edna Thornton; "Pierette and Pierrot," from "Count of Luxembourg" (Lehar), Miss May de Sousa; "M'apparitt' amor" ("Marta") (Flotow), Miss Ruby Helder (lady tenor); "Mother Machree" (Olcott), Mr. John McCormack; "Only Once More" (Moir), Mr. Walter Hyde; "Mona" (Stephen Adams), Mr. John Harrison; "Danny Deever" (Dambrosch), Mr. Stewart Gardner; "Mother England's Brewing" (Coates), Mr. Harry Dearth, and "Dear Eyes" (Daisy McGeoch), Mr. Harry Dearth; "Erl King" (Schubert), Mr. Robert Radford; "A Carnival for Life" ("Count of Luxembourg"), (Lehar), duet by Miss May de Sousa and Mr. W. H. Berry; "Improvisation" (C. G. Dawes), Mr. Francis Macmillan (violin); "Légende" (d'Ambrosio) (violoncello), Mr. Jacques Renard; "More in Sorrow Than in Anger" (Sax Rhomer), Mr. Geo. Robey, and "Tom Clare's Version of The Telephone," Mr. Tom Clare.

### Motor Music.

Sirens, exhaust whistles and fog-horns will be regretted when the "Archangel's Trumpet" has superseded them. This is a new invention for motor cars, which seems, from its description, to be rather diabolical than angelic. Some motor-horns already play a fragment of a tune, usually from the Trumpet March in Verdi's "Aida," and the few notes heard every few seconds are maddening enough. The new invention has a whole octave of notes which can be sounded by "a simple device." Moreover, able compilers have arranged several "scores" of many themes, which a chauffeur of ordinary musical intelligence will be able to learn with ease and to execute with effect. These themes are actually taken from well-known music. The prospect of the possible desecration is appalling. Shall we be warned to get out of the way by the first four notes of the C Minor Symphony, by Siegfried's own special motif, or by the three notes which stand for Fate in the Ring Operas?

### New Field in Psychological Science.

A newspaper report says that a communication has been made to the Academy of Sciences which, if it is all that it claims to be, opens up quite a new field in psychological science. It is the alleged discovery that certain mental images, corresponding to material objects, can be photographed. As a proof, two photographs were presented, one representing a bottle and the other a cane. The discoverer, Major Darget, who has made particular researches in this field, and who is credited with having also discovered the rays emitted by the human body, which he calls V-rays, declares that the cane and the bottle were photographed from his mind or brain while he was thinking of them. He describes the process as follows: He was in a dark room and for a quarter of an hour he thought of a bottle which he could see before him. He kept at the same time

a photographic plate before him plunged in a developing bath, and held his fingers in the same bath. At the end of the quarter of an hour the image of a bottle appeared on the photographic plate. He went through the same experience, he says, in the presence of six witnesses, and then the photograph of the mental image of the cane was taken in the same way in the presence of the witnesses. All this, of course, does not absolutely prove that he has actually photographed thought or mental images in an abstract way. Of course, there is nothing impossible in the process. Images of external objects enter and fix themselves in our brains through the retina of the eyes, and if they enter they can also leave the brain and be reflected in some way—on a photographic plate for instance. It is only coming back to the old philosophic definition that an idea or mental concept is "similitudo objecti in mente existens." The whole process, however, would have to be carefully submitted to the usual scientific rules. As the case has been stated before the Academy there is nothing to prove that the so-called mental images may not have been reproduced simply from the retina of the eyes, as the major states that he kept his eyes fixed on the bottle and the cane. These and other objections might be made, but the experiment nevertheless opens up a very interesting field for research.

### Summer Trading Returns Phenomenal.

In the course of conversation with your correspondent, W. Manson, manager of the British Zonophone Co., Ltd., who had just returned from a provincial trip, spoke most enthusiastically of his company's summer trading returns, which he described as phenomenal. He said: "It is true that business in some quarters has been considerably affected by labor troubles, but summer time considered, we have really experienced a most satisfactory turnover. Our factors and dealers regard the amalgamation of the Zonophone and Twin records with equanimity and pleasure, and look forward to an exceptionally fine season—indeed, I may say that the enormous orders we have to execute during the next few weeks is most gratifying. No! We do not contemplate making any alterations in our machines, except in one case, and that is the "cinch" hornless. With our last year's model the screen over the mouth of the resonance chamber was composed of metal; in all our new models we will substitute wood (oak). The price remains as before, £2 12s. 6d. retail. As regards records, we shall continue to offer all the best from the world of classical, sacred, sentimental and comic music, for the rendering of which the services of only leading artists are utilized. Just recently we have made arrangements with a large number of tip-top artists to record for us exclusively, and this policy, as you may imagine, has influenced a much greater demand for our products." The catalogue of Zono-Twin double records, increasing all the time, now numbers some hundreds of the best selling titles on this market. Amongst recent additions are the following: "Earl of Tobermory" and "He Was a Scotchman," Jock Lorimer; "Do You Remember the Last Waltz" and "Let Me Kiss Those Tears



FROM OUR LONDON HEADQUARTERS—(Continued.)

Away," Ernest Pike; selection from "Count of Luxembourg" and "Count of Luxembourg Valse," Black Diamonds Band; "My Shepherd Boy" and "Mary," Zona Verey; "The Old Cuckoo Clock" and "Little Annie Rooney," Zono concert party, and "Drake Goes West" and "Rolling Down to Rio," Mr. Peter Dawson.

**The Music Trades Exhibition.**

Making allowance for the adverse effects and dislocation of general trade brought about through a veritable flood of labor strikes, in which this country was involved just prior and during the life of the Music Trades Exhibition, London, August 14 to 19, talking machine exhibitors agree that they have little cause for anything but satisfaction. This industry was not so strongly represented as it might have been, but the impressive stands of the Gramophone Co., Columbia Co., Lockwoods and Pathé Frères made an influential showing and attracted a very fair number of visitors of the buying class. In one or two instances, notably that of a German pianoforte manufacturer who could not get his goods up from the docks, business was rather seriously affected by the strike, but all things considered, material complaints in this respect were not many.

It was an exceedingly well organized exhibition, and while the expected "rush" of visitors did not materialize, they came in sufficient numbers to satisfy the talking machine people, whose stands were well patronized. Many large and small orders for early delivery in good time for the season's trade were placed, and these will keep manufacturers busy until the big contracts come along.

Occupying a handsome stand, the Gramophone Company's exhibit comprise every description of machine from the interior-horn cabinet models to those of the portable and hornless type. There were no new models on show, but visitors appeared in good numbers, and those from the provinces took full advantage of the opportunity of being able to indicate their wants for the season.

At the magnificent Columbia display we came across Louis Sterling, who expressed himself as well satisfied not only with the amount of

orders placed by old customers but also with the number of new accounts they had opened up. A complete range of the company's new hornless models, in addition to the new Junior Regals and other types of machines were exhibited. The former, especially, attracted attention and visitors were loud in their praise of the reproducing power and fine workmanship of these new hornless instruments. Frank Capps, head mechanic of the Columbia Phonograph Co., at their Bridgeport, Conn., factory, was a visitor. He seemed much impressed with the excellent arrangement and strength of the exhibition, and thought it would prove a splendid send-off for the season's trade.

Messrs. Lockwoods extensive display of something like 150 machines, in addition to horns and other novelties, attracted enormous attention. Dealers found much to interest them in the new models of Perophone machines, for which large orders were placed. Mention should be made of a new line of flower-horns of attractive style and design. These are absolutely seamless, the whole having been stamped out over a mould, we should imagine, and made of stout metal. They were in great demand.

The tasteful array of new hornless and ordinary machines made by Messrs. Pathé Frères riveted the attention of trade visitors, and demonstrated yet again the wonderful popularity of the former type. Pathé's report having secured good orders, both from London and the provinces, for their new goods, which augurs well of future prospects.

**To Exhibit at Electrical Exhibition.**

The National Phonograph Co. announce that they will exhibit their business phonograph at the Electrical Exhibition, Olympia, Sept. 23 to Oct. 21.

**Reduction in Record Prices.**

News reaches us from Pathé Frères to the effect that their 11-inch "De Luxe" records will now be sold at 3s. instead of 4s., as previously. Another important reduction is made in the price of their 11-inch "Classic" record, which is now

offered at 4s. This record previously sold at 6s.

**Records of Quaint Dances.**

The dancing conference which has been engaged in session discussing the merits of various methods and styles of dancing are credited with a desire to introduce the "One-step," which to the uninitiated can be nothing less than a hopping movement. But in all their reported discussions there seems to be no mention of the "Tango," the dance which is exercising all Europe with Paris as its center-piece. The "Tange," be it known, is the typical dance of the Argentine Republic, and its peculiar movements are already being taught in the dancing academies of Paris. The furore at present centers round the Tange called "Criollo," written by Octave Cremieux, and it is characteristic of the Columbia-Rena enterprise that we are presented with his new dance by the band of H.M. Scots Guards. We are promised that "Criollo" will rival the famous "Matteiche" once it has got a hold here, and already it is on the way. Other excellent issues to hand include: 12-in: "Faust," ballet music, first movement and second movement (Gounod), Court Symphony Orchestra; Polish Dance, Opus 3, No. 1 (Scharwenka), and Valse Brillante, Opus 34, No. 1 (Chopin), pianoforte solos, by Naver Scharwenka. 10-in: "Winter Tales," Opus 112 (H. Saro), and "The Beautiful Milleress"—declaration (Joachim Raff), Kaltenborn String Quartette; "For You Alone" (H. E. Geehl), and "Thy Beaming Eyes" (Edward MacDowell), Walter Etherley; "The Carnival" (J. L. Molloy), and "Sons of Erin" (Edward Lass), Edgar Coyle; "Let's Go Back to Baby Days" (Drislane and Meyer), Princess Male Quartette, and "Long, Long Ago" (T. H. Bayley), Metropolitan Trio, and "All Change for Llanfairfeghan" (Wilkie Bard, David and Arthurs), and "Waltz, Waltz, Waltz" (Wilkie Bard and Geo. Arthurs), Arthur Leslie and company.

**Albert Vischer to Australia.**

Albert Vischer, for many years a prominent figure in talking machine trade circles, has severed his connection with the Klinger Works, this city.



to T. M. the KING and  
QUEEN OF SPAIN



to H. M. the KING  
OF SWEDEN



to H. H. the KHEWIVE  
OF EGYPT



to H. M. the KING  
OF ITALY

## ROYAL APPRECIATION

of

# "HIS MASTER'S VOICE"

FRANCE ..... Cie. Française du Gramophone, 15 Rue Bleue, Paris

GERMANY ..... Deutsche Grammophon-Aktien Gesellschaft, 36 Ritterstrasse, Berlin

ITALY ..... Compagnia Italiana del Gramofono, Via S. Prospero 5, Milan

EGYPT ..... The Gramophone Co., Ltd., 13 Rue Stamboul, Alexandria

SCANDINAVIA ..... Skandinavisk Grammofon 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. Française du Gramophone, 36 Balmes, Barcelona

INDIA ..... The Gramophone Co., Ltd., 139 Belliaghatta Road, Calcutta  
And Hornby Road, Bombay.



You know it by this

His Master's Voice

## THE GRAMOPHONE CO., Ltd.

21 CITY ROAD, LONDON, E. C.

BY APPOINTMENT  
to H. M. QUEEN ALEXANDRA

## FROM OUR LONDON HEADQUARTERS—(Continued.)

and intends embarking for Australia in a few weeks time. He will probably take up a line of talking machines, but for the time being his campaign will be mainly confined to the sale of goods foreign to this industry. Mr. Vischer, it will be remembered, held the agency for the Favorite record in this market for a number of years, and the popularity of the record to-day we believe to be not a little due to his early efforts. We heartily wish him the best of luck and success in his new sphere.

**Three Months' Notice the Custom.**

In a recent case at one of the London courts, his honor, Judge Parry, upheld the contention of a traveler that three months' notice was the custom, and a claim accordingly was allowed.

**Special Operatic List.**

The Zono-Twin Company announce the formation of a special operatic list comprising titles which have proved most popular, lifted from their old Zonophone catalogue. They will be issued as 10-inch single-faced records, to be retailed here at 3s.

**Excellent Batch of Records.**

An excellent batch of records is to hand from J. E. Hough, Ltd., of this city, whose claim in respect of smooth surface and first-class recording is well justified, especially in relation to the series of V. F. discs just issued. At the same time we would seize this opportunity to commend to the notice of our readers abroad both the quality of this firm's artistes and the titles for which they are responsible. Always alive to the importance of offering really salable goods, Messrs. Hough's present issues are thoroughly dependable in this connection, and doubtless Colonial and foreign traders would find it profitable to further investigate these lines. Of the records to hand, the following call for special mention: V. F.—"Ah fors è lui (Part I. "Traviata"), Mme. Jomelli; "Still is the Night" (Goetze), (duet), May and Carr, and "Oh, Robert, My Beloved" (Meyerbeer), Miss Elda May; "In the Shadows" (H. Finck), and "Narcissus" (intermezzo) (Nevin), Royal Court Orchestra; "Two Eyes of Grey" and "For You Alone," S. Hemsall; "Amoureuse Waltz" and "Glow-worm Intermezzo" (accordeon solos), Frosini; "Softly Awakes My Heart" and "Killarney" (cornet solos), Sergt. Hunt, Irish Guards. Bell discs.—"Ladies Beware" (Peggy), and "La Sonnette" waltz, Royal Court Orchestra; "Peaceful Henry," King's Col. Band, and "Temptation Rag," Irish Guards; "Patrol of Brigade of Guards" and "Old Comrades March," Irish Guards; "Stick to Your Uncle Jeremiah" and "We All Go the Same Way Home," Jack Charman, and "Bells of St. Malo," London Reg. Band, and "Bells of Auld Lang Syne," Irish Guards.

**The Latest Novelty.**

The latest novelty to be expected on the variety stage, we read, is a fish that can talk. Its powers of articulation will shortly be put to the test of public trial. Only the other day the White City

was the scene of a contest between a laughing hyena and a laughing jackass. The frivolity of both should be more than counterbalanced by the seriousness of the talking fish. The question who will make the piscatorial record?

**BRITISH COPYRIGHT BILL FINALLY PASSED.**

Only One Amendment Added to Bill as Published in Last Month's Talking Machine World—Records Made Before July 1 This Year do Not Carry Royalties Until July 1, 1913—Under Certain Conditions Protection is Only Extended to Works Produced Wholly in Great Britain—Interesting Features of the Law.

(Special to The Talking Machine World.)

London, Eng., Sept. 4, 1911.

Substantially as published in our last issue, that section of the bill devoted to legislation of copyright in respect to mechanical music has now finally passed through the House of Commons. As will be seen, the only amendment accepted by the Government was that moved by Mr. Barnes, which provided for an extension of time on the question when royalties should become operative. The sale of records lawfully made before July 1, 1910, do not carry royalties until July 1, 1913. The importance of this amendment cannot be over-estimated, and needless to say, manufacturers regard it, failing entire non-retroactivity, as very satisfactory. Consideration of the bill was resumed in Parliament August 17, when the following discussion ensued: Mr. Cassel (U.) moved an amendment to clause 19, providing that "Copyright shall not include the sole right to make any record, perforated roll or other contrivance by means of which the work may be mechanically performed or delivered." Under the law as it stood at present, and until the present bill became an Act of Parliament, it was not an infringement of copyright to make a perforated roll or any mechanical contrivance for the reproduction of musical sounds. The bill proposed to alter the law in that respect, and to make it an infringement so to do. He raised no objection to that proposal in regard to future works, but he objected to its being made retrospective. It ought not to affect people who, whilst the law allowed them to do so, had spent thousands of pounds in accumulating a large stock of these contrivances in order to sell them. The matter was of very great importance to the very large number of makers of musical instruments in London. Although the case of some manufacturers had been laid before the standing committee which considered the bill, those of others was not put forward at all. One firm alone had in stock at the present time something like 10,000 stencils used in the manufacture of the rolls. He produced for the inspection of the house a musical roll, of which the company had close on 250,000

in stock. The bill gave to the composer who had assigned all his rights a windfall, at the expense of people who had laid out their money on the footing that it was perfectly legal for them to do what they did without paying any royalty. He thought the author and the composer had done pretty well out of this bill, and he considered that they might be content with allowing this small justice to the manufacturers.

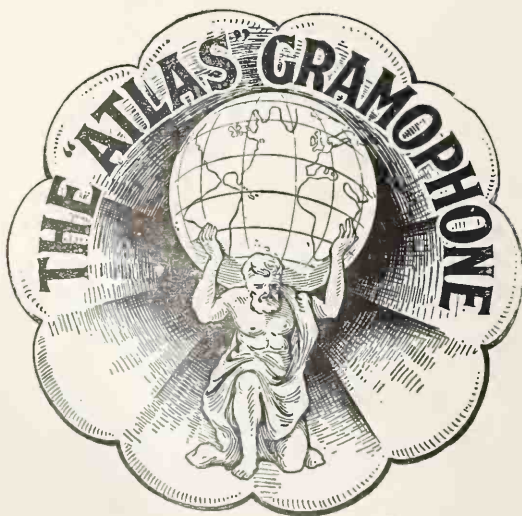
J. D. White (R), in seconding the amendment, said that while he thought it right that there should be this extension of copyright, it should not be applied retrospectively. Mr. Buxton said he did not maintain that the decision of a grand committee should be treated as sacrosanct, but when such a committee had given very careful consideration to the various points its decisions deserved the careful consideration of the house. He could not accept the amendment. The proposal of the Government would be no burden on trade and would afford some slight solace to the author. The amendment was negated without division.

Mr. Barnes moved an amendment providing that no royalties should be payable in respect to mechanical contrivances reproducing musical works sold before July 1, 1913, if contrivances reproducing the same work had been lawfully made or placed on sale before July 1, 1910. The amendment was accepted and inserted in the bill.

**American Copyright.**

Mr. Joynson-Hicks moved to add at the end of clause 23 the following proviso: In the case of a foreign country under whose laws it is a condition precedent of protection being given to works, that such works must have been in whole or in part manufactured in such foreign country, it shall be lawful for His Majesty, by order in council, to direct that the protection afforded by this act shall not apply to works the authors or publishers whereof are subjects or citizens of such foreign country unless such works are wholly manufactured in the United Kingdom.

He said that under the American copyright law no English author could obtain copyright in that



1912

**Season's Catalogue**

JUST OUT

*New Designs***ENGLISH CASES****TAPER ARMS**

All Latest Improvements

Apply Exclusive Selling Agents

**O. RUHL, LTD.**

77 City Road

London, E. C.

country unless he went to the expense of having his work set up in type, printed and bound there. Whilst this might not do any harm to authors of popular novels, which were certain to have a large circulation in America, it certainly had a very injurious effect upon authors of English scientific works who could not afford to incur the expense entailed by printing their books in the United States. We had been too subservient to the United States in regard to copyright law. All he asked was that the same justice should be done to the English printer and manufacturer as the American nation had decided should be given to printers and manufacturers in the United States.

Sir J. Simon said if the Government accepted a provision of this kind it would be a breach of the Berlin convention. The real truth was that the non-member thought the occasion gave an opportunity of arguing the case for retaliation. All the amendment would do would be to deprive English authors and English interests of certain protection which they at present enjoyed. Mr. J. Ward supported the amendment. Sir G. Parker (U.) declared that if the amendment were carried the result would be that the international agreement with every nation of any importance except America would be broken, because the principles laid down by the Berlin convention would be repudiated by this country. He was certain the United States would abrogate the Copyright Act which already existed there to the injury of interests which were held dear. The bill, as amended, was reported to the House, and was read a third time amid cheers.

**TALKING MACHINES IN PUBLIC PARKS.**

Illustration Below Furnishes an Idea of the Interest of the Public in Talking Machine Concerts in the Parks of Manchester.

(Special to The Talking Machine World.)

Manchester, Eng., Aug. 28, 1911.

Wm. Grimshaw, whose headquarters are at Prestwich, near Manchester, has been successful in using the talking machine as an entertainer in the public parks and other leading resorts.

eighth of a mile. In a conversation with The World Mr. Grimshaw said: "I do not know but that the old country can give the new world points in the matter of gramophone concerts in the public parks. As an originator of these concerts we are naturally interested to know how the movement has caught on across the water."

The attached program will show how Mr. Grimshaw entertains the throngs:

**WINTER GARDENS**  
BLACKPOOL  
General Manager, Mr. JNO. R. HUDDLESTONE.

---

**GRAND PAVILION,**  
MONDAY, TUESDAY, WEDNESDAY,  
THURSDAY AND FRIDAY,  
October 10th, 11th, 12th, 13th, and 14th, 1910.  
EVENINGS AT 8.00 O'CLOCK, GRAND  
**GRAMOPHONE CONCERTS**  
PRESENTED BY  
MR. WILLIAM GRIMSHAW, the Gramophone King  
(Originator of the Manchester Parks Concerts.)  
THE PROGRAMME INCLUDES  
CARUSO, MELBA,  
TETRAZZINI,  
ROBERT RADFORD, JOHN HARRISON,  
ALICE VERLET, CLARA BUTT,  
JOHN MCCORMACK,  
HARKY LAUDER,  
GEO. GROSSMITH, JR., BILLY WILLIAMS.  
Band Selections, &c.  
The Finest Gramophone in the World.

---

DANCING IN THE EMPRESS BALLROOM AT 7.30.

---

Admission to Ballroom & Pavilion, 6d.  
Pavilion Stalls, 6d. extra. Other seats, Free.

Mr. Grimshaw is the patentee of trumpets, tone arms, etc., which are especially adapted for this kind of work. They are suitable for gramophones and auxetophones or for any disc talking machine. His taper tone arm is a perfectly straight one, having no bends or curves.

Mr. Grimshaw is a great admirer of The Talking Machine World. He said: "We have enjoyed reading the various items of news from your side



SNAP SHOT TAKEN AT TALKING MACHINE CONCERT IN MANCHESTER (PUT IT UNDER A MAGNIFYING GLASS).

The illustration shown herewith portrays the 150th concert given by this progressive talking machine man in the parks of Manchester:

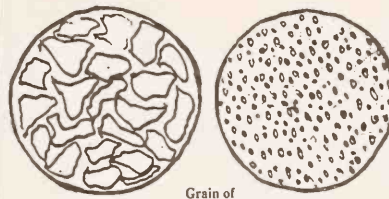
The illustration only shows a portion of the center of the picture, but it will give an idea of the immense number of people who gather to listen to the talker. From the front to the back is one-

of the world. You produce a fine paper, showing a healthy state of trade. Although we have one or two excellent papers over here, yours beats all of ours put together."

Mr. Grimshaw does not understand why American dealers have not gone more largely into the form of public park entertainment.

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

**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**

**The Columbia Catalog this Fall lists  
Hornless Graphophones, Grafonolas, and  
Horn Graphophones—taking the initia-  
tive in several models, *leading* the  
market as *usual*.**



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

**TRADE CONDITIONS IN GERMANY.**

Reports Indicate a Very Busy Season This Autumn—Figures Regarding Exports of Talking Machines and Records—Interesting Law Suit Decided Regarding the Copyright Law—The Dacapo Record Co. of Berlin and Vienna Amalgamate with Russian Concerns in Order to Cater More Successfully to the Russian Talking Machine Trade.

(Special to the Talking Machine World.)

Berlin, Germany, Sept. 1, 1911.

According to the reports made by manufacturers and dealers, the talking machine trade in this country is very brisk and the indications are that the coming winter season will be the best the trade has seen for some years. The chief demand is, of course, for the various hornless models of which new ones are appearing on the market continually. It is stated in certain sections of the country that business would have been much better had not numerous strikes affected trade in general to a considerable extent.

A report of the exports of German talking machines and records for the five months ending May 31, indicates that there were 11,370 dozen machines and 7,426 dozen records exported in 1911, as compared with 5,311 dozen machines and 8,489 dozen records exported during the same period in 1907. The increase in the number of records exported is due, it is claimed, to the fact that the Germans have established record making plants in a number of foreign countries which they have business connections.

A protracted lawsuit, now finally decided by the German Supreme Court, should prove most interesting to the members of the talking machine trade in the States. According to the copyright law of 1901, pieces of music might be recorded on music rolls and other similar interchangeable parts of mechanical instruments, even without the composer's permission. It was scarcely thought at that time that the talking machine would attain such a wide circulation. In course of time, with the growth of the talking machine trade, the manufacturers without more ado, and in accordance with the letter of the law, copied the pieces of music on to the records and disks. Until suddenly the writers of the text of operas and songs protested that while it might be permissible to copy the music, it was certainly not permissible to copy the words. No passage in the law permits the copying of the words, and they therefore demanded a license for the use of the text. As it was found impossible to come to an agreement, Messrs. Brietkopf & Härtel, in Leipzig, sued a firm of record manufacturers, carrying the case to the highest court. This court has now decided that the writers of the text are entitled to full copyright protection. This means that all records containing text made so far have been made and placed on the market illegally. In actual practice this belated decision will probably give rise to suits for damages only in isolated cases, as very few authors and publishers will care to embark on protracted litigation on this account, especially as the new copyright law, which

came into effect a year ago, expressly recognizes the author's right in the case of the records.

The Dacapo Record Co. m.b.H., of Berlin and Vienna, have recently amalgamated with the Metropol Record, Moll, Kybarth & Co., of Moscow, and Aprelewka, and should now be addressed to Dacapo Record, Moscow. The Dacapo Company made the arrangement owing to the increasing difficulty of importing records from foreign countries into Russia, such, for example, as a strict censorship and the necessity for a licence under the Russian copyright law. A duty of 13 kopeks per record is also exacted by the Russian customs, which will be saved under the new arrangement. Moll, Kybarth & Co. was established in 1910. The new company have a capital of 150,000 roubles (nearly \$80,000).

**BENEFITED BY HIS TRIP.**

Geo. P. Metzger Again in "Harness" After Enjoyable European Trip—Planning Active Advertising Campaign This Fall and Winter.

George P. Metzger, manager of the advertising department of the Columbia Phonograph Co., General, New York, who, as already told in The



GEO. P. METZGER.

World, returned from his European trip recently, started in at once, on returning to his office, on an active advertising campaign in which the Columbia products will be featured this fall and winter in that strikingly individual style which has always distinguished Mr. Metzger's "copy." Mr. Metzger has been greatly benefited by his "outing". This is evidenced in his splendid physical condition, and he is "fit" to cope with the busy season before him. In the course of an informal chat, he said:

"I had a delightful time while abroad, and enjoyed every minute of it. Of trade matters, the least said about prices on the other side the better. They are simply absurd, and there is no comparison between conditions here and abroad. I had the pleasure of meeting Mr. Cromelin several times and I need not say that I enjoyed his companionship while sojourning in London—a city which interested me greatly."

**DON'T BE A GROUCH.**

The Chronic Fault Finder Does Not Receive Attention When Something Really Goes Wrong—A Striking Instance.

We all know how almost impossible it is to house several hundred people under one roof, all working for the same goal, without there being a certain percentage of the grouch element among them. We could illustrate by citing individuals who always have a good trade, who always smile, but the grouchy member would retaliate by saying "Blank is a liar, he isn't having a good trade." Well, he isn't losing anything by smiling, and all people enjoy a smile more than a grouch.

We called a firm's attention to an "acid protest" made by one of the salesmen and the head of the house said, "Oh, Blank is a grouch; nothing is ever right from his point of view." That salesman had so weakened himself in the estimation of the proprietor that nothing he could say would have any weight, and a really good suggestion would be lost through lack of faith in his judgment.

Another man complained and when no one paid any attention to it the "Boss" said, "He's an old woman, nothing pleases him." Another complaint came into the head office and immediately there was a call for the manager who was told that "Mr. Smiles" had protested against a condition, and "You better see about it, for you know 'Smiles' doesn't complain unless there is reason." "Smiles" hadn't weakened his position with complaints that were useless nor with whims that were senseless. As the Furniture World says: His attitude is worthy of emulation.

Don't kick about things you can't help; what is the use?

Don't kick about things you can help; go to work and apply the remedy.

Don't get the reputation of being a grouch; it is a reflection on either your digestion or your intelligence.

**B. FEINBERG ON WESTERN TRIP.**

After an absence of several months on sick leave, B. Feinberg has again taken up his duties as special representative of the Columbia Co.'s wholesale department. He has been quite ill at times, but is now in prime health again. Mr. Feinberg started Sunday on a long trip through the Middle West and South and does not expect to be back in New York until about December 15, and expects to land some big talking machine business before returning.

**TRADE NOTES FROM PROVIDENCE.**

The Massey Diaphragm Is Rapidly Growing in Popularity Judging from Orders Which Are Reaching the Manufacturers—Henderson Controls the Talking Machine Adjunct at Shepard Co.'s Department Store—Activity at Columbia Quarters—Pushing the Sales of New Style Machines—Other Items of Interest

(Special to The Talking Machine World.)

Providence, R. I., Sept. 5, 1911.

Providence has been termed by many as "Little New York," and judging from the hustling qualities of the talking machine industry, it's true.

Very prominent in the field is the J. A. Foster Co., Edison jobbers and retailers, with both departments managed by John H. Massey. They have spacious quarters for this branch on the second floor, where the dealer and retail customer have every facility and comfort for purchasing goods.

Last month appeared the first announcement in The World of the Massey diaphragm, an invention of John H. Massey, Edison manager of the J. A. Foster Co. and for whom the Foster Co. are wholesale and retail distributors. Locally the Massey diaphragm is having a big sale and their advent into the national field in a wholesale way

is likewise meeting with fine success. In this month's World advertisement is a reproduction of the face of the Massey, which shows it's general appearance, together with their liberal offer of giving one—retailing for a dollar—simply for the asking.

John H. Massey, who created this diaphragm, said to The World that he is greatly pleased at its growing popularity, and that all the people to whom he has sold one would not part with it if they couldn't get another.

The Tone Controller Co., makers of Dustoff record cleaners, are marketing a "Dustoff" de Luxe, which retails for 50c. The regular model sells for 15c. retail, and in each instance there is 40 per cent. in it for the dealer. They also supply circulars and cuts gratis, so the dealer is aided in every way to sell Dustoffs. The record cleaners are for all disc records and are made of the highest grade materials. Certainly a fine side line for the dealer!

F. C. Henderson, the piano man, owns the talking machine department at the Shepard Co.'s department store, having purchased it recently. He is selling the Edison and Victor lines. F. L. McNeil, formerly with the Henry F. Miller & Sons Piano Co., Boston, is manager. This makes three departments that Mr. Henderson owns and operates here, the other two being the piano and the sewing machine, to say nothing of the various de-

partments he owns in other stores at other cities.

E. A. Stevenson is the manager of the Providence branch of the Columbia Phonograph Co., which enjoys the distinction of being the only exclusive talking machine store in the city. These quarters bear the usual marks of Columbia artisticness. Mr. Stevenson's reports anent business are most optimistic, and it is safe to say that Columbia patrons are properly cared for here.

Wm. D. Blossfield, manager Victor department, M. Steinert & Sons Co., has returned from his vacation spent cruising on the waters about Providence and hauling in horse mackerel of 60 to 90 pounds weight.

**EDISON PLANT BUSY.**

New Disc Outfit a Topic Universally Discussed in the Trade—Recent Visitors to Factory.

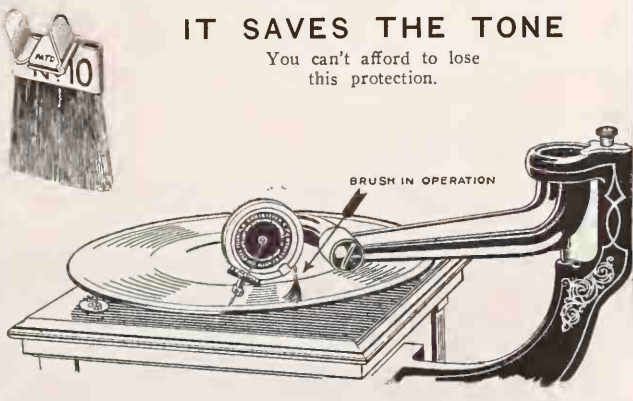
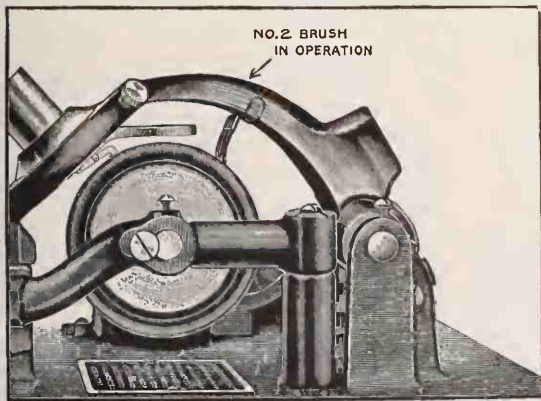
The management of the Thomas A. Edison, Inc., Orange, N. J., report their plant busy with many orders ahead. It now looks as if the pressure for goods will be a factor which must be reckoned with this fall. The new disc outfit is a topic universally discussed by jobbers and dealers, and the shipping date for these goods is awaited with eagerness.

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

**ANNOUNCEMENT**

To the Trade:

Our line of RECORD BRUSHES as per ad below formerly known as the "PLACE" will hereafter be known by our new, trade-mark, name *Cleanrite* change has been made in the brushes, and, for a "PLACE" stamp and labels until our present New printed matter is ready but NO time, they will be supplied with the stock on hand is exhausted.



**AUTOMATICALLY CLEANS**

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

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

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

MANUFACTURED BY

**BLACKMAN TALKING MACHINE CO.**  
97 CHAMBERS STREET, NEW YORK

J. NEWCOMB BLACKMAN  
President  
"The White Blackman"

# The Talking Machine Trade in New England

## NEW EDISON JOBBERS IN BOSTON.

The Pardee-Ellenberger Co., Inc., Have Opened Headquarters at 66 Battery March Street Under the Management of F. H. Silliman, Having Purchased the Stock, Good Will and Business of the Boston Cycle & Sundry Co.'s Edison Department—Splendidly Organized to Build Up a Successful Business.

(Special to The Talking Machine World.)

Boston, Mass., Sept. 7, 1911.

Boston has new Edison jobbers, the Pardee-Ellenberger Co., Inc., who have opened headquarters at 66 Battery March street, corner of Franklin street, under the management of F. H. Silliman. This company acquired by purchase the stock, good will and business of the Boston Cycle & Sundry Co.'s Edison department, the latter company being out of the talking machine field altogether. The Pardee-Ellenberger Co., Inc., are well known in southern New England and New York State for their Edison service, and throughout the country for their specialties, such as the Linoid recording horn, Pardell boxes, etc. W. O. Pardee is president and treasurer, and H. L. Ellenberger is secretary.

Their new headquarters are on the second floor at 66 Battery March street. The same system will be employed here as used at New Haven for keeping stocks and shipping orders. Hundreds of record bins have been built and indexed and it is their intention to always have a most complete Edison stock. Big freight elevators are in the rear of the shipping rooms and, located as the building is, right in the heart of the commercial jobbing center of the city, the express service is unequalled. The office is in the front of the building, and a modern system of booking orders, answering correspondence, etc., is in force. The entire northern section of New England will be handled from these headquarters and even a part of New York State will be covered.

F. H. Silliman, manager of the Boston offices, whose likeness appears herewith, has been associated with the Pardee-Ellenberger Co., Inc., for the past ten years, being on the selling end. Mr. Silliman has, consequently, acquired a lot of knowledge as to just what the dealer demands for Edison



F. H. SILLIMAN.

Service and he will direct every effort to see that the dealer secures what he should have when he wants it. Mr. Silliman intends to get acquainted with the trade personally, in addition to having the territory covered by traveling men. In a chat with The Talking Machine World, Mr. Silliman remarks: "This is the age of specialists and I am convinced that the trade require an up-to-date Edison service—one that is along progressive lines and not bound by ancient customs and traditions. There has been as much progress in the advancement of Edison service as there has been towards overcoming the difficulties of heavier-than-air travel. Such is the P-E. service and as soon as the trade learn the value of our efforts, which will be right away, the scope and quality of our patronage will amply reimburse us for the extra expense in rendering quick and complete service."

## FEATURING THE NEW ART DIAPHRAGMS.

(Special to The Talking Machine World.)

Springfield, Mass., Sept. 5, 1911.

W. W. Young, head of the Talking Machine Co.,

this city, manufacturers of the new art diaphragm, remarks that in addition to talking about the new art to their customers, if the dealers will take two minutes to show prospects a "without and with" effect, that many more new art diaphragms will be sold. The retail price is \$1—a low cost to everybody. "The difference is so noticeable," said Mr. Young, "that everyone who listens to it, wants to purchase one. The demonstration eliminates all doubt and creates the sale, although I hear excellent reports from circularizing. The new art is a fine mail order proposition for talking machine dealers also, as it mails for 2c. and can be put on by anyone. A new art diaphragm will be sent free to any dealer requesting it on his letterhead, together with prices, etc.

## TALKING MACHINE NEEDLES.

The Extent of the Bagshaw Enterprise in Lowell Emphasized in an Illustration in Their Announcement Elsewhere—The Their Announcement Elsewhere.

(Special to The Talking Machine World.)

Lowell, Mass., Sept. 7, 1911.

The eye never naturally magnifies and the camera likewise. A half-tone illustration, reproduced directly from a photograph, as in the case on the opposite page, of the group of W. H. Bagshaw needle factory buildings, shows exactly the extent of the Bagshaw plant. The building of this huge enterprise devoted to talking machine needles is an impressive monument to the qualities of Bagshaw needles. The rank and file of the world would believe it incredible, and some of the jobbers probably will remark to themselves: "Bagshaw must sell a lot of needles to maintain a plant of this size. Guess I'll get in touch with Bagshaw right now."

That would undoubtedly be a good move, as there is considerable land adjoining the Bagshaw factories and both Messrs. W. H. and C. H. Bagshaw wouldn't mind erecting one or two more buildings if the facilities of their present immense plant proved inadequate to fill their needle orders. Advances at the Bagshaw offices indicate that the forthcoming four months' business will be of tremendous proportions, with a probable forecast of overtime work to keep even their present trade supplied.

## NEW COLUMBIA DEALER IN PORTSMOUTH.

(Special to The Talking Machine World.)

Portsmouth, N. H., Sept. 9, 1911.

D. H. McIntosh is a new talking machine dealer, having secured the exclusive representation of the Columbia line. A large initial stock shows Mr. McIntosh's enthusiasm.

## TAKE ON THE COLUMBIA LINE.

(Special to The Talking Machine World.)

Wolfeboro, N. H., Sept. 6, 1911.

Wallace & Rogers, department store, have added the Columbia line and are now displaying a complete list of the different machines.

Do the people of your town instinctively come to your store for their machines and records or do they have to stop and think where there is a talking machine store? If the latter's the case you need some ginger in the advertising department.

The next time they want you to advertise in the program of a church entertainment, offer to send up a machine, some records and an operator instead. That's some *regular* advertising.

If everybody was at the top of the ladder it would very likely become top-heavy and over-balance. It's no disgrace to hold the ladder steady by standing on the lower rounds until someone falls off and makes room further up.

## THE PARDEE-ELLENBERGER CO., Inc.

### EDISON JOBBERS

BOSTON, MASS.

NEW HAVEN, CONN.

☐ Announce that they have purchased the Edison business of the Boston Cycle & Sundry Co., of Boston, who have been in the talking machine business for so many years.

☐ Headquarters have been established on the second floor of 66 Battery March Street, corner of Franklin Street, where a model Edison jobbing service will be rendered to the trade. This branch will be under the management of F. H. Silliman.

☐ The service will be "Exclusively Edison and Exclusively Wholesale," and the facilities which we offer will create and hold the patronage of the live Edison dealers of New England.

☐ 66 Battery March Street is but two minutes' walk up Broad and Franklin Streets from Rowe's Wharf station on the Atlantic Avenue Elevated Circuit. Take Elevated at North or South stations. We bid you welcome. Come in and get acquainted.

## THE PARDEE-ELLENBERGER CO., Inc.

66 Battery March Street, cor. Franklin Street  
BOSTON, MASS.

# FROM OUR BOSTON HEADQUARTERS

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

(Special to The Talking Machine World.)

Boston, Mass., Sept. 8, 1911.

Rumors of price cutting with machines and records of leading manufacturers are very strong; so much so that it is understood that one dealer in particular has been cut off from one well-known company. Nothing makes a customer so "sore" as to think he is being "done" or that an attempt is made to "do him." So it stands to reason that if a lower price is quoted by someone else and the customer goes "shopping" and can't find any other price but the list price he seems to think something is wrong and immediately tells how much lower he can buy at Mr. A. B. C.'s. Naturally the "on-the-square" trade, who are enabled to know positively that they are losing sales and who the offender is, are going to put a stop to it.

Why wouldn't they? To a certain extent—to the signed agreements, anyway—things in the talking machine trade must be equal. And when anyone—firm or individual—openly violates agreements, destroys confidence and openly dares to oppose required rules and regulations, the quicker one of that type is chastised the better it will be for the entire trade.

One or two other dealers also are understood to be closely watched. These are the kind who cut prices surreptitiously and are the hardest to detect. While the writer does not want to spoil any chances to catch this element, it would be better to say, however, that there is something startling in the wind, and violators of conditions will get, to use a slang phrase, "all that is coming to them." Or maybe nothing that should come to them. Perhaps both.

#### Why One Dealer Lost a Customer.

Whoever coined the old, old phrase, "Honesty is the best policy," surely occupied the right seat for properly seeing matters. In the talking machine business it is just as inherent as in any other line. The honest dealer is probably saying, "Why tell me this? I know it," while the dishonest one is musing, "Why tell me this? I don't want to know it."

But here's the why for the honesty sermon: A certain customer had been in the habit of buying a number of records monthly from a certain dealer—probably averaged \$200 worth a year. That habit was broken recently—and because of dishonesty. The customer wanted a grand opera number, costing \$3, but in the foreign list there would probably be the same number at one-third the cost, the composition itself being the same, but in the former sung by a noted artist. The dealer positively asserted that number was not in the foreign list, and the customer paid \$3 and departed. Arriving home, Mr. Customer found the dealer had lied, and that it was on the foreign list at \$1. Did the customer call him up and tell him about it? No. He is simply buying records elsewhere, and the dealer is wondering why \$200 worth of record business has gone to a competitor.

Moral: Be honest. Know your goods.

#### Take Over Edison Department.

The most important move in talking machine circles last month was the purchase of goods and good will of the Edison department of the Boston Cycle & Sundry Co. by the Pardee-Ellenberger Co., Inc., New Haven, Conn., who have established substantial quarters at 66 Batterymarch street. This company will handle Edison goods exclusively, as the special article covering this story states. This appears on the opposite page.

#### Fall Trade Opening Up Well.

With the closing of Labor Day, business seems to have taken quite a spurt. The trade are optimistic, and the writer hears of different campaigns being planned which should secure every possible talking machine sale in this territory. Collections with the dealers seem to have improved. And it is probable that they will even be better, as one of the big companies have issued a very strong letter on this point.

#### H. A. Winkelman Home from Maine.

Henry A. Winkelman, manager of the Victor department of the Oliver Ditson Co., returned recently from his annual vacation, which he passed at Swan's Island, Me. Last year, it will be remembered, Mr. Winkelman vacationized at Lake Chargogagoggmanchauggagoggchaubunagungamangg, but he couldn't secure any rest pronouncing that name every day. Mr. Winkelman remarks that business with the House of Ditson is gaining rapidly and that they expect a banner year from 1911.

C. B. Gorham, talking machine manager of Denholm and McKay Co., was a visitor yesterday.

#### Harry Marker in Hawaii.

The accompanying illustration shows two prominent members of the talking machine fraternity right in the midst of a pineapple plantation. The

Phonograph Co., while on the left, balancing pineapples, is James W. Bergstrom, of the Honolulu Music Co., Ltd. This card was received by George K. Cheney, mechanical expert with the Boston Talking Machine Co., who numbers both as personal friends.

Harry Marker has been on an extended trip making foreign records. He made nearly a hundred at Hawaii, and at the time this card was mailed he was about to depart for Java.

James W. Bergstrom was recently president of the Bergstrom Music Co., piano and Victor dealers, but is now the head of the Honolulu Music Co., Ltd., dealers in the Autopiano and Columbia goods. Mr. Bergstrom expects to be in the States soon.

#### Some E. T. M. Co. Personals.

Vacations are closed at the big establishment of the Eastern Talking Machine Co., Edison and Victor jobbers, and everything is activity. The Victor business is growing so rapidly that they are obliged to install booths on the third floor. Four of these are in process of erection, together with a large-sized record rack. This now gives the Eastern Co. two floors confined exclusively to the Victor business.

E. F. Taft, general manager, has given up his summer home just outside of Providence and is now esconced in his Brookline home.

Tuesday following Labor Day brought back vacationists as follows: S. H. Brown, who had been touring about New England; A. W. Chamberlain, with New Found Lake, N. H., his scene of restfulness; Wm. J. Fitzgerald, who journeyed through the State of Maine, and S. J. Freeman, who was harbored at Providentown, Mass. They all brought back a good coat of tan and are eager for the fall fray. One even arrived with a hirsute appendage, and it's still growing. Who was it?

The Eastern Talking Machine Co. Associates hold their annual meeting on September 28. As the present organization has reigned efficiently, it is understood that no doubt they will be re-elected. S. H. Brown, chairman of the entertainment committee, and Geo. K. Cheney, of the Boston Talking Machine Co., have been meeting frequently lately to arrange for a game of baseball—

(Continued on page 25.)

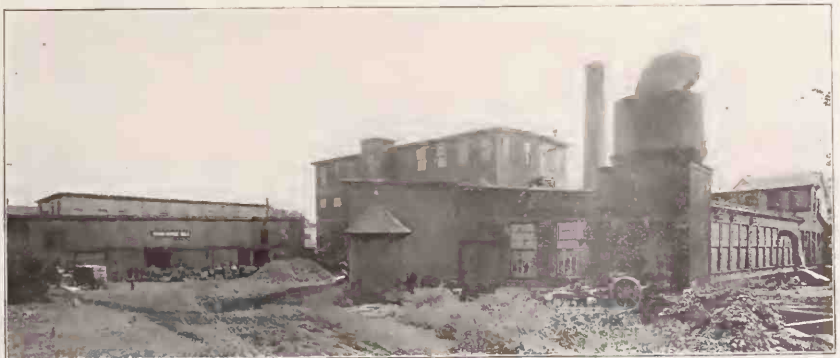


J. W. BERGSTROM.

HARRY MARKER.

trade will recognize the pineapple on the right as Harry Marker, recording expert with the Columbia

## Needle Factories of W. H. BAGSHAW



Where "the best needles in the World are made"

W. H. Bagshaw :: :: Lowell, Mass.

Oldest and Largest Manufacturers.

Established 1870

ALL STYLES, SHAPES AND SIZES

THE SUNLIGHT OF PUBLICITY



**PYRO *One-Light* ELECTRIC SIGNS**

The most economical and durable outside overhead publicity device on the market.

**COSTS LESS TO BUY**

**CHEAPEST TO MAINTAIN**

\$60 TO \$125 ACCORDING TO SIZE

ONE CENT AN HOUR TO ILLUMINATE

The universal use of over-the-sidewalk electric signs maintained at immense cost for electricity, proves conclusively that they are trade winners.

**A PYRO SIGN OVER YOUR DOOR**

will stimulate YOUR trade and place YOUR business before the people as prominently and effectively as the biggest merchant in town—and it only costs one cent an hour to illuminate.

**MADE IN ALL SIZES AND DESIGNS TO SUIT ANY LINE OF BUSINESS.**

**GUARANTEED DURABLE—WILL LAST A LIFETIME.**

We make special designs with the trade mark of your business if you desire it.

Clip the coupon and send it to us to-day and we will send you our price list and new illustrated catalog showing the signs in actual use before some of the most prominent business houses in Chicago, New York and Kansas City.

**EDWARD C. PLUME COMPANY**

417-21 S. Dearborn Street, Chicago, Illinois

SALESMEN.—High class specialty salesmen will find it to their interest to write us regarding the handling of this exceptionally high-grade proposition.

EDWARD C. PLUME COMPANY,  
417-21 S. Dearborn Street, Chicago, Ill.  
Please send us free of cost, your new catalog and price list of PYRO ONE LIGHT ELECTRIC SIGNS.



E. T. M. A. vs. B. T. M. Co. This will probably occur next Saturday afternoon at Atlantic.

#### C. W. Luce in Charge.

C. W. Luce is the manager of the Columbia department of Kraft, Bates & Spencer, Inc., piano dealers. Mr. Luce has had an extensive training in the talking machine arena and, judging by the results he has already secured, no doubt will have a successful career in his new position.

#### Lively Times at Columbia Co. Store.

Arthur C. Erisman, manager of the Boston headquarters of the Columbia Phonograph Co., reports a remarkable August-September business. He says that they just doubled the totals of last August, and that September bids fair to make even a better showing. Mr. Erisman is just about getting accustomed to his "½-flight-up" office and it is proving to be a fine arrangement.

The Boston branch received their first lot of Grafonola Favorite machines last December, and it is not until now that sufficient machines have arrived to permit open hustling. Heretofore every Favorite they could secure was sold before it was received, and it was only by tremendous exertions of the factory that they now have a good supply of Favorites. "But they won't last long," commented Mr. Erisman, "as that is one of our special sellers." Mr. Erisman enjoyed his vacation this year at Hull, Mass., a nearby seashore resort.

### MILWAUKEE TRADE NOTES.

**Pleased with Business Situation—New Machines Stimulate Business—Jos. Flanner to Look After Talking Machine Department—Columbia Grafonola for County Hospital—W. P. Gensch Invents Combination Steel Diaphragm—Warner to Handle Talking Machines Only—Other Items of News.**

(Special to The Talking Machine World.)

Milwaukee, Wis., Sept. 9, 1911.

Local jobbers and retailers are more than satisfied with the manner in which the fall talking machine business has opened up all over Wisconsin. The retail trade in Milwaukee is especially strong, demand being brisk for the higher class of machines. Reports from retailers about the State indicate, however, that medium-priced machines are selling well. The jobbing trade is satisfactory in all lines, jobbers reporting that dealers seem convinced that the fall and winter business will be better than that of a year ago. Good orders for machines, supplies and records are being received from most sections of the State.

The crop outlook in Wisconsin is now of the best and there is every indication that money will be plentiful from now on. While the grain yield in the southern portions of the State was rather light, owing to the dry weather in that section, it was offset by the fine crop in northern Wisconsin. The weather is now warmer; rains have been plentiful, and experts say that the corn crop will be the biggest in years. Wisconsin is distinctly a dairy and stock-raising State and a favorable corn crop means much.

The several new machines on the market are doing much to add life to business. The Wisconsin Talking Machine Co., Victor jobbers, have received the Victor IX. in larger shipments this month and are able to satisfy most of their dealers. Lawrence McGreal, Edison jobber, expecting the new Edison disc machine within a short time, and is confident that it will be a great seller from the very start. Mr. McGreal is receiving inquiries daily in regard to this machine.

Now that people have returned to their homes from vacations and summer outings, demand is much better for records and good sales are reported from all sources. The new September records are going well, several of them in the various lines promising to be real winners.

H. C. Baish, traveling representative of the Victor Talking Machine Co. in northern Wisconsin, was in Milwaukee recently. Mr. Baish reports that business is showing decided improvement and that the outlook for the fall trade is especially bright this season.

Alfred Hille, manager of the talking machine department of the Flanner Music House, has severed

his connection with the firm and is now in San Francisco, where he will probably engage in an entirely new line of business. Joseph Flanner, proprietor of the Flanner house, will now give his personal attention to both departments formerly conducted by Mr. Hille. The new Flanner quarters on second floor have now been completed and a full stock of Victor machines, records and supplies has been installed. Several thousand dollars have been expended in fitting up the new quarters and they are now among the finest in Milwaukee.

Lawrence McGreal, Edison jobber, Mrs. McGreal and her sister, Miss Gertrude Gannon, head of the Wisconsin Talking Machine Co. and owner of the McGreal retail store, have just returned from Rochester, N. Y., where two weeks were spent at the family's old home.

The talking machine business at Gimbel Bros.' talking machine department has been increasing by leaps and bounds of late. L. C. Parker, the manager, has enlarged his sales force by the acquisition of C. W. Abbott, an experienced Victor salesman, who will do much toward increasing the Victor business in Milwaukee.

A. G. Kunde has just sold a Columbia Grafonola Mignon to the Milwaukee County Hospital for installation in the nurses' home. Mr. Kunde has been meeting with an especially good business from the various Milwaukee county institutions and supplies all the records for the many machines at the different institutions. A. G. Kunde is absent from the city on a combined business and pleasure trip to Columbus and Cleveland, O., and probably New York City.

W. P. Gensch, salesman with A. G. Kunde, 516 Grand avenue, has invented a new combination steel diaphragm, which promises to prove of much interest to the talking machine trade. The device can be attached to any type of machine, and the inventor claims for it many advantages over the diaphragm now on the market. Mr. Gensch has been selling a large number of the devices, which have been taking exceptionally well with the trade.

C. C. Warner, well-known Milwaukee piano dealer, 428 Eleventh avenue, secretary of the Milwaukee Piano Dealers' Association, is closing out his piano line, and after October 1 is planning on giving his entire attention to the talking machine business. Mr. Warner carries the Edison and Victor lines and has met with so much success in this branch of the business that he believes that it is worth giving up his entire time to this line. Rudolph Buckser, of Milwaukee, will carry on Mr. Warner's piano business, occupying a part of the store now used by Mr. Warner.

Several of Milwaukee's leading talking machine retailers, including Miss Gertrude Gannon, George Eichholz, Harry W. Krienitz and Charles H. Scheff & Sons, report a brisk fall business in machines, records and supplies.

### RETIRING FROM BUSINESS.

**Results in Benefit Only When Man Has Some Other Employment to Occupy His Time.**

At what age ought a man to drop money-making and begin to have a good time? What shall he do when he stops grinding out his daily task? Is he likely to live longer if he retires at fifty or continues his drudgery?

The rule with hard-pressed business men seems to be that when they leave off their usual routine they soon die. Life has nothing more to offer them. They do not love pictures or music. They have no desirable hobby.

Unless a man has some occupation which he is sure will keep him pleasantly busy after he retires, it is far better for him to stick to his desk. It is our interests that keep us alive. The more of them we possess the more vigorous is our hold on the world. So when a man begins to think of dropping his work and retiring, the main question which he ought to ask himself is, "Have I anything that will interest me day after day and year after year?" Unless a man wants to march directly to the grave, he must not leave himself without employment.

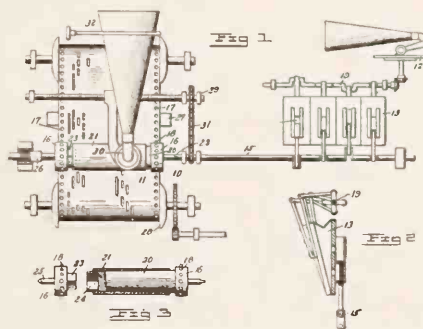
Of course this is written for the consideration of talking machine men who have made a fortune.

### TALKING MACHINE AND PLAYER

**Synchronously Operated is the Subject of a Patent Just Granted and Assigned to the Aeolian Co.—The Improvement Described.**

Within a recent period, there has been an increasing demand for some form of mechanism that would operate synchronously a talking machine and a player-piano. Recently E. S. Votey, secretary of the Aeolian Co., secured an important patent, covering this subject, and on August 29, another patent (No. 1,002,100) was assigned to the Aeolian Co. by Samuel S. Waters, Washington, D. C., who describes his improvement as follows:

"The prime object of this invention is the synchronous operation of musical instruments, and particularly musical instruments of the automatic type. It has reference further to that particular type of automatic musical instruments in which use is made of a moving record of some form which controls the operation of the instrument. It is particularly applied to a synchronous operation of an instrument which is controlled by the movement of a record sheet provided with controlling formations in its body, in connection with



another musical instrument. The instruments which I show in this connection are a piano controlled by a perforated music sheet, and a talking machine of a disc record type. With all of this in view, however, it will be evident upon an understanding of the invention that it may be used in part or as a whole in connection with musical instruments of other types or in greater number, and that its use is not restricted to the particular instruments or types of instruments disclosed.



"In the accomplishment of the invention I make use of a geared connection between the record of one instrument and the driving means for the record of the other instrument. The driving means for the other instrument may be any suitable motor, and in this instance I use a pneumatic motor of a commonly used type with geared connection to operate the valves of this motor which directly determine its period of rotation. In effect the record of one instrument is geared directly to the record of the other instrument and moves the same, for all of the fact that the motor is interposed in that connection. It may be that under certain circumstances I shall find it convenient, as for instance when the load of driving the record is light, to omit the motor entirely and drive directly by the geared connection."

### BUSINESS IN CANADA

**Is Brisk According to J. A. Bradt, of Toronto, Who Has Been Visiting the Columbia Co.**

James A. Bradt, manager of the Columbia Phonograph Co.'s Canadian office, Toronto, was in New York at headquarters for a few hours Saturday. As he is one of the most enthusiastic men in the Columbia service, Mr. Bradt said the outlook for business in the Dominion was not only bright, but could not be much better. In brief, he was confident the record of the Columbia business this fall would be the best ever, all he wanted was the goods and the rest would take care of itself.

Let the goods themselves do some of the talking. That's the stuff that proves most convincing to the customer.

 **The Columbia policy of exclusive selling rights is what the insurance people would call an *accumulative* policy, because its value has an annual increase.** 

5

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

**EXPECT A LIVELY SEASON.**

**Blackman Talking Machine Co. Busy and Urge Dealers to File Holiday Orders Early to Ensure Prompt Service—The Blackman Monthly Ginger Talks.**

J. Newcomb Blackman, head of the Blackman Talking Machine Co., 97 Chambers street, New York, reports that the business of his house is improving steadily and that the outlook for the fall and winter is of a most encouraging nature.

"There has been much interest shown in the new styles of Victrolas just introduced to the trade," said Mr. Blackman, "and there is every reason to believe that they will assume a strong position in the holiday business. The dealer is now in a position to meet the demands of every class of trade and with proper energy should sell enough machines from now until the holidays to keep his record department busy for an indefinite period.

"As is usually the case, many of the dealers are holding off from placing advance orders, but they are only storing up trouble for themselves. There is little likelihood that there will be any changes in the present lines before the first of the year at least and the dealer who is hesitating for fear of having something new sprung on him at the last minute is making a mistake. Even a conservative order for delivery shortly before the holidays will help the cause of the dealer, for the jobber can then get a line on how he stands and order a reserve stock accordingly, and should the dealer need extra goods in a hurry his jobber will be in a better position to supply the demand promptly."

One of the features of the Blackman service is the series of ginger talks to dealers, one of which appears at the bottom of each monthly advance bulletin. The talks are well thought out and right to the point and serve to keep the dealer from getting "stale" and careless. One of the recent talks, for instance, reads as follows:

**HAVE YOU NOTICED THIS CONDITION IN YOUR TERRITORY?**

The "progressive," "hustling," "up-to-date" dealers are "successful," "prosperous" and increasing their business and profit. The "disgruntled," "rut sticker" drifting kind spend all their time complaining about their successful competitors, refuse to adopt up-to-date methods and are fast losing ground, prestige, business and money.

**YOU MUST BE ONE OR THE OTHER!**

The American merchant of to-day seldom stands still. You must fight for business, for business of to-day is a struggle and those who participate must be trained for the contest.

**THINK THIS OVER MR. DEALER.**

What are you doing to increase your business, hold your customers and attract others, as compared with your competitor?

**YOUR JOBBER SHOULD HELP YOU!**

If he is the kind with long experience, and deep personal interest in the business, you should be able to present your case and receive valuable help for the stimulation of your business.

**WE HAVE HELPED MANY DEALERS.**

"Co-operation" is our "keynote." "To sell and

help sell" is our aim with our dealers. You don't have to take our word for this, so see us about your case and determine for yourself. It takes new records to be up-to-date.

**JOS. M. BRYANT'S IMPRESSIONS.**

**Gleaned on a Recent Trip to His Old Home in the South.**

En route to New York from his vacation at Selma, Ala., his home town, recently Joseph M. Bryant, in charge of the Columbia department of Wm. Knabe & Co., stopped off at Louisville, Ky., and Cincinnati to visit the trade. Louisville he found dead slow, and he was surprised what little effort was being made to sell talking machines. It is a large and important city, with a class of people known far and wide for their culture and refinement, a splendid field for working up a big trade, but no one seeming to realize the advantages of the situation. "In Cincinnati," said Mr. Bryant, "things are entirely different. There everything is looked after right up to the handle, and hustle is the word. The Aeolian Co. have a beautiful place and are doing a great business. The Steinway store is a beauty. The Wurlitzer Co. have also a great establishment, and their window displays are fine. The Columbia Co. have elegant premises, the manager, S. H. Nichols, is a live wire; and is doing a splendid business. Cincinnati seems to be the buying and distributing center in all lines for the territory, covering 150 to 200 miles in every direction. Even the people in Louisville run up to Cincinnati to do their shopping, and, of course, the talking machine end follows with the rest."

**FOREIGN ALPHABETICAL CATALOG.**

Early in the month—on the 8th—the Victor Talking Machine Co., Camden, N. J., sent out the new edition of their foreign alphabetical catalog, listing in alphabetical order all the records contained in the special foreign catalogs with exception of Chinese, Japanese and Korean records, which records are listed in special catalogs.

The special lists are a sub-division of the records contained in the catalog under their respective languages, as follows: Italian, Spanish, German, Portuguese, Hawaiian, Turkish, Arabian, Swedish, Danish, Finnish, Norwegian, Bohemian, Hungarian, Russian, Polish, Hebrew, Gregorian and Sistine choir, French and French-Canadian.

**COLUMBIA BRIEFLETS.**

Geo. W. Lyle, general manager of the Columbia Phonograph Co., General, returned to New York Monday from a vacation in the mountains of Pennsylvania.

H. A. Yerkes, manager of the Columbia Co.'s export department, who was married in Topeka, Kan., September 7, will be given a handsome wedding present on behalf of the staff at the executive offices on his return from his honeymoon, between the 20th and 25th.

Edmond F. Sause, assistant manager of the Columbia Co.'s export department, will cease to be a

marriageable young man on October 25. The wedding takes place in Brooklyn, N. Y., his home, and his fiancée is one of the leading young ladies of that fashionable section known as the "slope."

After an absence of several weeks, Ralph L. Scott, of the Columbia Co.'s legal corps, returned Monday from a recuperating period in Vermont. He looks fit, and will tackle the next talking machine case—there are several pending—with vigor.

**NEW U-S HORNLESS MACHINE.**

**Cabinet Model to Sell for \$50 Soon Ready for Market—Business Good in the East—Travelers on the Road.**

The U-S Phonograph Co., Cleveland, O., will soon have a \$50 hornless cabinet machine ready for the market. They expect to ship their new product, a finished piece of mechanism and elegant cabinet work, about October 1. Word has been received at the New York office, 7 Union square, in charge of E. E. Prarie, from a shipment to Panama, I. P., through an export house, which is to the effect that a good trade will open on the U-S goods throughout the Isthmus, especially on the canal zone.

Business is reported excellent in the eastern territory, being very good during the summer. West and south the same reports prevail. The field controlled from the New York office is now being diligently and industriously looked after by the entire corps of travelers, who are now on the road. This section includes Connecticut, the southern part of New York State, Pennsylvania out to Harrisburg, New Jersey, Delaware, Maryland and Virginia. The other distributing points are Boston, Cleveland, Indianapolis, Atlanta, Chicago, St. Louis, St. Paul, Dallas, Kansas City, Denver and San Francisco.

K. D. Bishop, president of the U-S Phonograph Co., was a visitor at the New York office for a week recently. He was greatly pleased with the manner in which the place has been arranged for the display and demonstration of the line.

**REPORT ACTIVE BUSINESS.**

G. T. Williams, manager of the New York Talking Machine Co., 81 Chambers street, New York, said this week that business for the fall was opening up brisk and active. A number of very desirable dealers—for the trade at large—had been created by the company, to whom substantial initial orders had been sold. The outlook was exceedingly bright for splendid business for the remainder of the year. The factory, Mr. Williams continued, had commenced shipping the new Victrolas, and No. IV was receiving a rousing welcome. He goes away for a hunting and fishing trip to North Carolina the latter part of the month.

The display window on Chambers street—the store runs through the block to Reade street—is being remodeled and deepened in order to show goods off to better advantage. The unsightly iron supporting pillar that runs up through the window is to be encased in quartered oak in harmony with the other woodwork of the premises.

## LOCK OPENED BY VIBRATIONS.

Englishman Invents Lock That Will Open Only to Tune Whistled or Sung—Each Lock to Respond to Different Vibrations—Possibilities of Trouble Great.

If the recent invention of Thorne Baker, an Englishman, comes into popular use, the future burglar must forsake the jimmy for the tuning fork to break into houses. For the invention is a lock that only opens in response to the notes of a particular tune.

The invention is no more curious than its origin. Mr. Baker was irked by the necessity of unbolting his bedroom door to admit the maid with early morning tea, so he bethought him of ways and means to open the door with the least possible effort. Whistling seemed to represent a minimum of exertion and he went to work on that basis.

The solution is a comparatively simple electrical device. An electro-magnet draws the bolt when a current passes through it. To complete the circuit and draw the bolt it is necessary that a piano wire and a platinum point, ordinarily separated by a minute distance, shall meet.

By sounding the note, or one of its octaves, close to the wire a vibration is set up, the wire and the point meet, and the bolt flies back.

A sounding drum may be used instead of a tuning fork. A stretched membrane may be caused to emit the desired note by a microphone telephonically connected with a distant mouthpiece. Or a bell may be used instead of a drum.

In the new regime of musical bolts and bars this will present problems only to be solved by time and experiment.

What, for instance, of the woolly gentleman who arrives home just before dawn and wishes to make a quiet entry?

In the old days of the latchkey there were, of course, difficulties. The elusive keyhole might wander irritatingly up and down the surface of the door and hide at last behind the impregnability of the doorknob. But let the keyhole once be cornered and the rest was easy.

The lock that only opens to music is another matter. Suppose a cunning wife has the door fixed up with a nightlock whose bolt only draws to the notes of "We Won't Go Home Till Morning" shouted at the top of one's voice? Even the meekest of husbands could be convicted of inebriety on a mere statement of the facts, if he were to be caught out after 9 o'clock.

Again, what of the tumblers that only tumble to some difficult operatic air? What husband, after a night of conviviality, could be expected to remember anything more difficult than "Home, Sweet Home," or "Rocked in the Cradle of the Deep?"

The "rah, rah, rah!" of college youths, delivered in front of a bank, may constitute a felony and promiscuous whistling on the streets a misdemeanor. And the clever musician could probably warble his way out of any prison in the world!

## WILLSON IS ENTHUSIASTIC

Over the Remarkable Advance That Has Been Made by the Columbia Co. During the Past Two Years.

When H. L. Willson recently resumed his former position as assistant to George W. Lyle, general manager of the Columbia Phonograph Co., General, New York, he sent the following letter, expressive of his enthusiasm on the remarkable advance in the company's business, to the jobbers and distributing agents:

"The writer takes this opportunity of expressing to managers his enthusiasm, on returning to the service after a two-year absence, on the remarkable advance that has been made by the company in every department. It is impossible to detail here all the improvements that are noticeable to me; but among the most striking are the unequalled quality of our product, both machines and records, the excellent service given by the factory in prompt deliveries, etc., the aristocratic tone of our advertising, the hearty co-operation on the part of everybody, and the general increased strength of the

company have its formal opening to-day (September 15). V. W. Moody, sales manager of the New York Talking Machine Co., 81 Chambers street, New York, negotiated this important sale.

"I saw a statement from the factory manager this morning (August 31) which would indicate that orders for popular types of machines are being filled in a most satisfactory manner, which I understand is but an example of the general good service you are receiving from the factory. You have probably felt these improvements coming along for the last couple of years, and their force has not been as noticeable to you as it has been to me under the conditions I see it. I feel sure that a short review of what has been accomplished in the direction of the above suggestions is as gratifying to you as it is to me, and I hope you feel the same enthusiasm and optimism that I do."

## NEW CONCERN IN NEW YORK.

The Plaza Talking Machine Co. Have Opened with the Victor Line at 5th Avenue and 59th Street.

The Plaza Talking Machine Co., Fifth avenue and Fifty-ninth street, diagonally across from the fashionable Hotel Plaza, New York, one of the prettiest stores in the city, opens to-day (September 15), handling the Victor line exclusively. The fittings are in white enamel, gold trimmed, parquet floors and an abundance of plate glass. Four booths have been installed, with double glazing of plate glass, 10 by 12 inch panes, giving a massive effect. The store is 20 by 100 feet. The company is composed of H. P. Low and J. Romaine Brodhead, with the business under the management of Miss Nelly Handley, experienced in the line, and who is spoken of by V. W. Moody, who landed the order for the New York Talking Machine Co., in the highest terms for her cleverness and marked ability.

## CHALMERS CO. OPEN IN EAST ORANGE.

The Chalmers Co., under the direct management of W. H. Chalmers, the president and chief owner, formerly of the Bremner-Chalmers Co., New York, etc., is a new concern in East Orange, N. J., selling the Victor product only. The place is located at 588 Main street, with a store 25 by 125 feet, decorated and fitted out in white enamel and double-glazed plate glass demonstrating booths, hardwood floor and harmonious furnishings. The

company has its formal opening to-day (September 15). V. W. Moody, sales manager of the New York Talking Machine Co., 81 Chambers street, New York, negotiated this important sale.

## HISTORIC MEXICAN RECORDS

Made by the Columbia Phonograph Co. to Commemorate the Changed Political Conditions in the Land of the Montezumas.

Apropos of the recent Mexican revolution, of which echoes are still heard, the export department of the Columbia Phonograph Co., General, New York, have just issued a special list of double disc descriptive records, six in number. The bulletin, of which the cover is illuminated with the national colors of the Republic, and a miniature photo of Francisco I. Madero, the hero of the insurrectos, is entitled "Episodios Historicos Mexicanos Acontecimientos de la Revolucion Maderista."

The company brought a number of Mexicans to the New York laboratory, where the recording was done, and which include four band selections specially written for these records, which recount the deeds of valor accomplished by the revolutionists and a description of the important battles fought to overthrow the Diaz regime. In a measure these records are intended to be educational, as they further explain the meaning of the movement for the liberation and future welfare of the Mexican people. The records were made and shipments made last week—including the necessary list and other literature—inside a month. This is quick work. The demand for these records is reported as extraordinary.

## PEASE CO. HANDLING VICTOR LINE.

The Prominent Piano House of New York Open Victor Department in Their Warerooms on West 42d Street.

The New York Talking Machine Co., 81 Chambers street, New York, shipped their initial order—a good-sized bill—to the Pease Piano Co., 128 West Forty-second street, last week. For the present they will have a talking machine department in their New York store, handling the Victor line exclusively. G. A. Scofield, general manager, will give it his personal attention. Handsome booths are provided for demonstrating, and the stock will be adequate and up-to-date both in records and machines. The department is ready for business to-day (September 15). The window signs are strikingly artistic.

## OUR POSITION AS MAKERS OF CABINETS FOR DISC AND CYLINDER RECORDS

Right off the reel we want every jobber and dealer to understand that The Udell Works, of Indianapolis, Ind., will not slight the quality of any Cabinet in order to make it come within a certain competitive price. With all the advantages that any manufacturer in this line has we are able to figure just as close. Our margins are extremely low. In fact with some of the "leaders" or what we term "sweeteners" we frequently just break even. Now here is the point—we are not working for to-day's order and then that ends it. It's *repeat* orders that mean something to *us* and they mean just as much to *you*.

We offer for your consideration a brand new line of *Table Cabinets* in Mahogany and Oak either with or without albums. These Table Cabinets to fit Victrolas IX, X, and XI. The New Victrolas IV, VI and VIII will have Cabinets to accommodate them in The Udell Line.

Our stock of Cabinets for Victrolas IX, X and XI and all Victors is in splendid condition for filling orders.

Obviously there is but one course to pursue. Write to-day to

**THE UDELL WORKS, Indianapolis, Indiana**

# These Two New Columbia Non-Com

Nothing under \$150 is  
in the same class.



## The "Mignonette" Price, \$100

An Upright, Fully-Cabineted Columbia  
Grafonola, Self-Contained and Complete.



Any man who can read a sign-board can see what  
show window of the Columbia dealer.

There is nothing else in the market to fit the strength  
the story of the \$50 Columbia Grafonola "Favorite"

The demand for just such instruments as these, a jump  
the only selling of them the Columbia dealer  
ready to demonstrate.

A clear **buying demand** is responsible for every corner  
idea of manufacturing convenience. We know  
the public **wants**.

### THE COLUMBIA GRAFONOLA "MIGNONETTE," Price, \$100:

Here you have, offered for the first time, for an expenditure of less than \$150, an instrument that is not only wholly self-contained but that stands on its own base, providing ample space for the mechanism, for the tone-chamber, and for an extensive repertory of records easily accessible and protected from damage.

The "Mignonette" is a success. No better tonal quality has ever been achieved in any instrument. The reproducer, the tone arm, the scientifically correct principle of sound-wave reflection and projection, the silent, powerful, invariable motor—all contribute to its perfection. The mahogany cabinet, straight-lined, dignified and pleasing, stands 43 inches high from the floor, on slightly tapered brass-footed legs, and measures 16½ inches wide and 21½ inches deep.

We have been fairly positive in our predictions for some time past, and if you will then, hear a prediction: In these two types of the Columbia Grafonola we have again the "Mignonette" and the "Nonpareil" are bound to lead the market straight through the Palace of an easily handled and continuously profitable record business.

Now watch the market, and see the

## Columbia Phonograph Company,

Creators of the Talking Machine Industry.

Pioneers and Leaders in the Talking Machine Art  
Dealers Wanted: Exclusive selling rights

# Grafonolas Are Practically Competitive

Nothing at \$150 can  
compete with it.



## The "Nonpareil" Price, \$150

An Exclusive Model, with Several New  
and Exclusive Features.



happen when these two instruments go into the  
d they are designed to satisfy—it is going to be  
ght over again.  
e prices, is so distinct that for a long time about  
ve to do will be to spread the news that they are  
oth of them—price and all—not a mere factory  
ely that we are offering the public precisely what

### THE COLUMBIA GRAFONOLA "NONPAREIL," Price, \$150:

Here is, for \$150, an instrument which is \$50 above the Grafonola "Mignonette" in the little individual details of finish and construction (points which are hard to show here, but which are instantly apparent in the instrument itself) and yet which is \$50 below the competitive \$200 class only in its price. Many of the features of the "Nonpareil" are new and unique. The record-compartment contains a group of permanent hinged albums, each separately indexed and each swinging out and down—the most convenient means of selecting and replacing records ever devised. The total record capacity of these albums is 60 Double-Disc records (120 selections). A handsome loose-leaf index book, alphabetically arranged and leather bound, is furnished with the "Nonpareil." The table is covered with crimson silk velvet, clamped with a nickel rim, and is level with the top of the open cabinet. The entire instrument is of brilliantly piano-polished mahogany, standing 44½ inches high, 18 inches wide and 22 inches deep.

We believe you will admit that events have proved that we understated every time. Our fast increasing list of musical stars, may serve you as reminders. Once more, our initiative in meeting a demand that is as evident as it is surely profitable. The "Mignonette" man who buys either of them will be permanently satisfied—and that's the basis

miss your share of the best of it.

## 1, Tribune Building, New York

of the Fundamental Patents.  
here we are not actively represented.

Largest Manufacturers of Talking Machines in the World.

## INDIANAPOLIS GLEANINGS.

**Business Prospects Improve—Columbia Grafonola Regent Attracts at Fair—The Detective and the Dictaphone—Excellent Demand for Victrolas—Musical Echo Co.'s Victrola Display at Fair—The News of the Month.**

(Special to The Talking Machine World.)

Indianapolis, Ind., Sept. 9, 1911.

The past month has been only fair in the talking machine line in Indianapolis. However, the long drouth of the summer was broken toward the end of the month with good rains and the dealers feel greatly encouraged. Most of them predict a good fall trade.

The Interdenominational-International County Fair given at Wonderland Park by the churches for charity was one of the big events of the last month. In one of the buildings a Columbia Grafonola Regent was shown. A sign outside announced that ten cents admission would be charged and a good business was done. Mr. Morgan, of the Central Union Telephone Co., had two or three barkers out in front and it was one of the big attractions of the fair. The show caused a large number of inquiries for machines, and as a result the Columbia branch made several good sales.

A few of the prominent business schools of the city have taken up the use of the dictaphone as a branch of study.

Claud Spring, of the Dictaphone Co., was assigned to the charge of the dictaphone exhibit at the Indiana State Fair. The company is looking forward to some good out-of-town business as a result of the exhibit.

A good story is told in Indianapolis about William J. Burns, the detective and the dictaphone, as illustrative of the wide knowledge of Burns in different lines. One of Burns' experts found out that one of the men under surveillance in the dynamiting cases used a dictaphone. He thought it would be clever work if he could get hold of some of the records that had been made by the suspect. He unfolded his scheme to Burns. Burns told him that before trying the feat he should take a look around the offices of the suspect and see whether there was anywhere a short square black box on legs. The box is a "shaver" Burns explained and he said that if the operative found such box he needn't look any further for records made by the suspect. The operative made a search and, sure enough, he found the "black box on legs."

Thomas Devine, manager of the Columbia Phonograph Co. here, is well pleased with the new model Louis XV. Grafonola just received. Mr. Devins says this type of machine undoubtedly has made a big hit with the class of customers who are well fixed financially—those who have music rooms in their homes. The machine has a good appearance and excellent tone and he believes it will prove to be a good seller.

The Wulschner-Stewart Music Co., who handle the Victor machine exclusively, predicts a good fall trade. There has been an excellent demand for the Victrola and the company has been unable to get enough from the factory to supply the trade. The record business has been fairly good for the last month with the Wulschner-Stewart Co. This company have stocked up heavily for the fall trade. New goods have been shipped in from time to time throughout the summer and the company also have been putting in new dealers from time to time. A vigorous campaign will be made for the fall trade.

Speaking of the record business, Mr. Barringer, of the Wulschner-Stewart Co., said that the demand almost constantly is for the better class of music, thus showing that talking machines are sold to the rich as well as to the poor.

The Musical Echo Co., Victor representatives exclusively, have been having a big demand for the Victrolas.

The Musical Echo Co. planned to have a Victrola exhibit in the Fine Arts building, one of the best and most centrally located buildings on the fair grounds.

Miss Katherine Shinness has joined the forces

of the talking machine department of the Aeolian Co., who handle the Victor line. The Aeolian Co. did not have a talking machine booth at the State fair. It was not believed that the sales resulting would be commensurate with the expense.

## MOVE IN RIGHT DIRECTION.

**The Action of the Victor Talking Machine Co. in Regard to Credits Wins Approval.**

The step taken by the Victor Talking Machine Co. relative to the credit of dealers with distributors is one in the right direction. Distributors have been imposed upon in this respect times out of number, and it would be superfluous to go into details to prove the wisdom of this latest and best expression of the company's policy. The National Association of Talking Machine Jobbers have discussed this burning question in executive session frequently, and doubtless the Victor Co. have given them a helping hand and a strong one in formulating the new rules which will apply, and so place fair-minded, enterprising and energetic distributors on a better basis in extending credit to dealers who are prone to "shop around" to see where they could obtain the longest and easiest terms, and then abuse even them by switching their orders elsewhere when a settlement of account was requested. A second move to be likewise commended is the prohibition by the Victor Co. of advertising goods in advance of having stock on hand. As the company clearly points out, injury has been done them and Victor dealers by premature advertising of product that the factory has been unable to deliver on account of the congestion of orders.

## CHICAGO DEALERS MEET.

**Postpone Election of Officers of the Talking Machine Association Until November—Campaign for New Members Now On.**

(Special to The Talking Machine World.)

Chicago, Ill., Sept. 11, 1911.

At a meeting of the temporary organization of the Chicago Talking Machine Dealers' Association at the Great Northern Hotel this afternoon, it was decided to postpone the election of permanent officers until the November meeting and in the meantime a systematic campaign will be made among the dealers outside the loop in order that as large a membership as possible be secured so that the new officers when elected will be thoroughly representative of the wishes of the trade. On motion President E. T. Vandermark appointed the following committee to visit the dealers. They were provided with application blanks and statement of objects prepared by Secretary J. S. Reynolds. E. J. Melich will see the dealers on the southwest side from Madison street south; E. B. Selbman will cover the northwest side, and H. Reichardt the northwest side. On the request of those present Mr. Vandermark will see the south side dealers himself. It is expected that a goodly number of applications will be ready for submission at the next meeting, which will be held the second Monday in October. The afternoon's meeting was an interesting one, and many topics of interest were discussed. They covered matters closely allied with the announced objects of the organization, which are as follows:

**Installment Sales.** Establish a reasonable minimum advance and weekly payment.

**Advertising.** Prevent misleading, "fakey" and "garbled" advertising of talking machine goods.

**"Cut Outs."** Measures to prevent the use of this market as a "dumping ground" for "cut out" or discarded machines or records.

**"Price Cutting."** Association members to cooperate with the manufacturers in preventing direct or indirect cutting of prices on talking machine goods.

**"Peddling Evil."** Factories to be requested not to furnish, nor permit to be furnished, goods at discounts to any but bona fide dealers, carrying representative stocks and possessing suitable places in which the display and demonstrate talking machines.

Two new members were admitted: Joseph Jiran, 1333 West 18th street, and M. Gewold, 1146 South Kedzie avenue.

## EDISON'S FAVORITE INVENTION

**Is the Phonograph, the Improvement of Which Has Ever Received His Personal Attention—The New Machine and Record Ever Under Observation.**

It is a small matter, perhaps, but it is a grave injustice to Thomas A. Edison, Inc., to spread the report that Mr. Edison no longer gives his personal attention to improvements in the phonograph. Everyone knows, who is at all familiar with the subject, that the phonograph is the favorite invention of Mr. Edison, and in first announcing it to the world he made certain written predictions regarding its practical utility, besides its entertaining and commercial features, which have not yet been fulfilled, but are bound to come. The distinguished inventor, who is now receiving no end of compliments and flattering attention during his European visit, is a stickler for details—in fact, he is described by his intimate laboratory associates as "fincical to the point of fussiness" in this particular. That means he never has permitted anything, no matter what, to bear his name unless it has received his personal supervision and suggestion, if not actual work. Therefore in regard to the forthcoming disc the trade may rest assured that in every step in its improvement toward perfection Mr. Edison's ideas have been followed and worked out by his able corps of assistants. The product bears his impress at every stage of its development, and when he went to Europe on August 2 the series of experiments had been closed and the lines on which the goods were to be manufactured were determined upon by him in person and adopted by the corporation. By the way, the "Wizard" will be home late this month.

## THE PHONOGRAPH.

Of all the marvels of the "Thousand Tales"  
Told in the long ago Arabian Nights—  
None more than that of young Aladdin's Lamp  
The wondering—youthful listener delights.

Which of us has not dreamed of mystic lamp  
That at the slightest rub or touch of hand  
Calls to us from the mystic realms of space  
A Genii quick to serve our least command!

And yet, has not this dream a counterpart  
Even in this materialistic day?  
Do we not summon spirits of the past  
For our delight—to while the hours away?

By shift of tiny lever we may call  
Dead divas to our fireside to sing  
Or mighty organs—long since broken up  
Awake old memories to echoing.

Great statesmen—dead and crumbling into dust  
Are summoned to us at our least desire,  
And in well rounded period and phrase—  
Rekindle all our patriotic fire.

Once, only kings their own court jester kept,  
With merry nonsense to drive care away,  
The humblest citizen among us now  
May summon scores of jesters any day.

The vibrant Orchestra, the crashing Band.  
The sweet strains of the Straavarious  
The merry jest or the pathetic song.  
Come at command to soothe or solace us.

Aladdin's fabled lamp burns low and dim  
Besides this triumph of a wizard brain  
But those who know this mystic, weird machine  
Return and live in Fairyland again.  
—Geo. L. Buttrick, in The New Phonogram.

## Sent Free on Approval

Send your name and address and we will mail sample Velvet Tone Needle Balance on three days' trial.



Patented June 28, 1910

Put it on your Victor Machine or Victrola. If it does not convince you that it will save its cost over and over by preserving the records from the wearing and cutting edge of the sharp needles used, you may return it to us. If you are satisfied that it prevents abnormal wear on your records and does all we claim, send us your check for \$1.30.

The Velvet Tone Needle Balance is easily attached to the taper arm of any Victor. Made in either gold or nickel. Retail price, \$2.

Booklet on application. Discounts to the trade.

If your jobber does not carry them order direct from  
**A. D. Macauley, 417 Walnut Street, Columbia, Pa.**

## THOMAS A. EDISON IN EUROPE

Tour of Great American Inventor Throughout Europe Attracts Unending Attention—His Personality and His Opinions the Subject of Much Consideration—In Going About Europe His Estimate of Foreign Races is Governed by Their Capacity for Work—He is Merciless Toward Idleness—Considers the Anglo-Saxon Race the Highest Motive Force in Civilization—Wherein He is Like and Unlike the Great Napoleon—Enjoying His "Outing."

Thos. A. Edison, who is now enjoying an outing in Europe, is attracting attention wherever he goes. The great American is interviewed by newspaper reporters at almost every stop. When recently captured by reporters in France he said:

"My general impressions of France," he said, "are so far restricted to the unbounded pleasure of motoring at ease over its fine roads, which I consider superior to those of any country I have yet visited. I confess I was often tempted to speed a bit, as I had no longer to fear the redoubtable Irish policeman.

"I don't sympathize much with Roosevelt in his laudation of numerous progeny. The French are wiser, I think, in contenting themselves with fewer children and being able to provide them with a proper scope for earning their livelihood. No, I'm not a Malthusian; I don't believe in the agency of war in keeping down the population, though I think if France had another tussle with another country its wonderful intelligence would go far to meet superior brute force.

"I believe in mind as superior to matter. The keenness of the French mind is shown in so many directions; even in such a manner as asking one's way along an uncertain road, when one always gets a clear answer.

"On leaving Boulogne we made one-day stops as a rule, taking in Rouen, Caen, Rennes, Mont Saint Michel and Saint Malo, where I didn't cross over to Dinard, as I have no fancy for these fashionable watering places, but little Saint Malo particularly caught my liking, with its rough walls and quiet old crooked streets.

"From Brittany we went down to Tours to do the chateau district, from that center visiting Chinon, Caux, Azay-le-Rideau and Amboise, at which last place I made a delightful discovery, for there I came upon the tomb of Leonardo da Vinci, whom I consider as great an inventive genius as ever lived; in fact, he left very little for others to originate. Even the germ of the modern airship is among the products of his extraordinarily versatile mind.

"After Paris we will go by easy stages to the south of France and along the Riviera and up through Switzerland to Germany, a trip covering about five weeks. No, I don't intend to include the Turin Exhibition, though I understand it has a fine electrical demonstration. I've had enough electricity for the present. As you know, I'm really here for rest and recreation, though my health is as good as ever. I go to bed fairly late and often get up before 6—an old habit of mine."

The reporter then gives his personal impression of Mr. Edison:

"Mr. Edison, who spared these few minutes of hasty talk before removing the stains of travel, was a sturdy example of his old age theories. His hair, while gray, is still abundantly thick, and the twinkling blue eyes of youth looked out from a face as ruddy as a Normandy apple. Although fatigued from his journey, Mr. Edison before turning in could not resist taking a little airing in the direction of the Champs Elysees, whose illuminated vista owes its nocturnal brilliancy to his electrical genius."

In his journey through the Swiss mountains, Mr. Edison had a narrow escape from disaster. His chauffeur took a wrong road and reached the side of a steep cliff before discovering his error. The view below was interesting, but not good traveling for an automobile party. On solicitation farmers supplied oxen to haul the automobile into the straight and narrow path, and the contrast of primitive and modern power represented seemed to afford Mr. Edison much amusement, and his witty remarks in this connection were enjoyed.

After an hour's delay the party started on the way to Interlaken, but at moderate speed, the in-

ventor consenting to slack up on the ground that the scenery deserved more leisurely notice.

"It is the finest mountain panorama we have yet seen in our European travels," he declared enthusiastically. "It is the first that has come up to my expectations."

Mr. Edison has great faith in the Anglo-Saxon race as the highest motive force in civilization.

"Did I tell you," he asked the World correspondent, "of the loom test proving the relative degree of mentality in people? Well, there is an intricate weaving machine, so perfect in operation as to only require the general supervision of one man. Now, it has been demonstrated that an American can guard sixteen such machines, an Englishman twelve, a German ten, an Italian eight and a Chinaman merely three. That is how to rate the degrees of brains in different peoples. The test is scientifically accurate.

"It shows that we have the quickest brains going. We are natural inventors. The world owes its practical advance to us. California is particularly wonderful. The people of that State are extraordinary. What an influence a particular locality has on its inhabitants, especially where they're pioneers. The Californians are the only men the Swiss could teach nothing in applying water power.

"Next to us the English have the best practical brains. I like the English. I admire their institutions and statesmen; how the country is run. But the trouble with them is that they are lazy. Imagine our business men dropping work to go out of an afternoon to play golf and other games. The English talk of loving sport, but the real reason they take so much exercise is that their over-eaters have to work off all the beef and porter they consume.

"I hear a great deal of talk about their chauvinism and desire for British industry for the British people. But I notice that when they can buy goods in America cheaper than in Glasgow patriotism doesn't prevent them saving their shillings.

"The French are a saving people, perhaps as saving as any in the world. Their virtues are oddly mixed up with their vices. They have savings, but they have to put the money out at foreign interest. Land investment with them is practically nil. Going

through that country I was struck with the lack of any new buildings going up. With them it is a case of 'construction account closed,' as we say in America."

Mr. Edison is enjoying his outing in the hearty fashion of a schoolboy. Whenever his motor stops by the roadside he challenges his younger son, who is thirteen, to see which can gather the greatest variety of wild flowers for Mrs. Edison before the car starts again. Occasionally the Wizard of Science races down the steps of a hotel with his two sons. His boyish face, framed with gray, almost white, hair, his athletic figure clad in a pongee dust coat, excite great curiosity even where his personality is unknown.

The inventor received a flattering tribute from Austrian soldiery September 9 as he continued his journey from the famous grape-cure resort, Meran, to Cortina. At Meran, so beautifully situated, which Edison admired for its magnificent hotel and its theater and marble bathing establishment, his party was joined by his son-in-law, Major Oeser, of the German Army, and Mrs. Oeser, who will make the rest of the tour with him. At the village of Predazzo troops are quartered for the autumn manoeuvres, among them the celebrated Innsbruck Mounted Guard and the famous Tyrolean Jaeger corps trained for mountain climbing. The party halted at Predazzo; Major Oeser, who is well acquainted with the officers of the regiment, introduced them to Edison and all joined at mess at the hotel, where Edison's health was drunk with enthusiasm. Edison has always been a "hustler." Seeing the great inventor "laughing in his easy chair"—for Edison has never forgotten how to laugh—one realizes that this European easy chair he is filling during a few weeks of travel does not fit him by nature. Easy chairs have been superfluous things in his busy career. He personifies activity by his keen, clear eye, his strong, determined mouth, by every line of his striking face. Having won a fortune on which to retire if he liked, he chooses to work on for work's sake, despite his serenely acknowledged sixty-five years. Edison will always work, not as some people work, counting a few hours a day a worthy maximum, but with his whole extraordinary soul of energy that reckons eighteen out of twenty-four hours a commonplace average of toil.

Edison is a great believer in what science will still give the world. "We have just begun to exploit the possibilities of the world's resources," he says. "Science, which is to-day what religion has been in the past, is only in its infancy. In fact,

(Continued on page 32.)



## Condon-Autostop

PATENTED

### A Fool-Proof Automatic Stop

The one vital defect in the disc talking machine is the absence of a really reliable, practical and effective device for stopping the record automatically. This want has now been supplied in the CONDON-AUTOSTOP.

Enterprising dealers should be able to sell the CONDON-AUTOSTOP to every one of their customers, present and prospective, because it is a necessity to the enjoyment and perfection of the talking machine. It is simple to operate, reliable in results, saves time, trouble and inconvenience for those who use the talking machine. No counting, figuring, marking or measuring is necessary.

The CONDON-AUTOSTOP is not an experiment, but a demonstrated success. The energetic dealer can make this device one of his biggest and most profitable sellers. Write your jobber.

## Condon-Autostop Co.

25 BROAD STREET, NEW YORK, N. Y.

John F. Talmage, President

Wm. A. Condon, Secretary and Treasurer

IT STOPS RIGHT THERE!



## THOS. A. EDISON IN EUROPE.

(Continued from page 31.)

science is the only religion, for it is founded on the search after truth. Imagination is incapable of picturing what the world will be like in a hundred years or so through the offices of science."

And in his passion to contribute to that wonderful future of the race by means of the hundreds of ideas still teeming in his brain Edison finds life too short. "There is so much to do, and life is so short," is the cry of his later years as it was of his youth.

In going about Europe this summer his estimate of foreign races is governed by their capacity for work. He is merciless toward idleness. His quick eye notes the laborer on the highway and the energy with which he is performing his task. "An American workman would do that in half the time," is his impatient comment as he sees some European toiler languidly plying his tools. To him a waste of time is little less than a crime.

"The world needs everybody's best energy to bring it out of its present benightedness," he says. "Every man's shoulder should be at the wheel." In this as in all else, Edison is American all through. He espouses the gospel of labor as life's only salvation. It is one source of his pride in the nation to which he belongs that scientifically tested, an American is capable of more work than one of any other people.

Where others count mile posts in traveling, Edison counts the number of schoolhouses he passes on the highways of Europe. In them he sees the promise of the future; and among his many other schemes for the benefit of his age those concerning problems of education take a forward place. He seems always to be trying to make you forget that he represents the highest landmark of modern scientific progress. There never was a more modest man. Yet his modesty cannot conceal his outward marks of genius.

It is an interesting coincidence of physiognomy that the upper half of Edison's head closely resembles that of Napoleon. There is the same beautifully moulded brow, over which falls that strand of hair made famous by Houdon's busts of Napoleon. Both stand as generals of forces—Edison mastering the mysterious forces of nature as Napoleon directed the energy of vast armies. But Napoleon's genius was destructive; Edison's has been constructive.

**Experienced Man Wanted.**

Experienced man familiar with manufacturing end of phonograph business desired for foreign employment. Address Oudwin & Oakley, 45 Broadway, New York City.

**Salesman Wanted**

Salesman wanted for Victor retail store in New York City. X. Z., care of Talking Machine World, One Madison avenue, New York City.

**Salesman Wants Position.**

A Talking Machine Salesman is open for an engagement with a high-class firm in New York City; has a thorough knowledge of the business and is an earnest worker; highest credentials from leading members of the trade. Address "X. Y. Z.," care Talking Machine World, 1 Madison Ave., New York City.

**Opening for Salesman.**

A splendid opening in first-class house in New York City for young man who can sell Columbia Talking Machines, and assist in the music roll department. Address, with references, experience and salary expected, "Box 456," care Talking Machine World, 1 Madison Ave., New York.

**Victor Racks for Sale.**

For Sale.—20 wire Victor racks, cost \$5 each, will sell in any quantity for \$3 each, each rack holds about 500 records. "RACKS," care of Talking Machine World, One Madison avenue, New York City.

**Swaps.**

1912 motor cycle, first-class make, for zophone single side records or Columbia single side records or Peerless records. Address DENINGER, 325 North Street, Rochester, N. Y.

**CHEYENNE INDIANS INTERESTED**

In the Phonograph—Are Large Purchasers of Edison Machines in Oklahoma—Show Preference for Band Records—Make Their Own Records Also.

Recently Thomas A. Edison, Inc., received from C. H. Smack, a dealer at Watonga, Okla., a series of pictures showing the interest the Cheyenne In-



GROUP ON CHEYENNE RESERVATION (MR. SMACK IN CENTER.)

dians have taken in the phonograph. The reservation is near the town, and while Mr. Smack has made a number of good sales of machines and records to the Indians, he also seized the opportunity to secure records made by the natives, which would prove valuable in various ways.

The result has been the accompanying photos,



STANDING TWENTY AND BLACK BEAR PREPARING TO MAKE A RECORD (GEO. ROARING BULL, OPERATING).

which have appeared in the Edison Phonograph Monthly. The Indians are great lovers of the phonograph, in common with barbarous and semi-civilized people everywhere, who regard the mysterious emanation of speech and music from the horn with awe and wonder. The Cheyennes are particularly fond of band records, but their great-



INDIANS PREPARING TO DANCE TO MUSIC OF PHONOGRAPH (GEO. ROARING BULL, OPERATING).

est pleasure is in the recording of "home-made" records in their own tongue and voices. These Indian records are not to be commended for their brilliancy, as they are very faint at times, but the tom-tom and howls are recorded faithfully. This where their stolid countenances relax and their appreciation is evident.

**LANDAY BROS. ACTIVE.**

Victor Distributors Find Present Trade Excellent and Outlook Bright.

Landay Bros., the well-known Victor distributors of this city, report that their business, both retail and wholesale, is showing up in a very satis-

factory manner and that the prospects for the coming months are excellent. They have completed plans for renewing their daily advertising in the newspapers on a larger scale than formerly and, by reason of results, have great faith in that form of publicity, when carried on consistently and persistently. The prominent location of the Landay Bros. showrooms permits them to draw from what is considered the highest class of retail trade in the city.

**COMMANDMENTS IN ADVERTISING.**

The Ten Commandments for Success in Any Scheme of Advertising, as Set Down by C. M. Wessels in Printers' Ink.

I.

Don't make up your own advertising schedule—proverbially, "the man who is his own lawyer has a fool for a client."

II.

Don't write your own advertisements; you have an axe to grind and can't hide it. You are prejudiced. You look at your proposition from the viewpoint of the seller—you're not after the seller, you want the buyer.

III.

When you employ an advertising man, don't force him to please you with copy—he isn't trying to sell you anything. If the copy brings results, that will please you so much it won't be necessary for the copy to please you.

IV.

If you employ an advertising man to do it, let him do it. It would be foolish to get a physician to prescribe medicine for you only to throw it out of the window and prescribe for yourself.

V.

Don't use small space. When you're addressing an audience, it is unwise to talk in a whisper, few will hear you; if you can't use good size space, to talk out loud, sit still.

VI.

Don't "test out" the value of advertising with one or two insertions. There are a lot of heavy-weights on the ice. If it bears them, it will bear you. There's no use testing a thing which you see working.

VII.

Don't quit after a few insertions. The man who courts a girl for a few weeks and quits, because she doesn't fall into his arms, is simply leaving the field clear for the other fellow. It takes time, attention and persistency to win a girl—trade is just as coy.

VIII.

Don't use a bad illustration in expensive space—you wouldn't buy a lot at Broadway and Forty-second street and build a shanty on it.

IX.

If your first year's advertising doesn't come up to your expectations, don't quit. If you want to build a twenty-five story business, don't stop at the foundation.

X.

If you are not dead sure your product will repeat these commandments are not intended for you; you are not ready to advertise.—From a Boston Convention address.

**SERVING OUT HEAVY FINE.**

In the case of one Greenberg (he also has several other names, as was disclosed at the trial), who was convicted of infringing the Berliner patent, cutting prices, etc., by the Victor Talking Machine Co., Camden, N. J., and subsequently became guilty of contempt of court for evading its orders, was finally lodged in jail. He was fined \$1,500 for contempt, to stand committed until paid, with a leeway of one day to make payment. Reports say that Greenberg then disappeared, but eventually he was apprehended by United States Marshal Henkel, and served a term of imprisonment sufficient to enforce the edict of the United States Circuit Court, New York City. W. V. Moody, assistant sales manager of the New York Talking Machine Co., New York, also gave valuable aid to the officers in the apprehension of the culprit.



## TIMELY TALKS ON TIMELY TOPICS

As will be noted in The World's European department, the House of Commons has enacted a new copyright law, which has also received the sanction of the House of Lords and been approved by King George. The provisions affecting the talking machine trade were published in full in the August issue, the only change being a modification of the retrospective clause. The royalty charges for copyright reproduction privileges of the British act differ only in kind from those stipulated in the United States statute, and the author or composer is not obliged to grant rights other than as he sees fit. A prominent music publishing house representing in this country a number of European concerns which control the copyright of a majority of the modern operas in America, and having close English affiliations, refused to accord any concessions to the manufacturers of records here, on the score that the Federal law was unconstitutional, on account of the manner in which compulsory royalty fees were arranged under certain conditions, may now study the new copyright law of Great Britain and Ireland! Perhaps the publishers might now change their view, as practically the same provisions—only less liberal—are in this act of "dear old England," where, according to its children in all parts of the world, everything is the best and comparisons with other lands and their laws, it may be added, are odious.

Still another event in which the trade are interested is the recent conference of the Industrial Union for the Prohibition of Industrial Property, held in Washington, D. C., relating to trade-marks, patents and designs. More than 75 delegates, representing 40 nations—the leading governments of the world—were in attendance. Among other agreements subsequently formulated and signed by all the powers, were the following: "The subjects or citizens of each of the contracting countries shall enjoy in all the other countries of the Union, with regard to patents of invention, models of utility, industrial designs or models, trade-marks, trade names, the statements of place of origin, suppression of unfair competition, the advantages which the respective laws now grant or may hereafter grant to the citizens of that country. Consequently, they shall have the same protection as the latter and the same legal remedies against any infringements of their rights, provided they comply with the formalities and requirements imposed by the national laws of each State upon its own citizens. Any obligation of domicile or of establishment in the country where the protection is claimed shall not be imposed on the members of the Union. \* \* \* The patentee shall be obliged to work his patent according to the laws of the country into which he introduces the patented objects, but with the restriction that the patent shall not be liable to forfeiture because of non-working in one of the countries of the Union until after a term of three years from the date of the filing of the application in that country, and only in case the patentee shall fail to show sufficient cause for his inaction. Every trade-mark regularly registered in the country of origin shall be admitted to registration and protected as that in the other countries of the Union." This marks a great step forward in the progress of international commercial relations in the line of much needed protection.

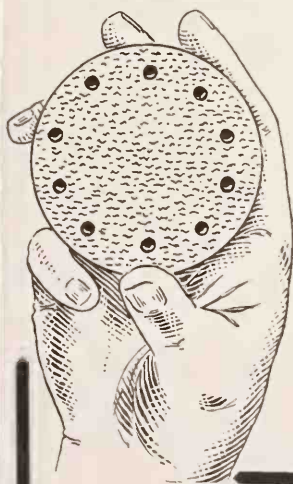
This time anthropologists of the University of California have found the "most uncontaminated aborigine in the known world," and have secured from him by reproduction on records over 300 words of his language and are confident they will obtain in the same way the most of his scanty vocabulary. Tribal folk lore taken thusly is considered of great value, and the scientists who have named their prize "Ishi," which means man in the tongue of the southern Yahi Indians, are reported as being tickled to death. One hears a great deal of this kind of recording in connection with the questionable reports in the daily papers, and the wonder is how valuable they really are?

In the hands of recorders not entirely skilful and experienced, and with suitable surroundings lacking, records of this kind are far from clear and often unintelligible. That is, measuring by trade standards and requirements. However, a lively imagination and sanguine temperament, not to say personal enthusiasm, may cover a multitude of faults, and "scientists" usually possess all three attributes in their ardent pursuit of knowledge. An interesting point about Ishi is that since being captured his "one garment has been replaced by trousers, shirt and necktie, and he refuses to remove them, even at night." The civilizing effect of his costume may have improved his recording voice. Who knows?

In that mysterious part of New York known as the "lower East Side," price-maintenance on the part of the dealers, as a general proposition, is considered more honored in the breach than in the observance. The manufacturers in endeavoring to enforce their stipulated agreements are up against no end of subterfuges, evasions, schemes—not to say downright lying—in this peculiar region, where the standards of commercial honor and integrity are, in many, many instances, mysterious, to say the least. Suspensions are frequent, but somehow the game is carried on by close allies, and so it goes. The methods of certain dealers in this section of the city often baffle and puzzle the shrewdest and most industrious investigator: but occasionally one or two are brought to book, at no little expense, time and trouble to the prosecution. Eternal vigilance and litigation seem necessary to maintain the contract terms for the benefit of reputable dealers, there and elsewhere, and there is not the slightest indication but that this surveillance will be continued indefinitely. One result has been that a lot of East Side dealers have been suspended, and it now looks as if this order will be made permanent for the "good of the service."

Schemes to circumvent the established price are doubtless numerous. Some men, as a natural development of the mind, would rather make a dollar crooked than straight. It appears to hurt them to act, let alone think, that honesty is the best policy. Notwithstanding the action the courts have taken to uphold patents in a monopolistic sense—and justifiably so—with The World publishing the decrees and decisions for the general information of and caution to the trade, the crooks will "slip sales over" and take chances. One of the newest—perhaps it may be hoary with age at that—schemes to "beat the game" is to give away an extra record or more, according to the size of the bill, with each record sale. This means price-cutting, of course; but who is to say nay to such a dealer until he is caught up with and "nailed to the cross?"

Probably it is true "inside information" concerning what was coming may have been in the possession of distributors and dealers about the new lines of low price machines recently placed on the market by the Columbia Phonograph Co. and the Victor Talking Machine Co. As noted in last month's World, the Columbia's "Lyric" and "Ideal" were offered, and now the Victor company furnish full information relative to their Victrola IV, VI and VIII. It is possible Thomas A. Edison, Inc., may have an announcement to make of real importance before long. The activity on the part of these world-famous manufacturers is that they have the utmost faith in the future of the talking machine business. They have prepared a line of goods of superior quality that will appeal to all classes of people, and they are satisfied the public will recognize their enterprise and judgment by renewed and expanding interest in one of the wonders of modern times. Dealers should meet the manufacturers in the same spirit, and support the advanced position they have taken by energetic methods in the conduct and increase of their individual business. This is no time for the dealer to carp or criticize or even croak, but pitch in and not only get their share, and put on extra pres-



## Hear the voice of the talking machine through the **NEW ART DIAPHRAGM!**

Are you one of the hundreds of dealers who were alive and got a free NEW ART Diaphragm? No? Then join the "live circle" and send us your business card and hear the NEW ART at our expense in your own store. The money making possibilities begin right there, as every Victor or Edison owner is a sure sale.

For Jobbers—it is likewise a big money maker. Practically no selling expense and every dealer on your list is a prospect for hundreds.

The NEW ART Diaphragm sells for a dollar at retail. Liberal margin for both jobber and dealer. Remember the NEW ART is round, rich and full in tone—a tone improver and a profit increaser.

Our free NEW ART is ready for you! What is your address?

### THE TALKING MACHINE CO.

218 Worthington Street

SPRINGFIELD, MASSACHUSETTS

sure and land more. It is really up to them and they should improve the opportunity for working up a big fall and holiday trade.

### THREE NEW VICTOR STYLES.

The Victor Talking Machine Co., Camden, N. J., Announce Three New Victor Victrola Styles to Retail at \$15, \$25 and \$40—Contain All the Improvements for Which the Victor Products Are Noted—Will Prove Big Trade Features This Fall—Will Be Well Advertised.

The Victor Talking Machine Co., Camden, N. J., have just announced three new Victrola machines, namely: No. IV., to retail at \$15; No. VI., at



VICTOR-VICTROLA IV, \$15.

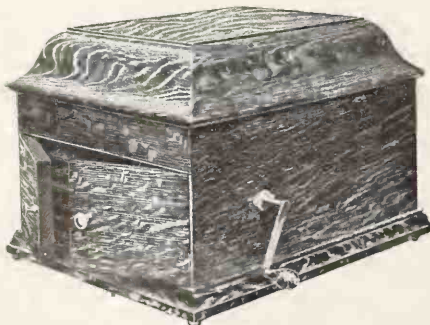
\$25, and No. VIII., at \$40, all in oak. Full descriptive circulars have been sent the trade, in which the details and illustrations of the new line are given. In addition, the company, in a special circular letter of August 25, which reached their dealers in due course, say:

"All the Victor improvements, including Exhibition Sound Box, Victor Tapering Tone Arm,



VICTOR-VICTROLA VI, \$25.

'Goose-neck' Sound Box Tube, Modifying Doors, and concealed Tone-amplifying Sound Boards (all important Victrola patented features), are incorporated in these latest additions to the Victrola line, and as there is an immense market awaiting the introduction of low-priced Victrolas, we urge you to fully appreciate the importance of their introduction. Our entire immense advertising resources will be thrown behind the promotion of



VICTOR-VICTROLA, VIII, \$40.

these low priced Victrolas, and as the Victrola IV. will, during September, be supplied in large quantities, this particular instrument will receive first consideration, and will be featured with a startling announcement introducing it to the public, almost at the very moment first shipments reach our distributors and dealers."

Shipments of these new Victrolas from the factory to distributors will commence as follows: Victrola IV., September 1; Victrola VI., on or about October 15; Victrola VIII., on or about October 1.

### MAURICE LANDAY HOMEWARD BOUND

After Two Months' Tour of Europe—He Visits Factories Making Needles for New York Talking Machine Supply Co.—Strike Holds Up Shipments of 200,000,000 Needles—Max Landay as Inventor.

Maurice Landay, of the Talking Machine Supply Co., 400 Fifth avenue, New York, who has been touring Europe for the past two months, is due home on the nineteenth of this month, having sailed from Cherbourg on the *Kaiser Wilhelm der Grosse* on September 13. While abroad Mr. Landay spent some time at the factories where the talking machine needles for which his company have the exclusive agency in this country are made, and personally inspected the packing of the needles in the special tins and envelopes. He writes that he found his entire trip abroad, including his visit to the needle factories, most interesting and instructive.

Mr. Landay spoke especially of his high regard for the fishes, on the trip across, and stated that just to show his kindness of heart he ordered double portions at each meal just to keep them from starving. Oh! no, he wasn't seasick.

Owing to the shipping strike on the other side, there were several consignments of needles, 200,000,000 in all, intended for the Talking Machine Supply Co., held on German docks but these are now on their way here via the *Pretoria* and when they arrive will be rushed through the custom house with as little delay as possible in order to facilitate deliveries.

Max Landay, of the company, is shining as an inventor of attachments for talking machines and states that he will have an announcement of surpassing interest to offer to the trade in a very short time.

### NOTHING STANDS STILL.

When Business Fails to Advance It Must Slide Back—A Rule That History Proves—Energy, Ambition and Intelligence Win Out.

It seems so difficult to thoroughly know that we cannot stand still. Life is an endless procession of events. Standing still really means dropping back to the rear. The procession never stops. We do well if we keep step and position. Only vigor and endurance can sustain us to the end of the journey. It takes energy, ambition and intelligence to place us in the lead. The pedometer is an attachment which registers the distance traveled by the walker. Every pedestrian on the Road of Life should be equipped with one and read it frequently. How many miles have you traveled today? You don't know? Then you had better estimate your relative position in the procession. It has been moving all the time.

If there was anything in the universe that was fixed and unchangeable, there might be an excuse for the belief that standing still is a possibility. You cannot think of anything that is not changing, moving, integrating or disintegrating. Forgetfulness or ignorance of this great truth is the source of all failure. We are all too ready to believe that evolution ends with us. We have constituted ourselves the last sentence of the Darwinian theory. To our discomfiture we find that the new generation has in contemplation our placing on the same shelf with Plato, Herodotus, Marco Polo and Munchausen.

Nothing stands still save in a relative sense. The first breath drawn by the infant is the first step to the tomb. The statue, fresh from the chisel of the sculptor, with all its beauty and freshness, is already in the destroying hands of the greatest sculptor, Father Time. Truth itself is on the way to become fallacy as soon as it has been expressed. The truth uttered by masters is soiled by the repetition of the pupils, and the truth-substance, passing from mind to mind, until it permeates the great mass, becomes devitalized until in its final form it bears but little resemblance to its original presentation. Yet men are often content to place the name of the founder on the resultant hodge-podge. "Traitor" and tradition both come from the same original root.

### ADVERTISING THE NEW VICTROLAS.

Suggested That Dealers Should Have the Stock in Hand Before Inviting the Public to Purchase—A Very Wise Recommendation.

Concerning the new Victrolas IV., VI. and VIII., the Victor Talking Machine Co., Camden, N. J., wish to impress on every distributor and dealer that under no circumstances are they to give any public notice or in any way advertise these new instruments until they have received a stock of the particular instrument they wish to announce, and are therefore in position to immediately supply any reasonable demand made upon them.

As these instruments are to go on sale just as soon as received, the company cannot establish an opening day for the sale, or advertising of these new styles; but bearing in mind the embarrassment that followed the advertising of the Victrola IX. by certain distributors and dealers when they had but a sample instrument in stock, the Victor company are compelled to establish this ruling: That any and all advertising of Victrolas IV., VI. and VIII. is positively prohibited until the instrument advertised is actually in stock and on sale. The first advertisements of the Victrola IV. will appear in the October magazines (which reach the public between September 20 and 30) and in the daily newspapers in every city where there is a Victor distributor on September 25, when it is expected all Victor dealers will have a stock of these new instruments.

### RESULTS THROUGH PAY ENVELOPE.

Pennsylvania Dealer Prints Advertisement on Face of Envelopes and Distributes Them Among Local Factories.

Working on the theory that an employed man is in the most receptive mood when he gets his money at the end of the week, a talking machine dealer in a Pennsylvania city makes it a point to distribute several thousand small pay envelopes among the various factories in his vicinity at regular intervals, each of the envelopes bearing some pertinent advertising matter regarding his line of talking machines and records. As the envelopes cost very little that special form of publicity does not prove expensive in the long run, and it is stated that the results are excellent, especially in the matter of influencing record sales.

### LISTED AS HORNLESS GRAPHOPHONES.

In addressing a supplementary letter to their dealers regarding their new "Lyric" and "Ideal" machines—in oak only—the Columbia Phonograph Co. say: "These machines are to be known and listed as hornless graphophones. They are easily distinguished from the Grafonola types because they are not enclosed like the latter. In the new types the turntable is exposed. The tone-arm bracket projects beyond the cabinet and is hollow, providing a true and correct continuation of the taper and forming a sound chamber connecting direct with the internal horn. There are no doors over the horn opening. This construction insures volume and clearness of tone." Deliveries of the new style graphophones are now under way to all parts of the country.

60 YEARS' EXPERIENCE

# PATENTS

TRADE MARKS  
DESIGNS  
COPYRIGHTS & C.

Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. **HANDBOOK** on Patents sent free. Oldest agency for securing patents. Patents taken through **Bunn & 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, 625 F St., Washington, D. C.

## BIOGRAPHIES OF RECORD ARTISTS.

How a Progressive "Talker" Man Drew Trade to His Establishment by Interesting His Customers in Life Sketches of the Talent.

I was riding down town in a trolley car the other morning, and above the roar of traffic there was wafted to my ears certain interesting scraps of conversation being carried on by two ladies in the seat ahead of mine.

"So you are going after more records this morning," remarked the blonde in the picture hat. "Why, Maud, dear, you just purchased a dozen new ones last week, did you not? Really, you are most extravagant."

Her companion, a striking brunette, smiled with a flash of white teeth. "You are right, Grace, I am extravagant, but I cannot help it. Mr. Smith is so hospitable and kind, and always so anxious to make one feel at home, and at one's ease, and then he has such a darling of a store that I can hardly wait for an opportunity to visit him. Why, would you believe it, honey? I've only had my machine a month now, and I know about all the artists, and every band and orchestra in the catalog. You cannot imagine how wonderfully inter-



EXPLAINING THE HISTORY OF MARIE NORELLE

esting it makes a concert to be able to tell your audience all they want to know about a singer they particularly like. Oh! here's my street. Bonjour, mon ami. Come 'round to luncheon to-morrow. Can't you? and I'll play the new records for you. You will? That's fine"

"Are you going to get off, lady?" interrupted the conductor impatiently with his grimy hand upon the bell rope.

"Oh, pardon me!" Again the white teeth flashed, dissolving the conductor's scowl into a grin of admiration, and with a swish of silken skirts she descended into the maelstrom of Broad street.

The writer, curious to know more of Mr. Smith, the hospitable, followed.

The lady led him north through the swirl of fashion that frequents this exclusive boulevard, for three blocks, and then entered a store of generous proportions, in front of which a modest sign proclaimed to the world that John Smith, dealer in talking machines and supplies, did business within.

There was a card in the window, too, that caught the writer's eye. It was featured prominently amid a set window display of rare charm, and read as follows:

BIOGRAPHIES OF TALKING MACHINE ARTISTS FOR SALE HERE.

Are you able to answer any questions put to you by your audience, regarding the attainments of a vocalist, while playing a record of his voice? If not, you should have our "Biographies of Artists," issued annually, containing a short and concise description of the life of every singer and instrumentalist, as well as the personnel of every band and orchestra, etc., which appears in our lists of records.

Bound in cloth and profusely illustrated, 50 cents.

Entering the store he found Mr. Smith deep in a tete-a-tete with the brunette lady. He was explaining in a very entertaining manner the history of Marie Norelle, at the same time showing his fair customer a stunning photo.

"No, Mrs. Renault," he was saying, "Norelle is not her real name, but a nom-de-plume. What nationality? She is an Australian, but has sung in nearly every country on the globe. At present she is touring South Africa, where her voice is in great demand. Has she ever sung at concerts

in this country? Oh, yes. Last spring she and John McCormack gave a joint recita at the Academy of Music in Philadelphia, and she appeared in New York City, too. Yes; she is an exclusive Edison artist, and her voice is a soprano of great range and sweetness. Among her records are 'Silver Threads Among the Gold,' 'Bonnie Doon,' 'Bonnie Sweet Bessie,' 'Dear Little Shamrock' and 'Annie Laurie,' and every one is a vocal gem. You want her complete repertoire? Very well, I will have my clerk play them for you."

Mr. Smith now being at leisure, the writer approached him and asked for an interview.

"The World would like to know about those biographies," he began.

"All right, Mr. Middleton," he replied after accepting an introductory pasteboard, "I shall be glad to accommodate that excellent journal. Will you come into my office?" Then he said:

"The idea of keeping my customers informed as to the biographies of artists came to me by accident. It so happened not very long ago that a talking machine artist of ability was performing at the Bon Ton, the big vaudeville house just around the corner from my store, and during his engagement he did me the honor to call upon me several times. He was an interesting talker, and I took pleasure in drawing him out. One day in the course of our conversation I asked a question about his former life. I was surprised and amused to find that he had once been a railroad engineer. Then it occurred to me that my patrons also would be interested in his career, so I asked his permission to draft a short sketch of his life for the benefit of his many admirers. He consented willingly, and as he was limping toward the door—he is quite lame—he turned to me with the contagious laugh all talking machine owners know so well, and remarked dryly, 'Tell your folks about this, too. I callate it might amuse 'em,' and he tapped his shoe with his cane. 'This foot is cork, son, an' I got it engineerin'. Yes, Ezra Hoskins an' me was running old 1079 on the P. & F. W. those days. He was the best fireman I ever had, too, but he pulled the throttle open one day when I was out turnin' a switch, an' after the rumpus was over I was minus a foot. Ezra 'lowed 'twas about time we quit, an' by gosh, I agreed with him, ha! ha! ha! Ezra's farmin' up Punkin Center way now, an' I'm tellin fool stories. Farewell, Mr. Smith. Send me a copy of that biography when you get it writ. I want to show it to Sinantha.'

"After such a spectacular beginning, Mr. Middleton, I felt that I must keep up the good work, so I started to communicate with the different artists from time to time, and received from them in return mighty interesting material from which to prepare my biographies.

"As an illustration of how much real value to my customers these life sketches are, I will cite the case of Frank C. Stanley. I doubt if there was a person in this town except my patrons who knew him as W. Stanley Grinstead, his real name. As you know, when he first started making records it was considered anything but good taste to have one's voice canned, and when eventually the world awoke to the fact that the talker had arrived, and even Caruso and Melba answered the call of the recording horn, Frank C. Stanley was so deeply engraved upon the hearts and ears of the phonograph public that it was deemed unwise to change it.

"However, all of my people knew him, and one of them heard him sing at the Waldorf the night he contracted the disease from which he died a week later.

"Yes, indeed, these biographies of mine have made a distinct hit, and I mean to introduce them broadcast among the trade soon, for they will undoubtedly stimulate business by creating an additional interest in records.

"It works out this way: A man purchases a talking machine and a small number of records. He plays them over and over until he learns the selections and the names of the artists by heart. Then, as his interest is beginning to flag, he remembers the book of biographies I have insisted

upon making a part of his initial equipment. He reads it through from cover to cover, with the result that his interest returns stronger than before, for he has read of other artists than those represented in his list of records, and wants to hear them sing, and that means more records."

"Your interview has proved an extremely interesting one, Mr. Smith, and I thank you most sincerely," remarked the writer as the dealer concluded.

"I am glad you found it so," he replied pleasantly. "Take a volume of 'Biographies of Artists' along with you."

His kind offer was accepted with alacrity, and subsequently much genuine pleasure obtained from its perusal.

Mr. Dealer, you are going to hear more about this book one of these days. In the meantime, try being hospitable. That also will prove a winning proposition from the start.

HOWARD TAYLOR MIDDLETON.

## VICTROLA CABINETS

These handsome cabinets are well-made—hold 182 12-inch records—oak or mahogany. Excellent Finish.



They Fit All Victrolas, Hornless Graphophones, and Horn Machines

No. 100 and top fits { Victor, 0, 1, 2, 3, 4  
Victrola, 4

No. 900 fits { ALL HORN MACHINES  
Victrola, 6, 8, 9

The Price \$7.75 The Price

S. B. DAVEGA CO.

Edison—Zonophone—Victor

126 University Pl., New York City

**The Columbia Double-Disc Demonstration Record is doing precisely what it was designed to do—we are hearing it from "all over". It is one of the few absolutely new and novel—and effective—sales helps. It is seldom enough that you can do as much advertising for \$5 as you can with that record for 10 cents.**



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

### H. N. McMENIMEN OFF ON TRIP

On Behalf of the New Pooley Cabinets Which Have Made a Great Impression on the Trade—Will Watch Interests of the Master Music Horn Also While on His Travels.

These are busy days for H. N. McMenimen, general sales manager of the Pooley Furniture Co., manufacturers of the Pooley cabinet and disc filing system, Philadelphia, Pa. He was in New York and vicinity last week calling on the trade and his order sheets represented a bunch of swell sales. On the 17th he starts out to see the jobbers in the Middle West, and will be away until



H. N. McMENIMEN.

October 23. His itinerary follows: Altoona, Johnstown and Pittsburgh, Pa.; Akron, Cleveland and Toledo, O.; Detroit and Grand Rapids, Mich.; Milwaukee, Chicago, Dubuque, Des Moines, Omaha, Lincoln, Kansas City, St. Louis, Peoria, Indianapolis, Louisville, Cincinnati, Dayton, Columbus, Newark (O.), Washington, Richmond, Annapolis and Baltimore.

Mr. McMenimen will also look after the interests of Sheip & Vandegrift, manufacturers of the widely known Music Master wood horn, Philadelphia, for which he has created an established sale in all parts of the country. He is a clever and able manager and salesman, and his pleasing personality and exact knowledge of trade affairs and appliances make him a welcome visitor everywhere. Mr. McMenimen says he looks forward to an excellent business during the fall, as early orders prove this conclusively.

The sunshine of courtesy thaws out the churliest customer.

### THE MASON & RISCH VICTOR LINE.

Devote Entire Floor in New Yonge Street Building, Toronto, to the Victor Department—Hold Special Opening.

(Special to The Talking Machine World.)

Toronto, Ont., September 9, 1911.

The entire week just ending has been given over by Mason & Risch, Ltd., to the formal opening of their handsome new building at 230 Yonge street, this city, and the public has taken full advantage of the invitation to visit the store and inspect the various departments. A full orchestra was engaged to give concerts each afternoon and evening.

With the opening of their new building the company have installed a complete line of Victor talking machines and records and an especially large assortment of Victrolas, thus backing up their faith in the future of those instruments. Owing to the crowded condition of the old King street quarters, the Victor line could not be handled to advantage there, but in the new building an entire floor has been devoted to that department. The floor is divided into a number of sound-proof demonstration parlors, and the commodious records are placed back of these and out of the way. The new department was announced in a special letter, most enthusiastic in its nature.

### THE FIELD OF SALESMANSHIP.

Success in business turns on salesmanship.

The ability to make others see merit in that which you have to sell.

Yes, more than merit, for they must also see in it dollars or satisfaction for themselves.

Men have created wonderful things—only to die paupers—in the midst of millionaires made so by their ability to sell what others had created.

Profit, factory economies, credit and accounting systems, savings by large purchases, all depend upon the ability to sell. When sales cease the whole fabric tears and falls asunder.

No matter what a man has or what a man makes, it is worthless to him if he can't sell it at a profit.

After the creation then always comes the question of selling.

Everything is regulated by sales.

It's the hub of the business universe.

All these things are so, you must admit.

And being so,

Think what a wondrous field of endeavor salesmanship offers.

Pluck wins! It always wins! though days be slow, and nights be dark 'twixt days that come and go. Still pluck will win; its average is sure; he gains the prize who will the most endure; who faces issues; he who never shirks; who waits and watches, and who always works.

### R. N. WATKIN ELECTED PRESIDENT.

(Special to The Talking Machine World.)

Dallas, Tex., September 8, 1911.

Robert N. Watkin, secretary of the Will A. Watkin Co., of this city, has been elected president of the Southern Talking Machine Association, an

organization of talking machine owners and enthusiasts, of which he was one of the founders.

### EDISON IN AUSTRALIA.

Business Has Shown Great Expansion in That Country—Something of the Edison Building in Sydney—Modern, Well Equipped Structure

The extension of the business of the National Phonograph Co., of Australia, has been steady and most gratifying. Larger quarters have been



THE EDISON BUILDING IN SYDNEY.

required from time to time, and the latest change of this kind is the removal to their new building, the best of proof that the future will show a still greater expansion. The Edison building is located at 364-372 Kent street, Sydney, N. S. W., and is one of the most modern structures in the city. Its total frontage is 64 feet 7 inches, with a maximum depth of 80 feet, and is six stories, thoroughly fireproof, with a capacity of carrying the tremendous stock constantly required.

Never throw away an envelope until you know that it is entirely empty. Sometimes a small enclosure may be overlooked.

**Salter  
Patent  
Felt-Lined  
Horizontal  
Shelf  
Record  
Cabinets**



**The Most  
Valuable  
Innovation  
in Disc  
Talking  
Machine  
Cabinets  
in Recent  
Years**

DISC CABINET (Open).  
Made to hold 338 Disc Records, 10 and 12-inch.

# SALTER MFG. CO.

**Sole Manufacturers**

**339-343 N. Oakley Ave. CHICAGO, ILL.**

## The Salter Horizontal Felt Lined Shelves

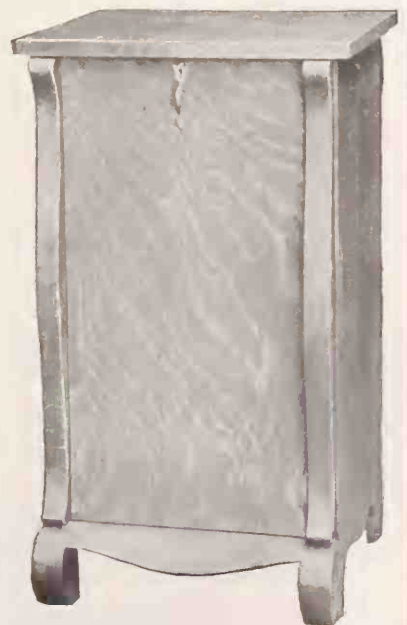


(Colonial Style.)  
No 789. DISC CABINET (Closed).  
37½ in. high. Net size of top, 17x17.

prevent the records from warping and scratching, they give greater capacity and yet furnish a separate compartment for each record. The only practical cabinet for both double and single faced records.

☞ Beware of cheap, poorly constructed imitations. Salter shelving is made of specially prepared wood, which keeps in position and does not sag.

☞ Send for new catalogue showing our extensive lines of disc and cylinder record cabinets.



(Colonial Style.)  
For Disc or Cylinder Records.  
Size, 33 in. high. Top, 10½x17½ in.

## TRADE IN THE OAKER CITY.

Reports More Pleading Regarding Business—  
Louis Buehn & Bro. Remove to 825 Arch Street—The New Low Priced Victor Victrola Styles Anxiously Awaited—The Heppie Talking Machine Department Lay in Large Stock for Fall Trade—Manager Henderson of Columbia Co. Well Pleased with Trade Trend—Their Concerts Prove Popular.

(Special to The Talking Machine World.)

Philadelphia, Pa., Sept. 9, 1911.

The talking machine business in Philadelphia during August was much better than the dealers had anticipated. The month started in a rather indifferent way, and there was a feeling of uncertainty as to what might be the result, but it began early to pull up, and when the month was over most of the men found that they had had a most excellent business: in fact, the best August they had ever had, and one of the very best months. All of the talking machine men are much encouraged and are looking for a very heavy business from this on, and believe that selling is going to begin early and continue brisk up to the holidays.

On Saturday, September 2, Louis Buehn & Bro., who have been dealers in talking machines at 41-45 North Ninth street for the past ten years, moved to a new and a much larger home at 825 Arch street. At these new quarters they will have ample space to handle their rapidly growing business, for the building is 25 by 145 feet, and they occupy the entire first floor and the basement, the basement being equally commodious with the first floor. They will devote the front half of the first floor into a modern retail salesroom, and the back portion will be utilized to carry the wholesale stock, as a machine stock room and a shipping room will be located in the basement. Mr. Buehn reports that business has been good in August. "We closed the largest August that we have ever had," says Mr. Buehn. "I cannot account for it, but we just had it and we didn't do anything to help develop it."

The new Pittsburgh store of the firm is growing very nicely. The business out there is showing a very satisfactory increase. It is no longer an experiment, but an assured success.

The new branch of the Talking Machine Co., which several months ago was located in the Turner building at Broad and Columbia avenue, has been doing very well. The warerooms are in a much frequented neighborhood, and there is always a crowd about the place listening to the

fine music, for the firm make it a rule to give concerts every evening.

The Victor Co. have just announced three more Victrolas to sell at \$15, \$25 and \$40. The trade are waiting patiently their arrival, and believe they will have a good business on these popular-priced instruments.

Louis Buehn & Bro. report that they have been having a very big business on the Edison business phonograph. The department has been growing wonderfully well since they have brought it under their own roof, and following the vacation season the prospects for the future are very bright. They have now under way deals with a number of big concerns to supply a number of these instruments during the next few months.

The Penn Phonograph Co. report that their business in August has been very much better than it was last August, and, in fact, their business right along has been very much ahead of last year.

W. J. Elwell, of the talking machine department of the Heppie house, is at present away on his vacation. He expects to be absent two weeks. The Heppie department, like the other houses, has had a splendid August. In anticipation of an active season this fall the firm have laid in practically double the stock they did last fall. The big orders that are being placed with the factories this fall means one thing, and that is, that the talking machine business is no longer in a transitory state, so far as they are concerned, but instead a substantially established business, and the Heppies, like the other houses, are not willing to take chances in the future on running short of stock during a busy period and find themselves handicapped in order to get goods.

John Egan, manager of the talking machine department at the Bellak store, is away on his vacation at present. He is spending it at Atlantic City with his wife and family.

Business with the Columbia Phonograph Co. has been very good in August. T. K. Henderson, the manager in Philadelphia, has been up the State for the past week fixing up a big deal there. He returned home last Saturday. O. C. Dorian was in New York on Friday of last week, and reports having seen the advance notice about some exceptionally fine hornless high-priced Columbia machines. It is something absolutely new. No announcement has been made as yet, but they will be ready for delivery by the middle of this month.

Marion Dorian, treasurer of the Columbia Co., was in Philadelphia last week and expressed himself as very well pleased at the business the company has been doing here, and the prospects for

1866

# NYOIL

FOR

Talking Machines, Type-writers, Phonographs, Adding Machines, Cash Registers, Guns and Tools, and on all Polished Instruments. The Finest Oil Made.

A fine polish for varnished surfaces on cabinets, etc.

It Absolutely Prevents Rust.

## NYOIL

Now Sold Everywhere By All Hardware Men

WILLIAM F. NYE  
NEW BEDFORD, MASS.



the future. Edmond F. Sause, of the Columbia export department, was also here on business. The Philadelphia headquarters have just received the new \$25 and \$35 hornless machines. They have a wonderful tone, splendid volume, and should prove very big sellers this winter. It looks very much as if the hornless machine is going to replace those in which the horn is used. The Columbia Co. will shortly have a complete line of such machines from \$25 up to the highest-priced talking machine made.

The Columbia Co. gave a concert last Saturday night at the Ocean Gate Yacht Club, which was very successful, notwithstanding the fact that it rained in torrents all evening. Joseph Murphy, the dapper Columbia salesman, was in charge, and much of the success of the affair was due to his personal magnetism and charm. The Columbia intend to do a lot of concert work this fall, and are making special arrangements to that end. The Philadelphia-Chicago Opera Co. have secured the Columbia warerooms as the location of their downtown ticket office for the coming season. The firm will do everything possible to make the Columbia store the musical center of Philadelphia.

W. G. Linton, who is taking Mr. Cope's place as travel man for the Columbia, has just returned from a very satisfactory trip up the State. Mr. Linton was formerly with the Victor Co. and more recently with John Wanamaker. The Dictaphone sales of the Columbia have been very good, and the prospect for fall business in that line is exceptionally good.

### A CLEVER COLLECTING LETTER.

How One Credit Man Succeeds in Cleaning Up Small Accounts.

A member of the National Association of Credit Men sends out a neatly printed letter to delinquent accounts, which brings in the money without offending the customer. It reads as follows:

"Small bills, however trifling, when considered singly, in the aggregate form a sum so large that the withholding has ruined an otherwise prosperous business. Happy is he who will cheerfully perform the duty of the moment, whatever it may be.

"The above fact has appeared on our statements for many years; occasionally, however, some of our friends overlook that plain duty, the doing of which would make things so pleasant for us all.

"Have you ever calculated how many thousands of dollars of accounts a single ten-dollar bill will pay, if 'sent on its way rejoicing'?"

"We find you are overdue to us for an account of \$——, and if you will kindly read over the motto above and will then send us your check, we promise to 'push it along' that it may do as much good to the other fellow.

"Now, one good, strong pull—pull altogether.

## Is Your Edison Service Right

We offer the dealers in our section the best service they have ever enjoyed.

We want you to take advantage of our twelve years' experience.

Everything on hand for immediate delivery.

A "trial order" recommends our service. Will you send it?

**Louis Buehn & Brother**

713 PENN AVENUE

PITTSBURG, PA.



The Columbia Phonograph Company are perpetually advocating **comparisons**—and we have no apology for it. On the contrary, for competitive business is based on comparisons. It appears to us that we have not been saying half enough about comparisons of the variety, class and quality of the monthly record lists. Try it—month by month, record by record.



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

## OUR FOREIGN CUSTOMERS.

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

(Special to The Talking Machine World.)

Washington, D. C., Sept. 10, 1911.

Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past nine weeks, from July 13 to September 9, from the port of New York:

### JULY 13 AND 20.

Acujutla, 15 pkgs., \$519; Bahia, 57 pkgs., \$3,362; 9 pkgs., \$651; Guayaquil, 7 pkgs., \$579; Havana, 4 pkgs., \$922; L. Guira, 18 pkgs., \$1,059; La Paz, 4 pkgs., \$167; Macoris, 8 pkgs., \$567; Santiago, 6 pkgs., \$154; Shanghai, 10 pkgs., \$559; Vienna, 19 pkgs., \$685; Yokohama, 14 pkgs., \$974; Callao, 22 pkgs., \$1,238; Corinto, 3 pkgs., \$224; Demerara, 2 pkgs., \$384; Frankfort, 2 pkgs., \$243; Glasgow, 2 pkgs., \$125; Hamburg, 31 pkgs., \$506; Havana, 38 pkgs., \$903; 32 pkgs., \$2,455; 6 pkgs., \$166; Havre, 60 pkgs., \$1,418; Kingston, 1 pkg., \$142; London, 67 pkgs., \$1,667; Maceio, 2 pkgs., \$102; Muerto Barrios, 16 pkgs., \$602; Rio de Janeiro, 93 pkgs., \$7,272; Vera Cruz, 84 pkgs., \$3,700.

### JULY 27 and AUGUST 4.

Colon, 24 pkgs., \$805; 20 pkgs., \$1,535; Guayaquil, 2 pkgs., \$119; Hamburg, 1 pkg., \$150; Havana, 3 pkgs., \$145; Las Palmas, 8 pkgs., \$212; London, 36 pkgs., \$785; Progresso, 122 pkgs., \$2,152; Rio de Janeiro, 12 pkgs., \$1,120; San Jose, 1 pkg., \$124; Santo Domingo, 9 pkgs., \$358; Santos, 24 pkgs., \$1,483; Trinidad, 8 pkgs., \$395; Berlin, 8 pkgs., \$355; Manila, 74 pkgs., \$3,561; Macoris, 6 pkgs., \$152; Melbourne, 15 pkgs., \$45; Guayaquil, 6 pkgs., \$605; 12 pkgs., \$338; Buenos Ayres, 100 pkgs., \$2,811; Vera Cruz, 49 pkgs., \$1,695; Havana, 17 pkgs., \$253; Trinidad, 9 pkgs., \$491; Manzanilla, 1 pkg., \$139; St. Johns, 31 pkgs., \$135.

### AUGUST 11 AND 18.

London, 59 pkgs., \$1,762; Havana, 10 pkgs., \$414; 9 pkgs., \$130; Melbourne, 344 pkgs., \$15,560; Autofagasta, 3 pkgs., \$302; Smyrna, 2 pkgs., \$350; Demerara, 2 pkgs., \$108; Antwerp, 1 pkg., \$100; Amapala, 10 pkgs., \$788; Iquique, 6 pkgs., \$216; Colon, 4 pkgs., \$219; Oruro, 7 pkgs., \$186; Chemulpo, 4 pkgs., \$207; Dalny, 3 pkgs., \$116; Yokohama, 3 pkgs., \$146; Batavia, 19 pkgs., \$800; Callao, 2 pkgs., \$161; Cartagena, 7 pkgs., \$564; 3 pkgs., \$138; Delagoa Bay, 8 pkgs., 262; Guayaquil, 5 pkgs., \$219; Havana, 2 pkgs., \$142; Havre, 9 pkgs., \$225; London, 3 pkgs., \$105; Montevideo, 23 pkgs., \$1,256; 11 pkgs., \$737; Rio de Janeiro, 22 pkgs., \$1,836; Santo Domingo, 4 pkgs., \$117; Santos, 5 pkgs., \$108; Stockholm, 33 pkgs., \$690; Tampico, 13 pkgs., \$283; Vienna, 30 pkgs., \$420.

### AUGUST 25 AND SEPTEMBER 2.

Amapala, 6 pkgs., \$351; Barbadoes, 4 pkgs., \$138; Buenos Ayres, 38 pkgs., \$10,142; Chemulpo, 5 pkgs., \$295; Havana, 6 pkgs., \$423; 26 pkgs., \$1,504; London, 151 pkgs., \$7,668; Manila, 54 pkgs., \$3,776; Maracaibo, 4 pkgs., \$120; Middlesex, 30 pkgs., \$387; Singapore, 17 pkgs., \$602; Sydney, 30 pkgs., \$854; 15 pkgs., \$605; Vera Cruz, 161 pkgs., \$6,976; Baden,

4 pkgs., \$129; Berlin, 9 pkgs., \$202; Buenos Ayres, 3 pkgs., \$231; Burick, 7 pkgs., \$225; Colon, 3 pkgs., \$162; Copenhagen, 29 pkgs., \$819; Corinto, 5 pkgs., \$113; Guayaquil, 8 pkgs., \$377; Havana, 10 pkgs., \$358; London, 42 pkgs., \$1,880; 57 pkgs., \$2,380; Matanzas, 1 pkg., \$200; Para, 37 pkgs., \$1,852; Pt. Alegre, 31 pkgs., \$1,821; Santiago, 4 pkgs., \$184.

### SEPTEMBER 9.

Acajutla, 6 pkgs., \$553; Antwerp, 3 pkgs., \$1,193; Batavia, 15 pkgs., \$726; Buenos Ayres, 60 pkgs., \$3,272; 91 pkgs., \$6,634; Cairo, 13 pkgs., \$388; Havana, 5 pkgs., \$151; 8 pkgs., \$945; Havre, 60 pkgs., \$1,422; Iquique, 8 pkgs., \$249; La Guira, 5 pkgs., \$148; London, 83 pkgs., \$5,783; Mazatlan, 12 pkgs., \$244; Para, 7 pkgs., \$315; Parta, 2 pkgs., \$255; Rio de Janeiro, 33 pkgs., \$1,974; Santo Domingo, 5 pkgs., \$120; Santos, 12 pkgs., \$962; Sydney, 3 pkgs., \$163; Vera Cruz, 30 pkgs., Yokohama, 14 pkgs., \$752.

## ADVERTISING THAT INTERESTS.

An Example of the Kind That Brings Results Is That Used Recently in the Daily Papers by the Talking Machine Department of John Wanamaker.

There are all sorts and kinds of advertising, but the right kind is what professional advertising experts describe as possessing "human interest." That is, "ads" which arouse interest and rivet attention; in short, have "pulling" power. Talking machine dealers are not always fully equipped to write "ads" for public consumption of this description, nor are they in a position to engage skilled writers, but they can study and appropriate the ideas of others who are more favorably placed. As an example of "human interest" advertising the following was recently used in the daily newspapers by the talking machine department of John Wanamaker, New York:

### HEARING CARUSO FOR THE FIRST TIME.

"It was out in the country. The only night sounds were the crickets and frogs, and the whispering of the leaves—pleasant enough for a time to the casual visitor tired of the city's noises. But deadly monotonous to those who listen to it night after night and month after month without end.

"One night the stillness was broken by a magnificent tenor voice. Its silver sweetness charmed the very air.

"Never in all its existence had that quiet country place heard such a sound. And no wonder, for it was the voice of Caruso, the greatest of living tenors.

"Superbly the wonderful voice sang the 'Salut demeure' song from 'Faust,' and then 'Celesta Aida.'

"As the last note died away there were long, deep-drawn breaths, and then 'More Caruso, please.' So the voices of Caruso and Scotti, most marvelous of baritones, took up the strains of Verdi's 'Swear in This Hour.' Then the glorious voice of Melba poured out into the night, so silver-sweet that the very air seemed to hold its breath.

"Next ten minutes the leaves were quivering and the audience on the piazza sitting silent to the

dainty strains of Beethoven's exquisite 'Minuet.'

"Do you know where I heard that?" said an old lady of seventy years. 'It was at the centennial of '76 in Philadelphia. They danced that minuet in Colonial costume. Dear, dear, how pretty it is!'

"And now she listened to it played on the violin by Mischa Elman, with such grace and loveliness that there were tears in more than her eyes when the last low, plaintive chord sounded.

"Then came the 'Bridal Chorus' from 'Lohengrin,' and the melodious sextette from 'Lucia,' and the deep splendid voice of Schumann-Heink in a laughing German song.

"For the old lady's sake—though she liked Caruso and all these great ones she now heard for the first time in opera—some perfect old ballads, such as 'Annie Laurie,' 'Drink to Me Only With Thine Eyes,' 'Flow Gently, Sweet Afton,' were sung by matchless voices.

"But no! It can't be 11.30, somebody said, as a clock chimed. 'Did you ever see an evening fly like this? My, what opera concerts we shall have in the long winter evenings!'

"So has the Victrola, that wonderful box of marvelous voices, made family evenings a new delight.

"Take the box home, open it, and the most notable voices in the world sing at your bidding—sing so clearly, so faultlessly, so movingly, that it is hard to believe that you are not in the same room with the living presence of the singer. They never weary of singing. The song never loses its beauty of expression and strength, no matter how often sung."

Then followed the terms and an invitation to visit the department to "demonstrate the value of the Victrola as a family delight."

## TALKING MACHINE EXPORTS.

The Figures for July Presented—Reports Show Strong Gain in All Departments of Industry.

(Special to The Review.)

Washington, D. C., Sept. 8, 1911.

In the summary of exports and imports of the commerce of the United States for the month of July (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 July, 1911, amounted to \$202,467, as compared with \$150,248 for the same month of the previous year. The seven months' exportation of talking machines, records and supplies amounted to \$1,661,538.

## WHAT TO DO IN SEASICKNESS.

"My husband is particularly liable to seasickness, captain," remarked a lady passenger. "Could you tell him what to do in case of an attack?"

"Tain't necessary, mum," replied the captain. "He'll do it."

### THE MONTH IN CLEVELAND.

**Business Has Been Fair with Conditions Bettering Right Along—U. S. Phonograph Co.'s Factory Running to Full Capacity—Columbia Phonograph Co. Report Good Increase—Frederick Enlargement—Talking Machine Music to Promote Milk Production—What a Run Around the Trade Reveals.**

(Special to The Talking Machine World.)

Cleveland, O., Sept. 9, 1911.

While no very large sales have been recorded by the dealers, business generally in talking machine circles during the month has been fair. As a matter of fact business has been better during August than was anticipated, and the first few days of the present month give indications that the trade is still improving.

While the trend of demand for some time past has been for the higher-grade machines and high-priced records, the sales of cheaper machines and records have been increasing noticeably, more particularly in foreign records.

The dealers generally are quite optimistic regarding prospects, and are making adequate preparations for a large fall trade, their only fear being that the manufacturers will not be able to supply the demand promptly.

E. H. McClevey, representative of Lyon & Healy, Chicago, was a recent visitor to the talking machine stores of the city.

G. B. Helman, of the Scott & Jones Co., Youngstown, O., was a caller at Laurence H. Lucker's a few days ago.

The American Multinola Co. report business as moving along prosperously and are getting ready to fill orders, of which they have already received a large number.

Horace Foot, a Dover (O.) farmer and milkman, says that music will make cows give more and better milk, and says he can prove it. The idea of furnishing music for his cows Mr. Foot borrowed from J. W. Gatconbe, an English dairyman, who holds that cows are intelligent animals, and are attracted and comforted by the sound of harmonious singing or music. Mr. Foot experimented with one phonograph, and it proved so successful that he later added another, using one in each end of his long cow stable. He says his cows seem best suited with ragtime music.

Conditions with the United States Phonograph Co. are of the most satisfactory character. George M. Nisbett, manager of the sales department, said business was good and constantly improving. The factory, he stated, was running to its full capacity—that they were behind on orders, and were increasing the plant and adding to the force, in order to enable them to meet the growing demand. Dealers

who have taken on the United States goods are all pleased with them, and prospects, he said, were the most encouraging since establishing the business. The Chicago office of the company, 219-225 West Washington street, was burned August 31, destroying all the stock. The loss was covered by insurance.

It is rare that business runs out of the ordinary routine at this season, but W. J. Roberts, Jr., of W. H. Bnescher & Sons, states that sales for the past three weeks have been fine—as good as during the usual holiday season.

W. L. Meyers, manager of the Laurence H. Lucker Edison jobbing house, is well pleased with its success. He said: "We are very busy and have been ever since our opening. Business conditions covering the entire Edison phonograph line are good, and the volume of trade has far surpassed our expectations."

The Columbia Phonograph Co. are doing a splendid business, August proving one of the best months. "Our record sales," said Mr. Madson, "were over 25 per cent. increase over any previous month and are still increasing. Although we have not yet received our samples, even of the new hornless graphophones, we have been taking liberal orders from Columbia dealers. They will unquestionably prove a most popular machine. M. T. Wright, of Medina, and the H. H. Trimby Co., Ashtabula, O., have recently become exclusive Columbia dealers, and are doing fine."

The talking machine, piano and small instrument quarters are among the leading and most popular departments of the large department store of the Bailey Co. The display of Victors, Edisons and Zonophones consists of all the various models, and the stock of records is complete. Mr. Friedlander, manager, reports business is excellent and that prospects never looked better.

Robert R. Souders, manager of the Columbia Phonograph Co., Dallas, Tex., on his way home from Boston was a visitor for a short time with George R. Madson, the company's manager here.

When opening the branch store of Lawrence H. Lucker here, W. L. Meyers, manager, was fortunate in securing the services of Audley V. Biesinger, a gentleman thoroughly posted in all the details of the talking machine business.

Roscoe R. Gorham, representative of the Victor Co., spent several days in the city the last of August. He made a point of specially presenting the new Victrolas to the trade and booked a large number of orders. Mr. Gorham said he found business and prospects with dealers in towns he had visited excellent, and thinks the fall business will surpass that of any previous season in the Victor line.

W. E. Shay, the talking machine dealer of Elyria, O., called at the Edison distribution quar-

ters last week. He reported business was very satisfactory for both machines and records.

H. E. McMillin is spending his vacation at Topianbee, Mich.

R. B. Carnahan and M. B. Mishler, Ravenna, O., successful and popular talking machine dealers, were recent visitors in the city.

The Walter J. Welsh Piano Co. gave a Grafonola recital at the St. Bridget's Church lawn fete last week which attracted a large audience and was very successful.

H. E. McMillin, Jr., has just returned from a very successful business trip in the New England States. On his return he sojourned a few days at Atlantic City.

A portion of the elegant store of the W. F. Frederick Piano Co., 1612 Euclid avenue, is being transformed. Three booths, constructed of manoganzed birch, in rubbed oil finish, with beaded glass partitions, will be completed and occupied on the 20th. Record racks of sufficient proportions to contain the entire Victor catalogue of records, allowing one receptacle for each number. G. W. Watkins, manager, says the initial order, of large dimensions, has been placed with the Eclipse Musical Co.

Business with the Eclipse Musical Co. is reported very satisfactory. Mr. Towell stated the machine trade was excellent, and that records were moving in large volume.

R. Sachla made a special exhibit of Columbia phonographs during the week of the West Side Exposition. He made a number of sales of machines and is having a splendid record trade, especially of foreign selections.

Very good reports are made by the many city dealers—Charles I. Davis, Brown Bros., the Aldrich Howey Co., the Goodman Piano Co., B. Dreher's Sons Co., the Book Shop and others. All note good and increasing sales of records, with an excellent demand for machines.

#### PRELIMINARY INJUNCTION GRANTED.

The application of the Victor Talking Machine Co., Camden, N. J., for a preliminary injunction, pending trial, against the Carl Lindstrom Co., Berlin, Germany, and their American representative, Adolph Heinemann, New York, was granted August 28 by Judge Veeder, United States Circuit Court, Southern District of New York. The charge is infringement of the Berliner patent, and a restraining order had previously been issued. The motion for the injunction was argued August 16.

E. H. Droop, of E. F. Droop & Sons, Washington, D. C., was a visitor to the Victor factory at Camden, N. J., on his way to New York this week.

## What the Cartridge is to the Gun is the MASSEY DIAPHRAGM to the Talking Machine!

Hit the bull's-eye twice by selling your trade a Massey.

You make them happy and at the same time better your profits.

The fine shots on the right will penetrate any kind of thickness. Fire them at your trade and you'll hit many orders.

Better  
The Edison  
Tone  
With the  
MASSEY  
Diaphragm



Ammunition for Massey dealers:

1. Articulates clearly.
2. Charms the listener.
3. Beautifies sound reproduction.
4. Gives a sweet and natural tone.
5. Used with Edison Model O, R and M Reproducer, it creates the best cylinder reproduction.

The MASSEY  
Diaphragm  
Beters the  
Victor  
Tone.

The Massey Diaphragm retails for \$1. Simply ask and we'll give you a Massey free of charge. Our sales offer will interest you, too!

**J. A. FOSTER CO., Edison Department, Providence, R. I.**

Wholesale and Retail Distributors



**COMMITTEES NOW COMPLETE**

Of the National Association of Talking Jobbers as Appointed by President McGreal—An Imposing Roster of Prominent Personalities.

(Special to The Talking Machine World.)

Milwaukee, Wis., Sept. 7, 1911.

President Lawrence McGreal of the National Association of Talking Machine Jobbers, has completed the official roster of the association for the coming year by the appointment of the various standing committees and State commissioners. The complete official directory of the association, including the officers and executive committee, which were elected, is as follows:

President, Lawrence McGreal, Lawrence McGreal Co., Milwaukee, Wis.; vice-president, E. F. Taft, Eastern Talking Machine Co., Boston, Mass.; treasurer, J. B. Miller, Penn Phonograph Co., Philadelphia, Pa.; secretary, J. C. Roush, Standard Talking Machine Co., Pittsburgh, Pa.

Executive Committee—J. F. Bowers, Lyon & Healy, Chicago, Ill.; C. A. Grinnell, Grinnell Bros., Detroit, Mich.; G. E. Michel, Nebraska Cycle Co., Omaha, Neb.; P. B. Whitsit, Perry B. Whitsit Co., Columbus, O.; Rudolph Wurlitzer, Rudolph Wurlitzer Co., Cincinnati, O.

Resolution Committee—P. B. Whitsit, chairman, Perry B. Whitsit Co., Columbus, O.; J. N. Blackman, Blackman Talking Machine Co., New York, N. Y.; J. B. Miller, Penn Phonograph Co., Philadelphia, Pa.; C. J. Schmelzer, Schmelzer Arms Co., Kansas City Mo.; R. Wurlitzer, Rudolph Wurlitzer Co., Cincinnati, O.

Arrangement Committee—J. C. Roush, chairman, Standard Talking Machine Co., Pittsburgh, Pa.; Max Landay, Landay Bros., New York, N. Y.; E. F. Taft, Eastern Talking Machine Co., Boston, Mass.; L. C. Wiswell, Lyon & Healy, Chicago, Ill.; G. T. Williams, New York Talking Machine Co., New York, N. Y.

State Commissioners and Membership Committee—E. F. Taft, Eastern chairman, Eastern Talking Machine Co., Boston, Mass.; W. H. Andrews, Andrews Music House, Bangor, Me.; T. W. Barnhill, Penn Phonograph Co., Philadelphia, Pa.; I. S. Cohen, Cohen & Hughes, Baltimore, Md.; Frank Davisson, Perry B. Whitsit Co., Columbus, O.; Henry Horton, Henry Horton Co., New Haven,

Conn.; Max Landay, Landay Bros., New York, N. Y.; Thos. O'Grady, The Edison Co., Newark, N. J.; W. C. Roberts, E. F. Droop & Sons, Washington, D. C.; G. E. Michel, Western chairman, Nebraska Cycle Co., Omaha, Neb.; C. H. Ebreiz, Knight-Campbell Music Co., Denver, Col.; H. H. Blish, Harger & Blish, Des Moines, Ia.; B. L. Crew, Phillips & Crew, Atlanta, Ga.; W. H. Duffee, Eiler's Music House, Spokane, Wash.; H. R. Kirkpatrick, Wisconsin Talking Machine Co., Milwaukee, Wis.; O. A. Lovejoy, Southern California Music Co., Los Angeles, Cal.; W. E. Ludlow, Wulschner-Stewart Music Co., Indianapolis, Ind.; G. A. Mairs, W. J. Dyer & Bros., St. Paul, Minn.; W. H. Reynolds, Reynolds Music House, Mobile, Ala.; J. L. Richm, Montenegro-Riehm Music Co., Louisville, Ky.; R. Shaw, Western Talking Machine Co., Winnipeg, Can.; Max Strasburg, Grinnell Bros., Detroit, Mich.; J. N. Swanson, Houston Phonograph Co., Houston, Tex.; A. A. Trostler, Schmelzer Arms Co., Kansas City, Mo.; J. F. Werlein, Phillip Werlein, Ltd., New Orleans, La.; L. C. Wiswell, Lyon & Healy, Chicago, Ill.; J. T. Young, Consolidated Music Co., Salt Lake City, Utah.

Grievance Committee—J. F. Bowers, chairman, Lyon & Healy, Chicago, Ill.; Louis Buehn, Louis Buehn & Bro., Philadelphia, Pa.; C. A. Grinnell, Grinnell Bros., Detroit, Mich.; W. H. Reynolds, Reynolds Music House, Mobile, Ala.; W. G. Walz, W. G. Walz Co., El Paso, Tex.

Press Committee—E. H. Uhl, chairman, Rudolph Wurlitzer Co., Chicago, Ill.; H. H. Blish, Harger & Blish, Des Moines, Ia.; O. K. Houck, O. K. Houck Piano Co., Memphis, Tenn.; E. F. Taft, Eastern Talking Machine Co., Boston, Mass.; H. W. Weyman, H. A. Weyman & Sons, Philadelphia, Pa.

**WILLSON AGAIN WITH COLUMBIA CO.**

H. L. Willson, who some time ago resigned from the service of the Columbia Phonograph Co., General, to enter business in another line on his own account, has resumed his old position at the executive offices in the Tribune building, New York, as assistant to Geo. W. Lyle, general manager, occupying his former quarters. Merwin E. Lyle, who has filled the place temporarily, is once again in charge of copyright and kindred matters, in his former location.

**JOHN WANAMAKER'S EDISON WINDOW DISPLAY**



What is termed an "Exquisite Amberola Display" by the Edison Phonograph Monthly for September, is shown in the accompanying cut. Its description and comments follow:

"One of the most notable merchandise displays of the month in New York City is reproduced in the above picture. The window is one of the several in the John Wanamaker store at Broadway and Ninth street, and attracted much favorable comment. Six Amberolas and several pieces of furniture of classic design were used. H. B. Ber-

tine, in charge of the talking machine department of the Wanamaker store in New York, and to his influence is largely due the attractiveness of the display. John Wanamaker is responsible for the statement that there's no room for a 'quitter' in the advertising game. The publicity work for his enterprise is planned and executed with that thought in mind. His people do a thing well or not at all—as the show window plainly proves. The sale of Amberolas from both the New York and Philadelphia stores has been little short of phenomenal."

**200,000,000**

**Needles**

**Arrived**

From our factory in Germany

All of which was immediately re-shipped to our Jobbers.

**Don't Be Fooled**

by the arguments of our competitors, but send for samples and prices of

our

**High-Grade Imported Needles AT ONCE.**

**Mr. Jobber**

HAVE YOU LOOKED OVER your supply of repair parts? IF NOT, DO SO, AND SEND US YOUR ORDER AT ONCE—THEREBY AVOIDING DISAPPOINTMENT LATER.

**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.)

# FROM OUR CHICAGO HEADQUARTERS

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

Jobbers Report That Trade Is Opening Up in Strong Shape—Country Dealers Replenishing Depleted Stocks in Anticipation of Lively Season—Travelers Out in the Field—Proposal to Advance Freight Rates on Talking Machines Defeated—A Strong Lyon & Healy Advertisement—Line Up of Victor Forces—Columbia Co.'s Special Aviation Window—A. D. Geissler Returns from Trip to Pacific Coast and Talks of the Situation in That Section of Country—W. C. Fuhri Also Visits West—J. H. Harding Promoted—The Talking Machine Co. Busy with Preparations—Recent Tabloid Additions to the Ranks of Talking Machine Workers—Lyon & Healy Improving Service to the Dealers—Talking Machines to Advertise Cement—Other News of the Month from the Western Metropolis.

(Special to The Talking Machine World.)

Chicago, Ill., Sept. 9, 1911.

According to statements made by Chicago jobbers the fall trade is already opening up in a strong, forcible manner. The lethargy, rather more pronounced than usual during the greater part of the summer, caused in large degree, no doubt, by the excessive heat and erstwhile dubiousness regarding the crop outcome, began to dissipate in a pronounced way about the middle of August. Since then the movement has been sufficiently active to score for that month a good, strong increase as compared with the corresponding month of last year, and to give September a most encouraging start. There is no question but that talking machine stocks in the hands of the country dealer have worked down to an unusually low point and present orders reflect a widespread tendency toward replenishment, and also an insistent request for quick shipment in many instances, indicating a revival in current business.

Large concerns, not only in the talking machine line, but also in pianos and other branches of the music trade, betray an optimism regarding the outlook for fall and winter business which they did not betray even a month ago. Through travelers and dealers they are in receipt of reports covering the West generally. They find that crop conditions are notably better than that shown by the Government on August 1, and which was based on conditions existing several weeks earlier. Since the time these local reports were made heavy rains improved conditions materially and posted men now indicate a corn crop in advance of last year's record-breaking figures. In fact, barring oats and hay, it is estimated that other crops will be fully equal to those of last year. In the fruit section of the Middle West conditions are, of course, immeasurably better than in 1910.

The announcement of low-priced hornless machines from both the Columbia and Victor companies has caused widespread interest in the trade, and from all reports dealers are placing orders for the new types with great avidity and are eagerly urging shipment at the earliest possible moment. It is safe to say that the possibilities of the new types for energetic trade attracting advertising will be appreciated even by dealers who have not been as aggressive in this respect as they should be.

The travelers for the Chicago jobbers were all actively in the field last month. Within the past fortnight the missionary cohorts of the manufacturers have taken the field after a protracted summer rest. The fall campaign is, therefore, fully in progress and promises to be a very lively and resultful one.

**Freight Advance Defeated.**

As reported elsewhere in this issue, the proposed increase in freight rates in western territory on talking machines enclosed in cabinets and which embodied all makes and types of hornless machines, has been abandoned. The project was finally taken up and voted down a few days ago by the western classification committee, which is

still in session in this city. The matter has been finally and definitely disposed of, and reflects great credit on the prompt and efficient action taken by the National Association of Talking Machine Jobbers, aided and abetted by the traffic and other officials of the manufacturers.

Such matters are likely to arise from time to time, and in view of the notable service rendered by the association's special committee appointed to meet the contingency which suddenly arose, one is inclined to wonder why the creation of a standing freight committee, which would be eternally on the outlook for matters of this kind, would not be a strategic move on the part of the association.

**Model Talker Advertisement.**

Lyon & Healy occupied ample space in the dailies one day last week with what has been commented on in the trade as one of the most forceful, high-grade talking machine advertisements used by a Chicago house in many moons. It was written by B. F. Jefferson, the advertising manager of the house, and it has brought him many compliments for this new evidence of his skill as a writer of pertinent exploitive literature. It was headed by an artistically executed sketch of the famous "Arabian Nights" heroine and the king listening to a Victrola, and the essential text below the caption "The Victor 1,001 Night's Entertainment" was as follows:

"Now, when it was the one thousand and first night, Sheherazade said: 'O auspicious king, I have reserved for to-night the greatest treat of all. Behold before you a Victrola from the music house of Lyon & Healy. Listen, sire, and presently you shall hear Caruso sing his most divine arias. I have but to touch a lever and all the world's famous operatic voices will fill this room with melody. You shall hear soloists, quartettes, orchestras—aye, even whole operas will be sung for your pleasure. One thousand celebrated entertainers will provide for you such a program that not all the great theaters in Bagdad rolled into one could equal it.'"

"To the reader: This up-to-date version of the old fairy tale has a moral for you. Your home needs a Victrola. Even if the Victrola were a limited affair it would be the greatest of entertainers. But the Victrola is unlimited—every month scores of new records are added to its already enormous repertoire. If Harry Lauder sings a new song you can get it for your Victrola. If a new opera makes a hit, you can get it right away. Your Victrola is always fresh and up-to-date."

**Line Up of Victor Forces.**

Geo. O. Ornstein, traveling manager for the Victor Talking Machine Co., has advised jobbers of the assignment of the Victor sales force in this district, with territory as follows:

C. L. Price returns to duties in the State of Indiana; L. A. Cummins, Illinois, as far north as Peoria and Bloomington; V. B. Taylor, northern Illinois and southern Wisconsin; H. C. Baish, northern Wisconsin and part of Minnesota; C. H. Womeldorf, eastern Iowa; L. E. Gilbert, western Iowa; F. C. Gunning, Michigan.

**Good Window Flyer.**

The Columbia Phonograph Co.'s Chicago office duly celebrated the event of the birdmen on the lake front August 12 to 20, through the medium of their windows. Suspended from the ceiling was a canvas model of an airship to which was attached a placard bearing the legend intimating that while they might not know much about making airships, that in the manufacture of talking machines they were right to the fore. Columbia records of the "Aviators' March" and "Josephine and My Flying Machine" were displayed beneath the flyer.

W. W. Parsons, manager of the dictaphone department, broke into the game by securing a large photograph showing a number of machines in action over the lake front. At the top of the photograph he attached a cut of a dictaphone, which by the manipulation of a pen was provided with wings

and the legend "The Dictaphone above them all." All in all the two displays constituted simple, inexpensive, but very effective publicity and attracted a great deal of attention.

**A. D. Geissler's Coast Trip.**

Arthur D. Geissler, general manager of the Talking Machine Co., returned on Wednesday of last week from his annual combined business and pleasure trip to the Coast. After spending some little time with Mrs. Geissler and their two boys at Ross, Marin County, at the foot of Mt. Tamalpais, he went on several hunting expeditions in the vicinity. On one of these he nearly succeeded in getting into trouble. He shot a deer on "neutral" territory, but the wounded animal managed to cross into the preserves of the water power company before dying. Mr. Geissler soon found himself in the clutches of the game warden and was hauled before a magistrate. By invoking the influence of the president of the water company, whom he happened to know, the judge, who was at first skeptical, finally accepted the huntsman's version and after receiving a reprimand the latter was permitted to take the venison home.

After several weeks' recreation Mr. Geissler made his usual rounds among the Coast trade. "I found general trade in Frisco rather quiet," remarked Mr. Geissler, "although merchants were expecting an early revival. At Los Angeles I found business conditions very active, the town is experiencing a veritable boom. The new building of the George J. Birkel Co. is one of the finest devoted to the music business to be found anywhere. The entrance, which is very unique, is on the arcade order. The visitor passes four large square windows beautifully decorated in the different periods before entering the store proper. The piano display rooms and the talking machine department are both splendidly equipped and arranged. I also had a delightful visit with O. A. Lovejoy, manager of the talking machine department of the Southern California Music Co., the Edison jobbers in Los Angeles.

"The Talking Machine Shop is the name of a new concern doing an exclusive Victor business, which has just opened in Los Angeles. The members are Albert Wayne, former manager of the talking machine department of the Southern California Music Co.; Frank Moreno, manager of the Spanish department of the same company, and Mr. Wolfskill, the leading florist of Los Angeles. They have fitted up a beautiful, aristocratic looking warehouse and will no doubt meet with marked success.

"I found Portland booming. There are signs of wonderful prosperity on all sides and it is to-day the richest town per capita on the north coast. I had the pleasure of being entertained by Mr. Johnston, who is the head of the Sherman, Clay & Co. northern interests, and which are organized in the most perfect manner.

"While I was at Seattle R. S. Smith, manager of the branch store of the Geo. P. Bent Co., of this city, bought out the firm of Haw & Allen, who occupied a portion of the Bent store. This gives the Bent company a fine Victor department of their Seattle business, and it will be pushed along the same high-grade lines as does the Victor department of their Chicago retail business."

Mr. Geissler believes that the coast as a whole is going to have a splendid talking machine business this fall and winter.

**Fuhri's Western Trip.**

W. C. Fuhri, district manager of the Columbia Phonograph Co., returned recently from a trip to Denver and Salt Lake City. In the latter city he found the Daynes-Beebe Music Co., who are the exclusive representatives for the company for the State of Utah, preparing for a good fall business, although current trade was somewhat quiet. The Breden Office Supply Co., of Salt Lake City, have recently taken on the agency for the dictaphone and are meeting with excellent success. At Den-

(Continued on page 44.)

# THE TALKING MACHINE CO.



"HIS MASTER'S VOICE"

At the Head of  
The March of Progress

Our Service and Victor Goods

The Victor Company's latest additions—three new Victrolas

- Victrola IV \$15.00
- Victrola VI 25.00
- Victrola VIII 40.00

These must prove a big stimulator and business-getter for the Fall.

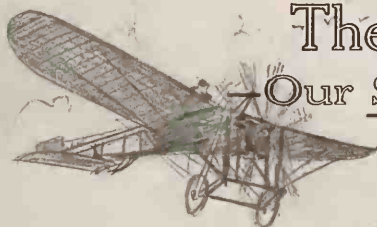
## Our Contribution: Service

**First: Exclusively Wholesale.**

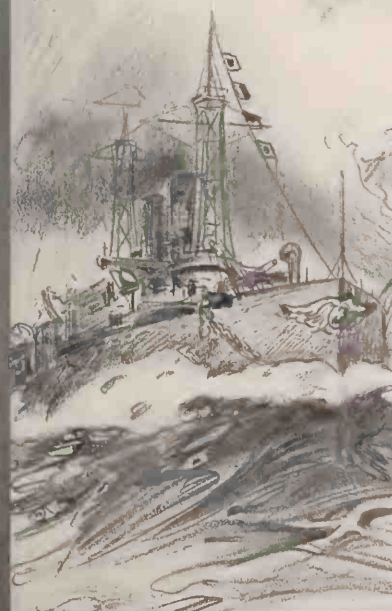
**Second: Personal Interest In Your Business**—an interest made possible by our anxiety to get and hold your business.

Keep that item in front of you—We must have your business (the Dealers' business) to live.

**137 N. Wabash Avenue  
Chicago, Illinois**



50 MILES TO LAKEBO



FROM OUR CHICAGO HEADQUARTERS.  
(Continued from page 42.)

ver Mr. Fuhri found business exceptionally favorable. The Colorado fruit crop is enormous, the sugar beet industry is flourishing, and the mines are active. The Denver office, in charge of W. F. Standke, is having an exceptionally fine business, both wholesale and retail.

Mr. Fuhri, who has spent a very large proportion of his time this summer on the road, is glad to take his vacation at home, and is putting in a fortnight at his poultry farm in the suburbs.

C. F. Baer, manager of the Chicago office of the Columbia Co., has been week-ending during the summer at Lake Catherine, where he has a cottage. This year he became the proud owner of a motor boat and has commenced the construction of a cement boat house. Mr. Baer recently made a trip through eastern Iowa, which resulted in the establishment of several new Columbia accounts. He reports dealers in that territory as looking forward to a good trade, and that the crop conditions are all that could be desired.

The Chicago office have received many orders from dealers on the new Lyric and Ideal hornless graphophones, priced respectively at \$25 and \$35. Samples of both machines were received here several weeks ago.

#### Harding Goes to New York.

John H. Harding, who for some years has been Western representative of the Edison moving picture interests, with headquarters in Chicago, has been transferred to Orange, N. J., and has been promoted to the position of assistant manager of the kenescope department. Prior to leaving for Orange Mr. Harding was given a banquet at Unity Restaurant by George Kline, of the Kline Optical Co. Fourteen of Mr. Harding's friends in the local trade were present, besides Peter Weber, superintendent of the Edison factories at Orange; Mr. Plimpkin, manager of the Moving Picture Studio, New York, and Mr. Gall, one of the factory electrical engineers. The trio happened to be in Chicago at the time and gladly took part in the festivities.

#### Preparing for Big Fall Trade.

The Talking Machine Co. have made very strong preparations for a big fall and holiday trade and have placed orders for an immense stock of Victrolas, and have been compelled to secure additional storage space in the building at Michigan avenue and South Water street, which is rapidly being filled up with stock. August showed a heavy increase as compared with the corresponding month of last year, and the volume of business transacted was exceedingly gratifying when compared with the quiet condition of trade existing in July. September has opened up with some particularly large stock orders and a good general run of business from all portions of the territory covered by the company. Dealers are reported as ordering very liberally of the three new types of Victrolas, "4, 6 and 8", selling respectively at \$15, \$25 and \$40. The company have made an addition to their road force and have redistricted territory so as to insure their trade in adjoining States being visited every thirty days. H. S. Conover, who formerly traveled Wisconsin, will now cover Illinois and Iowa. George B. Cheatele has Indiana and Michigan.

B. C. Wilt, the new member of the road force, will have Wisconsin and the northern peninsula of Michigan. He is a young man of fine presence, of long road experience, and is entering enthusiastically into the company's plans for co-operating with the dealer in sales promotion.

#### The Stork Out of a Job.

The month has witnessed some notable additions to the homes of members of the Chicago talking machine colony. It also witnessed the great aviation meet on the lake front. As a consequence the fiction of the stork is being replaced by a more modern one, and the tale told to small brothers and sisters in the future in announcing new arrivals will doubtless be, "Come and see what the airship brought you."

F. H. Harndon, publicity man for the Talking Machine Co., has a small girl in his home. He

spent his vacation in floor perambulating exercises.

H. S. Conover, of the traveling force, welcomed Harry S., Jr., a couple of weeks ago.

B. B. Blackman, manager of the record sales department of Lyon & Healy, has already made arrangements for Victor records of the sugar-coated voice of the cherub who is blessing the Blackman mansion with his benign presence. He says they will eclipse the Victor's famous Nightingale record.

#### L. & H. Service.

Lyon & Healy are fully into the fall campaign with all their travelers aggressively on the road and with arrangements made for the still further improvement of their already famous service to talking machine dealers. Orders coming from all sections of the territory indicate a marked revival of business activity. The company's facilities for prompt service were never so great as to-day. Manager Wiswell's faith in the business this fall has been amply shown by the large stocks in hand and under order.

The company's little booklet, "How to Become a Talking Machine Dealer," which has already been referred to in these columns, is in large request, considering the addition of talkers. It gives full details regarding the Victor contracts, terms, etc., on both Edison and Victor goods, and explains the manner in which their travelers in their campaign and also the conscientious manner in which the dealers are given the benefit of the firm's extensive retail advertising.

Lyon & Healy sent out to the dealers just prior to the aviation meet ingenious airship models which would actually fly. They were accompanied by a cordial invitation to those coming to the city to witness the antics of the birdmen and make their headquarters at the house.

#### Good Exploitive Plan.

The Universal Portland Cement Co. recently bought three B. C. Twentieth Century loud-speaking graphophones from the Columbia Co.'s local office, and masters of selling talks are now being prepared at the Columbia laboratory. They will be used in exploiting the cement company's product at a large number of State fairs this fall.

#### New Columbia Salesman.

J. P. Miller is the new addition to the sales force of the Columbia's Chicago office. He is working wholesale trade in the loop and certain suburban territory and is making good. He was formerly a salesman engaged in another line, and attracted the attention of the officials of the Chicago office by the ease and expertness with which he convinced them of the superiority of his goods and secured an order from them.

#### Good Selling Plans.

E. W. Schwietert, manager of the talking machine department of the music business of A. E. Ward, of Marshalltown, Iowa, was a recent Chicago visitor. Mr. Schwietert, in a talk with The World, told of several particularly successful means of getting business used by his house. They handle both the Victor and the Columbia goods, and for working up business of the country and small villages use a special wagon which they had made after their own plans. It has ample space for machines and records, and has sliding glass doors on either side, on which both the Columbia and Victor insignia appears. They can thus give recitals right from the wagon, and, of course, always have an abundance of literature for distribution. Mr. Schwietert also makes it a practice of offering to give recitals for various Marshalltown functions. People who intend giving entertainments in their homes are invited to call at the store and select their programs. They have a number of different programs printed and one of them usually succeeds in meeting the taste of the applicant. They furnish them for distribution to each guest.

#### Want Better Goods.

At the Rudolph Wurlitzer Co., Assistant Manager F. H. Siemon reported not only a general picking up in the wholesale talking machine business the past few weeks, but noted a particular interest in the more expensive types of concealed horn machines on the part of many small dealers who have been apathetic in this respect in the past.

L. Keen Cameron, manager of the retail talking machine department, has returned from a several weeks' vacation spent on the Great Lakes and fishing in Wisconsin. Manager E. H. Uhl returned from his trip to the coast this week.

#### Salter Features.

The particular feature of the Salter disc record cabinets is the construction of the horizontal felt lined shelves. They are made of specially prepared wood, which does not sag or get out of shape. At the same time the shelves are very thin and while furnishing a separate compartment for each record, give the cabinet unusual storage capacity.

#### U. S. Company Have Fire.

Fire in the building occupied jointly by the Bishop-Babcock-Decker Co. and the Chicago headquarters of the U-S Phonograph Company at 219-225 West Washington street, on September 1, caused considerable damage to building and stock. The private office of W. C. Patrick, Western representative of the U-S Company, in the rear of the store, was reached by the flames and the stock of machines and records on the second floor was a total loss. Fortunately, no interference with shipments took place, as orders on hand were at once transferred to the factory at Cleveland. A new stock was immediately ordered and has already been received, and shipments are now going forward from the Chicago office as usual. The necessary remodeling to the building will be done at once. Both the local and the road salesman traveling from the Chicago office are visiting the trade as usual and report excellent business from established dealers and the opening up of a number of desirable new accounts.

#### A Live Concern.

The R. C. Golding Co., Inc., 1013 Montrose Boulevard, are installing unique "fire places," from which issue the tones of a concealed talking machine. The interior walls of the fire place constitute an amplifying horn, and the tonal effects are excellent. In an item in a recent number of The World, regarding the opening of the company's store, an error was made in the clever trade slogan used by the company. It should have read: "That Natural Tone Music Firm, sellers of 'food for the ears.'"

## NO INCREASE IN FREIGHT RATES.

Arguments Presented by Transportation Committee of the Jobbers' Association Serve to Defeat Plan to Change Classification of Hornless Talking Machines and Secure Higher Rates on Them—A Great Victory.

(Special to The Talking Machine World.)

Chicago, Ill., Sept. 7, 1911.

Hornless talking machines will not have to bear heavily increased freight rates in Western territory, as for a time seemed probable. The Western classification committee has been won over by the arguments presented by the transportation committee of the National Association of Talking Machine Jobbers, and representatives of the manufacturers of Milwaukee. The matter was taken up and fully discussed at the Chicago sessions of the classification committee, which are just closing, and when it came to a vote a few days ago it was definitely voted down. The thorough-going manner in which the case was presented by the talking machine interests was indicated in the last issue of the World. L. C. Wiswell, who is chairman of the jobbers' transportation committee, is to-day mailing the following letter, telling of the victory, to members of the association:

"Without a doubt you will be pleased and interested to learn that the joint efforts of your special transportation committee and W. F. Fulghum, representing the Victor Talking Machine Co.; J. C. Rodgers, representing the Thomas A. Edison, Inc.; W. C. Fuhri, representing the Columbia Phonograph Co., also F. T. Randall, traffic manager, Lyon & Healy, in appearing before the Western classification committee at their Milwaukee meeting and reasoning with them as to why the proposed increase in freight rates from first class to double first class on talking machine enclosed in

(Continued on page 46.)

# EDISON and VICTOR DEALERS

ARE YOU RECEIVING THE PROPER  
CO-OPERATION FROM YOUR  
DISTRIBUTOR? :: :: :: :: ::

IF YOU ARE NOT THOROUGHLY  
SATISFIED IT WILL PAY YOU TO  
INVESTIGATE :: :: :: :: ::

## Lyon & Healy SERVICE

Filling Orders Accurately

Filling Orders Completely

Filling Orders Same Day as Received

The Largest Exclusive Wholesale Victor and Edison Departments  
in the United States are Ready to Co-operate with You



DISTRIBUTORS OF

Victor Talking Machines and Edison Phonographs

C H I C A G O

FROM OUR CHICAGO HEADQUARTERS.

*(Continued from page 44.)*

cabinets should not be acted upon favorably by the committee, have proven successful, the Western classification committee voting not to approve the increase.

"The transportation committee, of which the writer is chairman, labored quite hard in the matter, and it is with a spirit of elation that we write you this pleasant news.

"The action of the Western classification committee, which was in accordance with our arguments presented, means the saving of hundreds, yes, thousands of dollars to the talking machine trade—distributors and dealers—situated within the preserves of the Western classification committee, as well as forestalling any advance of the same character that might have been made by the official and Southern classification committees had the increase been approved by the Western classification committee."

### THE EDWARD C. PLUME CO.

This Concern, Which Controls a Strong Advertising Service Department, is Featuring the Pyro One-Light Electric Light Signs—Up-to-Date Publicity for Merchants.

*(Special to The Talking Machine World.)*

Chicago, Ill., Sept. 10, 1911

The many friends of Edward C. Plume will be interested in the news that he has reached the goal of his ambition and is at the head of a business of his own, with strong capital backing and a most promising outlook for a brilliant future. Mr. Plume, during his long connection with the Columbia Phonograph Co., latterly as wholesale manager, was not only known as a particularly fine fellow, but as a man of initiative and whose statements in a business way were always worthy of all confidence. The fact, therefore, that the company of which he is president will deal in a commodity, "good advertising," sought for by talking ma-



EDWARD C. PLUME.

chine dealers as well as those in every other line, will naturally result in renewing business relations with a host of former trade acquaintances.

The Edward C. Plume Co. have for their mission in life the creation of intensive advertising, and incidentally to keep the merchant forever in the public eye, through the installation in front of his place of business of one of their handsome Pyro one-light electric signs, which is claimed to be the most economical outside publicity device on the market.

The advertising service department is composed of well-known advertising writers and a corps of clever artists to prepare special trade ads for a

dozen different businesses. These, with illustrations all complete, are sent to the merchants throughout the country at little cost for use in their local papers, thus giving the small town business men, the bankers, the grocer, the music store, jeweler, etc., the advantage of having high-class cleverly-written and illustrated ads ready for insertion in the paper and equal in every way to those used by the great metropolitan stores able to employ exclusively a high-salaried advertising expert.

The Pyro, one-light electric sign, of which the company have secured control, has been on the market for three years, and has demonstrated its popularity by sales in New York, Chicago and other large cities. The sale of this sign will be energetically pushed all over the country, and the price puts it within the reach of the smaller small town dealer. Furthermore, it costs only one cent an hour brilliantly to illuminate, and is just as conspicuous by day as by night. It is a metal sign, therefore durable, is two-sided, permitting a different legend on either side if desired. The gold-leaved ornaments and aluminum leaf covered steel letters stand out against the background and frame, colored to suit the purchaser's fancy. It is admirably arranged for the conspicuous reproduction of the trade-mark.

The company issue an illustrated catalog, giving prices and all particulars, including photograph showing the sign in use by concerns in various lines of trade.

In organizing the company Mr. Plume secured as stockholders and directors some of the most prominent business men in Chicago and Kansas City. The company occupy handsome offices at 417-21 South Dearborn street, Chicago.

The man who never leaves home may accumulate a good many dollars in the moss that will surround him, but he will be a back number ten years sooner than the fellow who gets out into touch with the world now and then.



IX A  
Capacity 200 10 or 12-inch records



X  
Capacity 140 10 or 12-inch records

## New Idea Cabinets FOR Victrolas IX, X and XI

WE have been forced to triple our capacity in order to meet the big demand for our line of Victrola cabinets to match. They have anything else of the kind beaten a hundred miles, in both attractiveness and salability. The retailer can sell one with every IX, X or XI without any trouble at all.

We make them in Birch, Mahogany Finish, Solid Mahogany five-ply veneer, or any style finish oak.

Our patent sliding files can only be drawn out far enough to admit taking out and replacing records. They are faced and finished to match cabinet.

Write for Catalog and Discounts.

**LAWRENCE MCGREAL**  
MILWAUKEE, WIS.



IX B  
Capacity 100 10 or 12-inch records



XI  
Capacity 140 10 or 12-inch records

From 40 to 80 per cent. ahead of last year right straight through 1911, month after month—and promising better yet. We are pretty well satisfied with the progress of Columbia.



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

### BUSY TIMES IN ST. LOUIS TRADE.

Dealers Declare That Present Business Equals That Usually Done During the Holidays—Many Records Sold to the Stay at Homes—Victor Traveler Gets Record Size Order—Cheap Hornless Machines Please the Trade—Interesting Personal Items—Silverstone's Unique Window Display of "Perpetual Motion"—What Lines Are Being Featured by the Various Retail Houses—General News of the Month Worthy of Record.

(Special to The Talking Machine World.)

St. Louis, Mo., Sept. 9, 1911.

St. Louis retail talking machine dealers are enjoying a business that they declare is only equaled at holiday times. Charles L. Byers, who is in charge at the Columbia store in the absence of Manager Walthall, said, "August was the biggest month we have had except last December."

H. Levy, of the Aeolian Co., pronounced it holiday business and at the Thiebes and Silverstone stores they had nothing but praise for conditions that are as unexpected as they are pleasant. At the Meagle store, in the West End, the sale of two Victrola XVI. and one XII. as one morning's record can be referred to. August is usually considered a dead month in St. Louis, but early the talking machine men announced that they were going to do business and evidently they have. And while the machine business has been flourishing, the record business has not lagged as much as usual. "Machines are now too generally owned for the record business to check much because some persons who have money have gone to the country or seashore," is the way one man put it. He added: "I know a lot of persons who have taken their vacations at home or at least on the smallest possible expense and have added to their record library with their savings. And time will show that they are wise in so doing. A restful day at home and a grand opera or a popular song concert on the front porch in the evening is equal to a trip to the country any time."

L. A. Cummins, traveler in this territory for the Victor Co., credits the J. H. Buettner Furniture Co. with giving to him the biggest single order ever placed by a St. Louis retail dealer a few days ago when he showed in that store the new \$15 Victrola. "Mr. Buettner had been East and spent several days looking in on Wanamakers and other places where they sell machines," he said, "and he came back enthusiastic, of course. In calling this the biggest order ever placed in St. Louis I am not excepting opening orders, but none came within almost \$1,000 of this one."

Both the Victor and Columbia dealers are showing great enthusiasm over the prospects presented by the new machines, the \$15, \$25 and \$40 Victrolas and the \$25 and \$35 graphophones. The dealers generally regard these machines as the greatest boon the trade has known in that they will induce hundreds of hesitating families to try out talking machines and it will also permit persons who have held back because they knew they could not afford expensive machines, but were unwilling to buy horn machines to install them. Manager Robinson, of

the Thiebes Piano Co. talking machine department, looks with high favor on the new machine because of the larger field it is sure to bring to the record sales. He has already posted the signs in his windows calling attention to the new machines and invites inquiries. Manager Levy, of the talking machine department of the Aeolian Co., says that the new machines are the real sunrise of the talking machine business. He does not believe that it means the discontinuance of the horn machine. "I have just received the fall order of a well informed dealer who has seen the new machines," he said, "and he ordered more horn machines than hornless with even the new models included. Some dealers will still push the horn machines and some persons will insist that the 'built in' horn cannot give the same vibrating quality. I look to see the horn machine survive until some improvement is made in the sound box or otherwise that is used in the hornless machines and not into the horn machines." L. A. Cummins says that his opinion of the new machines is shown by his record in calling upon the St. Louis trade; that so far he has sold every local dealer he has called upon and while he has not yet called upon the entire 48, he has called upon enough to believe that when he makes the rounds that his batting average will still be 1,000 per cent. and that he is going to see them all before shipping dates commence. So far the largest number ordered by one dealer is 50. Mr. Byers, of the Columbia Co., says the demand for their new models is exceeding the supply and that as soon as they get enough of them to let the salesmen turn loose and look up prospects not able to reach the higher priced machine, they are going to make some record sales days and that means a healthy figure.

A. C. Thiebes, president of the Thiebes Piano Co., one of the large talking machine dealers downtown, returned early this month from Anisquam, Mass., where he spent the summer.

Manager E. B. Walthall, of the Columbia Phonograph Co., returned September 6 from Horse Cave, Ky., where he spent his vacation with home folk.

Miss Marie London, of the Columbia Co., spent her vacation at Atlantic City. Miss Lillie Biest, of the same company, has returned to work after her vacation, which she spent in St. Louis entertaining Miss Bell, of the Chicago branch. Miss Biest vows they found other things to talk about than talking machines.

W. S. Byrd, recently of the Des Moines Columbia branch, has returned to St. Louis and is now traveling outside St. Louis for the local office.

E. C. Rauth, who was introduced to the talking machine trade at the Milwaukee convention, is now secretary of the Koerber-Brenner Music Co., Victor jobbers of this city, vice Will Brenner, who is traveling for the company. Mr. Rauth is giving special attention to the talking machine business and is becoming an enthusiast.

George Parthe, of Jefferson City, often called the grandfather of Missouri talking machine men, and L. A. Cummins, recently bearded Gov. H. B. Hadley in his den and left with an order for a Victrola XVI. The Governor, who started the trouble that eventually tamed the Standard Oil Co., became

enthusiastic over his purchase and made a nice order for records. "And I'll bet," said Mr. Cummins, "that in a short time he will have one of the best libraries in the West, for his friends are tumbling over each other to give him records of their voices or those of their favorites."

Victor dealers will be interested in the report that J. Ed. Beach, of Springfield, Mo., is giving auxetophone concerts in the city park there and making a success of them. He pleases large crowds with his programs.

L. A. Cummins reports a happy three days in Indianapolis spent in company with Messrs. Gressing and Berlin.

Mr. Hegeman, a Victor dealer at Yazoo City, Miss., was a recent merchant visitor in St. Louis.

In speaking of the remarkable August business, Charles L. Byers, of the Columbia Co., says: "Our amazing record of eclipsing every month except last December was not alone due to commercial conditions in St. Louis, but to the persistent and efficient work of an organized sales force second to none in the talking machine business."

"The jobbing business is responding nicely," said Harry Levy, of the Aeolian Co. "We now have three men on the road and they are finding conditions very good and fall orders are more liberal than was expected even a few weeks ago."

Mark Silverstone, the local Edison jobber, who was once a watchmaker and who is of a mechanical turn of mind, has Olive street promenaders guessing over what is pronounced the best mechanical window display in town. He began with the ancient feat of balancing a steel knife and fork on a match which rests on a needle poised in the cork of a bottle, and then he found a way of making the knife and fork revolve on the needle axis. He calls this "perpetual motion (as near as it will ever be gotten.)" The slow motion of the balanced knife and fork is steady and seems never failing. The device sits on a small table which is mounted on common tumbler to preclude possibility of wires. Mr. Silverstone admits that the motion is accelerated, but he is not yet ready to tell where or what is the mysterious power. A sign in the window, however, announces that he will impart that information to purchasers of Edison machines. There never has been ten minutes of daylight since the device was installed that there is not a crowd about the window, looking, guessing and theorizing and at least one fight has resulted. Mr. Silverstone says he worked out the power idea himself and that it is very simply, but that not one of the men who have come in to talk with him about it has been sure that he has discovered the right thing. Of course, there are a lot of talking machines in the window.

Frank Crim, Edison dealer at Lancaster, Mo., was a recent St. Louis visitor and placed a good sized fall order.

The fellow who played "Budweiser's a Friend of Mine" for the prohibitionist, got a tract instead of an order. Consistency thou art a jewel.

If the salesman can talk intelligently of the operas the selling of grand opera records will become a simple task. Know the goods.



## Unexcelled service

has enabled us to help hundreds of dealers to achieve business success. Are you among that number?

Our service is not only quick, but accurate as well. We ship every order the same day it is received, and every order is checked and re-checked, so that when you order Victor goods you get the Victor goods you ordered.

Satisfy your customers by giving them first class service. Teach them to swear by you, not at you. You can do this by getting rid of the jobber who is slow and inaccurate, and giving us your orders to fill. Buy from a jobber who will pull with you, not against you.

It is sometimes impossible for you to have everything the people ask for. When this happens you want to have a jobber who will give you the kind of service necessary to keep that customer from going elsewhere. A jobber on whom you can depend. That's our strong point.

Our stock is large and varied, and every order, whether large or small, receives the same careful attention. We have a complete line of Victors, Victor-Victrolas, Victor Records, needles, record cabinets, extra parts and accessories of every kind.

A postal will bring our catalog, and also an interesting little booklet of Victor record cabinets, called: "The Cabinet That Matches."

### New York Talking Machine Co.

Successors to  
Victor Distributing and Export Co.

83 Chambers Street

New York



## FEATURING TALKING MACHINES IN PUBLIC PARADES.

Victor dealers are not slow in taking advantage of public parades, on any and every occasion, to exploit their goods. The displays made in various parts of the country in connection with our national holiday were not only handsome, but effective and notable, and no expense was spared by the individual dealers mentioned. The illustrations herewith presented by courtesy of the Voice of the Victor, shows: First, the automobile of the Whetsel Music Co., Wexford, Ore. Note the patriotic colors of the improvised horn attached to a regular Victor machine and the striking sign.

Then, the floral automobile of the Talking Machine Co., Minneapolis, Minn., is more elaborately decorated, but both attracted no end of attention, and were given an ovation as they passed in the processions of their respective cities. At Santa Barbara, Cal., the Brown Music Co. seized upon the opportunity, and, as seen in the picture, made the most of the occasion. On the opposite side of the float, as shown in the centerpiece, the Victor, 1911, Fourth of July window display was arranged, while inside the block house a drummer and fifer were busily engaged in carrying out the illusion and adding color to the "Spirit of '76." All three dealers are entitled to a great deal of praise for their enterprise and good judgment.

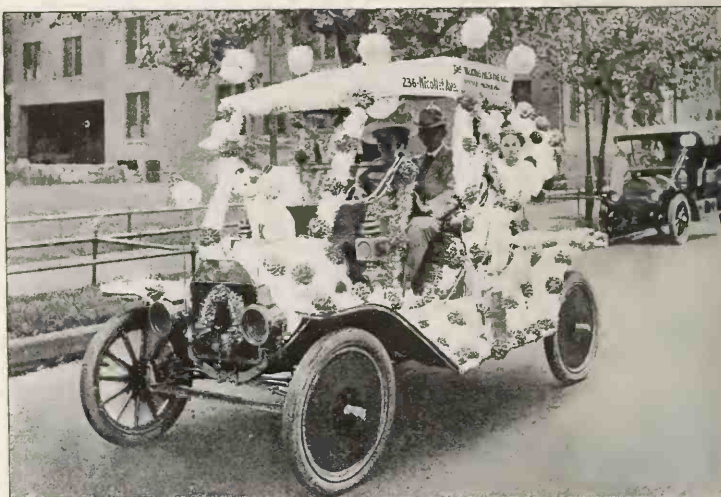
### CHANGES IN VICTOR DISCOUNTS.

To meet the controversy regarding the "special long terms" extended dealers by some of their distributors the Victor Talking Machine Co., Camden, N. J., have notified their trade of a change in contract. The addendum regarding terms, which became effective September 1, follows:

"Two per cent. cash discount is allowable only when purchases for the current month are paid on or before the 10th of the following month. Monthly accounts are due and payable net thirty days from the end of the month. Accounts may be closed with interest bearing notes at the legal



WHETSEL MUSIC CO.'S AUTOMOBILE IN MEDFORD, ORE., PARADE.



TALKING MACHINE CO.'S FLORAL AUTOMOBILE IN MINNEAPOLIS PARADE.



BROWN MUSIC CO.'S FLOAT IN SANTA BARBARA PARADE.

rate at the end of the thirty days, providing said notes are drawn for a period not exceeding three months' time, and further providing that no agreement or understanding whatever is in existence relative to renewal." General Manager Geissler notifies dealers to be governed accordingly.

### BUT ONE KIND OF TRUTH.

There is but one kind of truth, and the same standards of straightforward honesty apply in business which are common to all other relations of life. It is better to lose the business that cannot be secured without exaggerated statements and promises which cannot be fulfilled. Merchants should keep their promises to customers and avoid customers who will not keep their promises to them in return.



## WITH THE TRADE IN DETROIT.

New Talking Machine Store to Be Devoted Exclusively to the Victor Line—Fall Trade Opens with a Rush—Prospects in the Country Districts—Manager Johns Believes That the Introduction of Cheap Hornless Machines Will Increase the Sales of the Higher Priced Models.

(Special to The Talking Machine World.)

Detroit, Mich., Sept. 10, 1911.

A new and first class talking machine store will be established in Detroit some time this month. It will be an exclusive Victor store. The plans are not ripe yet, so the names of the promoters cannot be given this month. But it is known that the store already has been leased and is being fitted up into one of the finest in Michigan. The man who will be at the head of the business is experienced in the talking machine trade, but is not now connected with any of Detroit's music houses. The other members of the company also are experienced in the talking machine business.

Fall trade is opening up here with a rush and the recently devised medium and low priced hornless machines are in the greatest demand. Grinnell Bros. are unable to get enough of the \$50 Victrolas No. 9 to fill orders. The Columbia people say the same about the \$50 Grafonolas, the \$35 Ideal and the \$25 Lyric. The Columbia Favorite, at \$50, has been the strong seller of the Doran Phonograph Co., especially since the vacation days have drawn to an end.

July was the dullest month of the summer. In August business began to pick up as though summer already was over. Thus far in September it has shown the increase which the August conditions indicated was to be expected. The exceptionally good weather has been largely responsible for it. Primarily it has laid a first class foundation for business by raising good crops, and secondly, it has made people feel cheerful and in a mood to loosen up some of their material prosperity instead of hoarding it.

The only dull spot in the trade is in the country districts, where all trade is dull at this time of year because the farmers are too busy harvesting to pay attention to anything else. But when they get those crops in there will be a big trade from them this fall, for the rural brethren have made more money than they have before in a quarter of a century. The up-State quickening already is felt to a mild extent and is constantly expanding.

Max Strasburg, manager of the talking machine department of Grinnell Bros., is just returned from a month's vacation at Charlevoix and is celebrating the twelfth anniversary of his entry into the talking machine business—that is, he is celebrating it by buckling down to work for a lucky thirteenth year. He is one of the pioneer talking machine men of Michigan and has been with Grinnell Bros. ever since he entered the business, expanding it from a small adjunct to the piano business to a department which would make one of the classiest stores in Detroit all by itself. Grinnell Bros.' new Monroe avenue branch is doing better than the highest anticipations of Mr. Strasburg when it was established.

The Detroit branch of the Columbia Phonograph Co. is getting more and bigger orders from city and State dealers than ever before, which makes the outlook for the fall and winter season the rosiest. Manager Johns has some big deals lined up for new city agencies. He is not ready to give the details yet. As for small agencies, new ones are added every week.

Manager Johns does not think the Lyric and Ideal will compete with the \$50 Grafonola. On the contrary, it is liable to increase the sale of the latter. The lower priced ones are fine, but the Grafonola is better and to show it to a customer who intends to buy on contract is almost certain to turn the sale in that direction, for it will take only a month or two longer to pay for it. To the man who pays cash the difference in price will seem more material, and to this class the greatest sales of the new machines will be made. That is where the country trade will come in strong, for in the country ninety-nine of every hundred sales of talking machines are for cash.

## Look for This



REGISTERED

MUSIC MASTER

Trade Mark



Solid Wood Not Veneered

## Stamped on Horn Means—

“THE MANUFACTURER'S BEST EFFORT”

“THE BUYER'S BEST JUDGMENT”

These two sentences state the simple truth and explain the

## Music Master's Success

Only the MUSIC MASTER SOLID WOOD HORN sends forth the clear, beautiful, mellow tone-quality, from the simple fact: the fibre of the wood is not glue soaked, and consequently does not close the pores and deaden the Timber (musically speaking) which practically takes place on two or three ply Veneer Horns.

If your Jobber cannot supply you, we will send you sample lot of horns for demonstration.

*Every Horn Guaranteed*

**SHEIP & VANDEGRIFT, Inc.**

PHILADELPHIA, PA.

The Columbia Co. have entered seven new counties in the course of the summer campaign. E. A. Girardin is the cause. He is the man who establishes the up-State agencies and takes the orders. S. E. Lind does the same sort of work in the city. Most of the stores are exclusive Columbia agencies and carry full lines of instruments and records.

The increasing demand for the United States indestructible records is a feature of the Doran Co.'s trade. The increase is on its merits, for no particular advertising campaign in behalf of these records is being made. A satisfied customer makes another one—that is all. The last shipment of United States records received by the Doran Co. are the best in tone and quality they ever had.

### A HANDSOME STORE.

F. G. Loeffler, Union Hill, N. J., has finished his new store—one of the handsomest in the State—and is doing a fine business. As a souvenir he remembers the ladies—his best and most stead-

fast customers—with what he calls a “Midget Puff.” This is of oxidized silver, with a chain attached and all the trimmings for instant use when away from home. While Fred is selling lots of Victor goods, at the same time his Edison trade is good and strong.

### TAKE ON VICTOR LINE.

Cleveland Store of W. F. Frederick Piano Co. to Carry Complete Assortment of Machines and Records.

The W. F. Frederick Piano Co.'s branch in Cleveland, O., have secured the agency for the Victor talking machine line, and contracts have been let for the erection of a series of sound-proof demonstration rooms on the ground floor of the store. Norman Cook, manager of the department, and G. W. Watkins, the branch manager, states that a full line of Victor machines and records will always be kept on hand.

To those dealers who think it well to carry other lines with Columbia, we always say go ahead. We'll take even chances any day of the week. To those dealers who have so far been "shooed" out of adding the Columbia to their other lines, we can only say that they are being jollied out of good money.



8

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

### PACIFIC COAST TRADE NEWS.

**Notable Increase in the Demand for Records Reported—What the Traveling Men Are Doing—Open Dictaphone School in Columbia Store—Changes in Sales Staffs—George S. Umholtz Buys Out the Talking Machine Stock of the Brown Music Co., Riverside, Cal.—W. W. Griggs Will Open Talking Machine Department—Le Roy Has Edison Agency in San Bernardino—Other Items.**

(Special to The Talking Machine World.)

San Francisco, Aug. 30, 1911.

James J. Black, manager of the talking machine department of the Wiley B. Allen Co., says that, beginning with the opening of the schools in San Francisco business in his department has been steadily increasing, though the principal feature at present is the demand for records. Mr. Black is confident of a heavy retail business, in both city and outside stores, during the fall and holiday season, and is now making arrangements to keep a large stock on hand throughout the season. One of the company's traveling men, F. P. Corcoran, has just returned from a visit to the Sacramento valley, where he found an unusual amount of business for the end of summer. Mr. Corcoran will leave shortly for an extended visit to the northwest. Lawrence K. Wilson, who has been spending some months in the Hawaiian Islands and the Orient, has been meeting with considerable success with the company's lines. He will leave on his return trip, arriving in this city late in September.

Walter S. Gray, Pacific coast manager of the Columbia Phonograph Co., reports that the month of August will approach the best month's record for this year so far and speaks most optimistically of the outlook for the fall trade. The San Francisco office of this company has just received the Ideal hornless machines, which is expected to prove as fine a seller as the Favorite, the fifty-dollar machine. The local office is now conducting a Dictaphone school for the benefit of stenographers who wish instruction in the use of this machine, which is now used in many offices on the coast. Mr. Gray says that more and more firms are requiring their stenographers to use the Dictaphone and that the school, though unadvertised, is being sought out by many of the progressive stenographers in this city. He feels that the new institution will grow and serve in a very satisfactory way the increasing need of stenographers. Some changes of note in the local Columbia force have recently been made. C. J. Moore, a former Kansas City Columbia man, who has been affiliated with this company for ten years, has been placed in charge of the out-of-town business from the city office; Fred L. Engelmeyer, who has for some time been in charge of the retail department in the Kohler & Chase building on O'Farrell street, has been given charge of the inside city business, his former place being taken by the well-known Columbia man, C. W. Wortley, who comes from Portland. Mr. Wortley has spent some years with the Columbia Company

and has traveled practically all over the world with their machines. He has just arrived in this city and is busy getting his bearings in the retail department. The San Francisco office received a visit this month from William A. Hurst, of the Wolverine Manufacturing Co., of Detroit, Mich. Mr. Hurst was the designer of the library table used for the Grafonola Regent and Grafonola Regent Jr. Mr. Hurst leaves shortly for the Northwest, where he will spend some time visiting the trade. Mr. Gray will also leave shortly for the Northwest, where he will meet George W. Lyle, vice-president and general manager of the Columbia Phonograph Co., who will travel in that territory with Mr. Gray for some weeks.

Peter Bacigalupi & Sons, the well-known talking machine firm, have been making some good sales of late with the Edison Business Phonograph. Outfits have been recently sold to the Pacific States Electric Co. and to the Southern Pacific Railroad.

Arthur Geissler, the popular Chicago talking machine man, who has been touring in the West with Mrs. Geissler, has left by way of the Northwest for his home.

S. E. Babson, of Babson Brothers, is again in the Post street store of this company after a prolonged stay in Chicago. Mr. Babson notes an increasing demand for the British Amberol records, and large orders for this class of records are being placed for the fall business. The firm's country business is of very encouraging nature, and with the advent of the new design hornless machine he believes that city business will undoubtedly go considerably ahead of that of last year.

The stock of talking machines and records of the J. B. Brown Music Company, of Riverside, Cal., has been bought by George S. Umholtz, who was formerly with the Riverside Music Co. The piano and player-piano business has been taken over by H. W. Hawes, who will conduct the business jointly with Mr. Umholtz.

W. E. Morton, one of the talking machine men of Sherman, Clay & Co., is in the city for a short time between trips, having returned from a successful tour of the California territory. A large number of good orders for Victor goods was taken by Mr. Morton, who found dealers ready to place orders early this season after having been disappointed in getting goods ordered later in former years. The newer models of the Victrola are being received with favor in the out-of-town districts.

The Schubert Piano Co.'s local branch, which is in charge of W. W. Griggs, a former Chicago piano man, will undoubtedly put in a talking machine department early this fall, the line to be favored probably being the Keen-o-phone. Mr. Griggs has been in the city only a short time and looks forward to building up a large business in several branches of the music trade, and expects to push the talking machine line with good results.

W. A. Voltz, general sales agent for the Edison Company, has returned from the San Joaquin valley section, where several large orders were

booked from new dealers for new stock.

C. E. Le Roy, of San Bernardino, Cal., has just been given the exclusive agency in that city for the Edison phonographs, and has laid in a very large stock of phonographs and records. The new store is located at 466 Third street.

The Muller Music Co., of Klamath Falls, Ore., will soon be located in its new store at Main and Eighth streets. Talking machines only are carried by this firm, which handles the Edison lines. A large order for the new disc machine has recently been placed with the eastern office.

### IN THE SOUTH AMERICAN FIELD.

Chas. F. Lightner in Buenos Aires and Theo. F. Ferry in Mexico Pushing the Victor Line Among Our Southern Neighbors.

Chas. Ferree Lightner, who came home a year ago to get a full breath of fresh air, is now at his post in Buenos Ayres, Argentina, S. A. He has a competent corps of travelers, who visit every point of importance from the canal zone to Puerta Arenas in the Straits of Magellan, carrying the Victor flag to the front. Mr. Lightner's business in the Southern Continent has gone ahead by leaps and bounds.

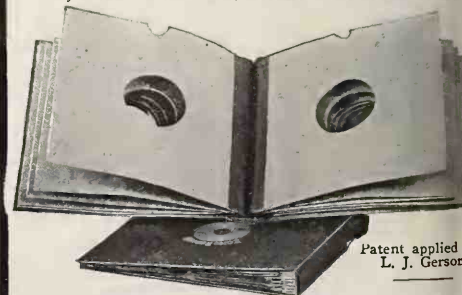
Theo. F. Ferry, who traveled the west coast of South America a number of years for the Victor Talking Machine Co., Camden, N. J., has just gone back to his new territory in Mexico, conditions having quieted down to a strict business basis again. The followers of Madero, Gen. Reyes and other possible candidates for the presidency, are in the market once more for machines and records for entertainment purposes in their mountain fastnesses. The Mexicans have a pronounced leaning toward the beauties and attractions of the talking machine.

**BE UP-TO-DATE!**

Dealers have you stocked up on

**Echo Record Albums?**

Every one sold sells two more. EVERYBODY LIKES THEM.



Get a 1911 Album Booklet. The Latest style Echo Albums hold both single and double-faced records. Pages indexed 1 to 16. Index in front. Echo Albums fit all record cabinets after slats are removed. Also, can be substituted for old-style filing case in Victrolas. If your jobbers do not carry Echo Albums, write to us for net prices to Talking Machine Dealers.

**ECHO ALBUM COMPANY**  
926 Cherry Street, Philadelphia, Pa.

**LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS**

(Specially Prepared for The Talking Machine World.)  
Washington, D. C., Sept. 8, 1911.

**ARRANGEMENTS FOR CONTINUOUS PHONOGRAPH RENDERINGS.** Maurice Couade, Laon, France. Patent No. 999,097.

This invention relates to an arrangement whereby may be obtained the continuous rendering or reproduction of a piece of music or the like recorded on several successive discs or cylinders. This arrangement also enables one to effect as desired with absolute certainty and without jerks, the starting and the stopping of the gramophone or phonographic rendering of a piece, at any desired point in this piece and at a predetermined moment.

Means for carrying out the present invention are shown by way of example upon the annexed drawings, in which:—Figure 1 is a longitudinal section, and Fig. 2 is a section on line 1—1 of Fig. 1. Fig. 3 shows an example of the arrangement applied to a cylinder apparatus.

**MOLDING MACHINE FOR CYLINDRICAL PHONOGRAMS.** Brian F. Philpot, Brooklyn, N. Y. Patent No. 99,183.

This invention relates to improvements in machines or molding presses for turning in the ends of tubes or cylinders used in making phonograms in accordance with the process disclosed in application Ser. No. 543,529 filed February 12, 1910.

The object is the production of a press which will support the extremely thin walls of the tube and smoothly turn the ends in between the dies which are maintained at a predetermined distance apart while the molding operation is being carried on.

In the drawing Figure 1 is a view of the complete machine; Fig. 2 is a sectional view of the tube holder and molding cap or die, and Fig. 3 shows the end of the tube after it has been turned in.

**PHONOGRAPH.** Charles O. Haycs, Locust Corner, O. Patent No. 999,645.

The invention relates to attachments for phonographs by means of which both disc and cylinder records can be used on cylinder machines. By the use of these devices both styles of records can be played with equal convenience and very little time is required to make the change when the alternate style is desired.

The playing of disc records is accomplished by the use of a jointed bracket which is adapted to support a disc turn-table, suitable gearing to im-

part motion from the phonograph driving mechanism to the turn-table and a disc record reproducer which can readily be interchanged with the cylinder record reproducer. But, when cylinder records are to be used, the turn-table is removed and the jointed bracket is folded back out of the way.

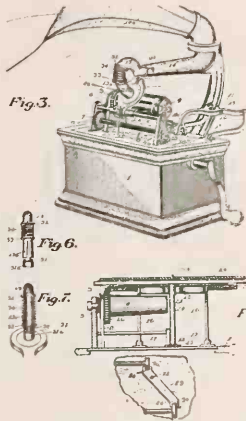


Figure 1 is a front view of a cylinder phonograph, showing the devices in use with a disc record; Fig. 2, an end view of the same, showing the jointed bracket in its prone position in dotted lines; Fig. 3, a perspective view showing the machine in use with a cylinder record; Fig. 4, a section on line 4—4; Fig. 5, a top view of a portion of the base

of the phonograph; Fig. 6, a view of the goose-neck, showing the split tube, forming part thereof, in the position to withdraw the reproducer; and Fig. 7, a similar view, with parts broken away, showing the goose-neck connected to the reproducer.

**AMPLIFYING HORN FOR TALKING MACHINES.** Robt. A. Boswell, Washington, D. C. Patent No. 999,954.

The invention about to be set forth and claimed belongs to the art of acoustics, and it particularly pertains to a new and useful sound conveying tube having a compound curved tubular member arranged at a point between the free ends thereof, and adapted for use upon talking machines and the like.

The novel principle of this invention is to support the arm and horn in the compound curved tubular member, in order to have free movements, whereby the stylus of the sound box may accommodate itself to the sound waves, or annular indentures of the record.

A further feature of the invention is to so connect and support the arm and the horn of this particular form as to allow the arm to be readily lifted from the record, in order to dispose it slightly to one side thereof, or to raise the horn vertically. When the horn is raised, the same is easily and readily supported within a portion of the compound curved tubular member by friction. It is also understood that the arm may be supported in the member by friction. The horn, as shown in Fig. 2, may be so arranged as to swing laterally, as well as vertically, but, as shown in Fig. 1, the lateral movement of the horn is dispensed with.

In the exposition of this specification, a particular design of machine is adhered to but the invention is not to be confined to this special design. Its reduction to practice may require certain changes and alterations which the right is claimed to make.

The sound conveying tube proper only consists

of three parts, and so supported, as above stated, as to perform all the necessary functions required upon a talking machine.

Figure 1 is a side elevation of a talking machine, showing an amplifying horn applied thereto, and provided with the compound curved tubular member, for the support of the free moving parts of the horn.

Figure 2 is a vertical sectional view through the compound curved tubular member, which is shown in Fig. 1, with the exception that the members 29 and 30 are eliminated.

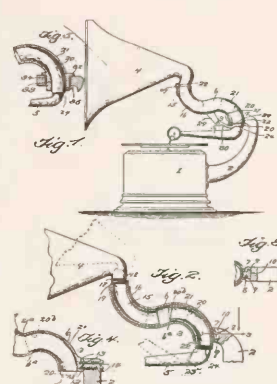
Figure 3 is a sectional view on line 3—3 of Fig. 2, disclosing the connection between the compound curved member and its support.

Figure 4 is a detail sectional view, showing a portion of the compound curved tubular member, connected to its support by means of screws.

Figure 5 is a detail sectional view of a modified form of the mounting of either the compound member 6 or the curved member 21.

**MECHANICAL MOVEMENT.** Herman Wolke, Orange, N. J., assignor by mesne assignments to Theo. A. Edison, Ind., West Orange, N. J. Patent No. 999,937.

This invention relates to means for imparting a progressive movement to the carriage which carries the reproducer or recorder of a phonograph whereby the same is fed transversely with respect to the direction of movement of the surface of the record and the stylus traces upon the same a spiral path. In devices of this character it has been the usual practice heretofore to provide a feed screw cut with a very fine thread, such as 100 threads to the inch, and to secure to the carriage a spring arm provided with a nut for engagement with said screw, thereby feeding the carriage forward a distance .01 inch for each revolution of the feed screw. It has sometimes seemed desirable to feed the carriage at a slower rate of speed than this, but for mechanical reasons the production and operation of a screw of finer pitch than that referred to is practically impossible. According to this invention, however, it is possible to obtain a very low rate of travel for the carriage, such, for example, as would be produced by a feed screw having 200 threads to the inch and operating in the manner described, without, however, using a screw of any finer pitch than is now used, and, in fact, if desired, the pitch of the feed screw may be increased very considerably and at the same time the rate of feed decreased. This result is accomplished by substituting for the feed nut referred to, a rotatable screw or threaded wheel, the thread of which is the reverse of that of the feed screw and of a smaller inclination with respect to a vertical plane, as, for instance, when a wheel of greater diameter than the feed screw is threaded with the same pitch. Such a wheel when supported in frictional engagement with the feed screw will be rotated thereby, and

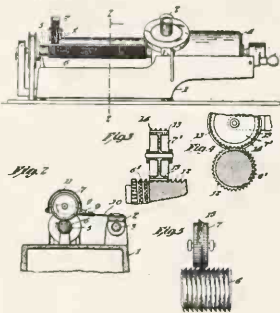


THE BEST TRADE MAKERS ON THE MARKET ARE THE LINE OF  
**ELECTRIC-PLAYERS**  
MADE BY  
**THE ELECTROVA CO., 117-125 Cypress Ave., NEW YORK**

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

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

on account of the inclination of the thread of the feed screw being slightly greater than that of the wheel, the screw will exert a thrust thereon and will cause the same to travel at a rate which is equal to the difference between the inclination of threads, which depends upon the relative diameters of the two parts. For instance, if the wheel be of twice the diameter of the feed screw and both are threaded with a screw of .01 of an inch pitch, each revolution of the feed screw will feed the wheel forward only .005 of an inch. As another example, if the diameter of the feed screw is  $\frac{5}{8}$ -inch and its thread 1-16-inch pitch, and the diameter of the wheel  $\frac{3}{4}$  inch and pitch 1-16 inch, each revolution of the feed screw will feed the wheel forward 1-96 inch; or if the threads on these members are 1-32-inch pitch, the feed for each revolution will be 1-192 inch. This invention may be properly termed a differential feed, because the forward movement is equal to the difference in the inclination of the threads and



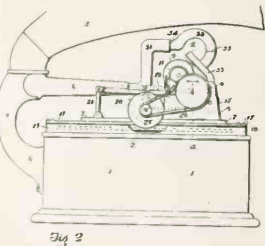
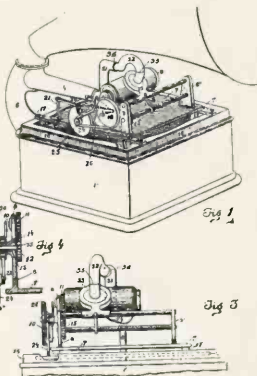
may be calculated (when both screws are of the same pitch) by subtracting from the pitch of the feed screw the product of the pitch multiplied by a fraction whose numerator is the diameter of the feed screw and whose denominator is the diameter of the other screw.

Referring to the accompanying drawings, Fig. 1 is a front elevation of a phonograph provided with a feed device constructed in accordance with the invention; Fig. 2 is a section on line 2-2 of Fig. 1; Fig. 3 is a front elevation, largely in section, of a modified structure; Fig. 4 is a side elevation partly in section, of the device of Fig. 3, and Fig. 5 is a front elevation of a second modification.

PHONOGRAPH. Charles O. Hayes, Locust Corner, O. Patent No. 999,646.

The invention relates to the combination of a mandrel mechanism with the operating mechanism of a disc-record phonograph, to the effect that the mandrel mechanism of any ordinary type of phonograph for the use of cylinder records can be used in connection with the cabinet and operating mechanism of any ordinary type of disc-record phonographs. This general object is accomplished by mounting the mandrel mechanism on a suitable frame adapted to rest on the cabinet of the disc machine around the turn table thereof, and by gearing with the mandrel mechanism a friction wheel adapted to travel on the turn table and to be rotated by the same to actuate the mandrel mechanism.

Fig. 1 is a perspective view showing a mandrel mechanism mounted on the cabinet of a disc-record phonograph; Fig. 2, an end elevation of the same; Fig. 3, a front elevation of part of the same; Fig. 4, a frag-



mentary section on line 4-4, Fig. 2; and Fig. 5, a detached perspective view of the compensating levers.

ATTACHMENT FOR TALKING MACHINES. Edward Thomas Condon, Jr., Morristown, N. J. Patent No. 1,000,582.

This invention relates to attachments for talking machines, and particularly to talking machines employing a rotating record disc. It has for its object to automatically stop the rotation of the disc as well as to disengage the needle from said disc when the end of the record has been reached; also, to provide extremely simple means to accomplish this result and which may readily be attached to apparatus already in use, no change in the same being required.

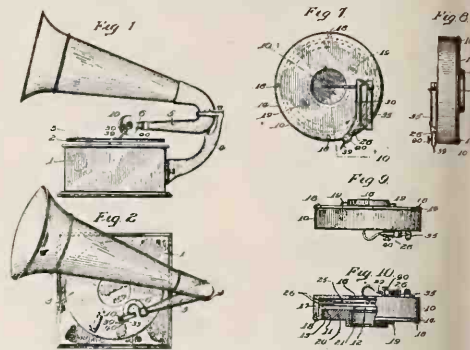
Various attachments have been devised to automatically stop the rotation of the disc, but all these devices throw the action upon the needle itself, or do not disengage the needle from the record or other surface. The diaphragm, which is very delicate and a most important part of the apparatus, is thus exposed to serious damage, and all movements of the needle will be reproduced to the annoyance of the listeners. With this attachment, however, the needle is at once disengaged from the record disc as soon as the end of the piece is reached, and the motion of the said record disc arrested. The attachment, also, is suited for any existing machine of the disc-record type without requiring the slightest change in same, and is readily removed if not required.

Fig. 1 is a plan view showing device attached. Fig. 2 is a side elevation. Fig. 3 is a detail view showing the attachment of the locking plate. Figs. 4 and 5 are side and front elevations respectively, illustrating the locking plate in locked position and the needle disengaged.

SOUND-BOX FOR TALKING MACHINES. John C. English, Camden, N. J., assignor to the Victor Talking Machine Co., same place. Patent No. 1,001,004.

The main objects of this invention are to provide sound-box having a stylus bar mounted to oscillate upon an axis perpendicular to the face of

the record when the bar is in operative position; to provide an improved sound-box in which the diaphragm may be removed from the box without



disconnecting the stylus bar from its mounting; to provide an improved stylus bar and mounting therefor; and also to provide other improvements.

In the drawings, Fig. 1 is a side elevation of a talking machine constructed in accordance with this invention; Fig. 2 a top plan view of the same with the amplifier shifted; Fig. 3 a front elevation of a sound-box constructed in accordance with this invention; Fig. 4 a side elevation of the same; Fig. 5 a top plan view; and Fig. 6 a bottom plan view of the same, partially in section on the line 6-6 of Fig. 3; Fig. 7 a modified form of the sound-box of this invention; Figs. 8, 9 and 10 are respectively a side elevation, a top plan view, and a bottom plan view partly in section, on line 10-10 of Fig. 7 of the same.

Max Mandel, of the Guarantee Phonograph Co., Brooklyn, N. Y., requests The World to state that he has no connection with any other dealer in New York City or elsewhere.

Being "strictly business" is all right in some cases, but the customer generally appreciates a little friendliness on the side.

# When in need of Talking Machine Needles

go to

**FR. REINGRUBER**  
Schwabach, Bavaria

who manufactures every kind,  
without exception, at prices  
that will surprise you, and of  
the Best Quality only.

RECORD BULLETINS FOR OCTOBER, 1911

THOMAS A. EDISON, INC.

EDISON AMBERLON RECORDS.

790 Praise Ye—"Attila".....Bohumir Kryl and His Band  
 791 The Maid of the Mill.....Reed Miller  
 792 I Like the Hat, I Like the Dress.....Edward M. Favor and Chorus  
 793 Dance—Caprice.....Vienna Instrumental Quartet  
 794 You'll Do the Same Thing Over Again.....Billy Murray  
 795 Pinafore Airs—No. 1.....Edison Light Opera Co.  
 796 Down by the Old Mill Stream.....Arthur C. Clough  
 797 Valse Boston.....National Promenade Band  
 798 Bendemeer's Stream.....Elizabeth Spencer  
 799 Lost, Proscribed—"Martha".....Reed Miller and Frank Croxton  
 800 Run Home and Tell Your Mother.....Anna Chandler and Chorus  
 801 A Day in Venice (Suite) No. 1 (a) Dawn; (b) Gondoliers.....American Standard Orchestra  
 802 Light Up Your Face with a Smile.....Walter Van Brunt and Chorus  
 803 When the Roll is Called Up Yonder.....Edison Mixed Quartet  
 804 Dixie Medley.....Fred Van Epps  
 805 Oh, Tiny, Play that Traumerer.....Evan Baldwin  
 806 Hands Up.....Ada Jones and Billy Murray  
 807 The Dwellers in the Western World—No. 2, "The White Man".....Sousa's Band  
 808 I'll Remember You, Love, in My Prayers.....Will Oakland and Chorus  
 809 Good-Bye, Sweet Day.....Bessie Volckmann  
 810 Under Southern Skies.....Manuel Romain and Chorus  
 811 Memories of Home.....Venetian Instrumental Trio  
 812 Songs of Harvard.....Knickerbocker Quartet  
 813 Songs of Yale.....Knickerbocker Quartet  
 814 All Alone Medley.....New York Military Band

EDISON STANDARD RECORDS.

10516 Unser Kaiserhaus March.....U. S. Marine Band  
 10517 "Wanted! A Harp Like the Angels Play".....Anna Chandler  
 10518 I Want Everyone to Love Me.....Anna Chandler  
 10519 Down in Sunshine Valley.....Manuel Romain  
 10520 In Vienna—Serenade.....Vienna Instrumental Quartet

VICTOR TALKING MACHINE CO.

No.	Victor Light Opera Co.	Size
31838	Gems from "The Country Girl".....Ross Monckton Charles Schuetze, Harpist	12
5860	The Last Rose of Summer (Arr. Mr. Schuetze) Charles Gilbert Spross, Pianist.	10
31840	Song of the Sea (Tone Poem).....Harriet Ware Arthur Pryor's Band.	12
31841	Reminiscences of Tchaikovsky.....Tchaikowsky Lyric Quartet.	12
31842	Blue Danube Waltz—Greetings to Spring.....Strauss DOUBLE-FACED RECORDS.	12
16882	The Watch on the Rhine (Die Wacht am Rhein) (Wilhelm). In English.....Reinald Werrenrath Santa Lucia (Neapolitan Folk Song).....Reed Miller 16889	10
16889	I Love to Tell the Story—Gospel Hymn (Hank- key-Fischer).....Trinity Choir The King's Business—Gospel Hymn (Cassel)..... Trinity Choir	10
16890	The Village Barber—Descriptive Specialty (Port- er) (Banjo by Van Eps).....Porter-Harlan How Columbus Discovered America—Comie Spe- cialty.....Murry K. Hill	10
16893	Cradle Song (Wiegeliied) (Brahms)..... Elizabeth Wheeler	10
	Dry Yo' Eyes (Landsberg).....Marguerite Dunlap	10
16894	Go Back—Comic Song (Williams Van Alstyne) Gene Greene	10
	Dublin Daisies (Wenrich).....Gene Greene	10
16895	Done What You To Me To Do.....Fisk University Quartet	10
	I Know the Lord Laid His Hands on Me..... Fisk University Quartet	10
16904	Mandy Lou (Allen).....Peerless Quartet	10

That Was Before I Met You (Bryan-Meyer).....  
Walter Van Brunt

16905 Prussian Tattoo (Godfrey).....Pryor's Band  
Intermezzo Russe (Franke) Xylophone.....W. H. Reitz

16906 Laying Time (Wesley-Lodge).....  
"That Girl" Quartet

I'm Just Pining for You (Williams-Van Alstyne).....  
Walter Van Brunt

16907 The Owl in the Old Oak Tree (Murphy-Burt)  
Van Brunt-Bieling

63265 Save Up Your Kisses for a Rainy Day (Duncan-  
Hoschna).....Stevenson-Burr

16911 Good-Bye, Old Gal (For the Last Time) (Brown-  
A. Von Tizer).....Collins-Harlan

I Like the Hat, I Like the Dress and I Like the  
Girl That's In It (Bryan-Henry).....  
Byron G. Harlan

35197 The Georgia Minstrels, No. 19.....  
Victor Minstrel Co.

Minstrel Scene "At the Telephone".....Peerless Quartet

35198 L'Arlesienne Prelude—Suite No. 1 (Bizet).....  
Pryor's Band

Cleopatra—Triumphal March (Mancinelli).....  
Pryor's Band

16912 Hamlet's Soliloquy (Shakespeare) Recitation.....  
Frank Burbeck

The Fall of Wolsey (Shakespeare) Recitation.....  
Frank Burbeck

16913 An Old Sweetheart of Mine—Recitation (James  
Whitcomb Riley).....Frank Burbeck

The Knight's Toast—Recitation.....Frank Burbeck

PURPLE LABEL RECORDS.

Frank La Forge, Pianist.

70045 Nocturne in D♭. (Op. 27, No. 2).....Chopin  
Victor Herbert's Orchestra.

60054 Yesterthoughts (Opus 37).....Herbert

70050 Marche Slay.....Tschaiakowsky

George M. Cohan, Comedian.

60052 The Small Town Gal, from "Fifty Miles from  
Boston".....Cohan

Lucy Isabelle Marsh, Soprano.

70051 Summer—Waltz air ("L'Éte").....Chaminade  
NEW RED SEAL RECORDS.

Daniel Beddoe, Tenor.

7424 Der Freischütz—Durch die Walder (Thro' the  
Forest) In English.....Weber  
Jeanne Gerville-Keache, Contralto.

88317 Paul et Virginie—Air du Tigre (Song of the  
Tiger) In French.....Victor Massé  
Louisa Tetraxini, Soprano.

88318 Perle du Bresil—Charmant Oiseau (Thou Brill-  
iant Bird) In French.....David  
George Hamlin, Tenor.

74248 Lolita—Spanish Serenade (English). Buzzi-Paccia  
Alma Gluck, Soprano.

64209 Song of the Shepherd Lehl, from Siegurotchka  
"The Snow Maiden." In English.....Rimsky-Korsakoff

74249 Rossignol Amoureux Nightingale's Passion  
Song, from "Ilppolyte et Aricie" In French.  
Rameau  
Otto Goritz, Baritone.

64203 Das Rheingold—Bin ich nun frei? (Am I now  
free?) In German.....Wagner  
G. Mario Sammarco, Baritone.

88315 Rigoletto—Cartigiani, vil razza dannata (Vile  
Race of Courtiers). In Italian.....Verdi  
Nicola Zerola, Tenor.

64206 Pagliacci—Un tal gioco—Act I. (Such a Game).  
In Italian.....Leoncavallo

74247 Pagliacci—No, Pagliacci, non son! (No, Pun-  
chinello, No More!). In Italian.....Leoncavallo  
Riccardo Martin, Tenor.

88316 Le Cid—O Souverain (The Prayer) In Italian.  
Massenet

Mischa Elman, Violinist.

64201 Rigaudon.....Monsigny

GERMAN, BOHEMIAN, POLISH AND ITALIAN  
RECORDS.

Ceské Platne, (Bohemian Records).

63328 Kytice Smis nar, pismi (Kritinsky).....  
Kalaosovo Pevecké Kvarteto

Dra Pijáci—Kuplet (Drinking Song) (Frankel)  
Cesko Americká Kapela se zpevem

63329 Hanicka (J. Rozkosny) Kalaosovo Pevecké Kvarteto  
Figuranda (J. Hartl).....Cesko Americká Kapela se zpevem

63330 Ceské tance (Hynek Palla).....  
Kalaosovo Pevecké Kvarteto

Pepicka Polka—Kuplet (Zamilovary Kuchar).....  
Cesko Americká Kapela se zpevem

16901 Ausztria, Ezred Kürtös, Walezer (Austrian  
Army Bugle Calls—Waltz) (Tlusty).....  
Arthur Pryor's Band

Na Belvederu Pochod (On the Belvidere—Two-  
Step).....Arthur Pryor's Band

63265 Probers Enier und werd' nicht nervas (Carl  
Wappaus).....Oscar Stolberg

Frauen-Berufe (Reutter).....Oscar Stolberg

68288 Vom Nordpol zurück (Reutter).....Oscar Stolberg

Kli Kila Klatscherer (Karl Marstadt).....  
Oscar Stolberg

Polskie Rekordy (Polish Records).

63305 (1) A to mi sie zdrazilo! (Oh, What Happened  
to Me) (2) Kuzynek (My Wife's Cousin) (M.  
Rodoc).....Karol Wachtel

Rozmwa pianego z Ksiezycem (Comic dialogue  
between a drunkard and the moon) (Za-  
górski).....Karol Wachtel

63306 Glowa (Our Brain's Worth) (Konarski).....  
Karol Wachtel

Jakgdzie Kochaja? (International Love) (Krum-  
lowski-Wachtel).....Karol Wachtel

63307 Zakochany Ko-Ko (Z operetki "Mikado") (Ko-Ko  
song from "Mikado") (Sullivan) Karol Wachtel

Król Wierzów (Z operetki "Kralowka Cyganski")  
("King of the Swine" from "Gypsy Baron")  
(Offenbach).....Karol Wachtel

Dischi Italiani (Italian Records).

16899 Funiculi-Funicula (Denza) Vassella's Italian Band  
O Sole mio (Di Capua).....Michele Rinaldi

16900 Maria, Mari (Di Capua).....Vassella's Italian Band  
Addio Napoli (Farwell to Naples March) (As-  
colese).....Vassella's Italian Band

COLUMBIA PHONOGRAPH CO.

A5311 Stabat Mater—Quis est il homo (Power Eternal)  
—Rossini. Alto and Soprano Duet sung in  
Latin, orch. accomp.....

Stabat Mater—Fae us Portem (Let Will Sing of  
Thy Great Mercy)—Rossini. Contralto Solo  
sung in Latin, orch. accomp.....Margaret Keyes

A5312 The Bohemian Girl—Then You'll Remember Me.  
—Balfe. Tenor Solo, orch. accomp.....Reed Miller

Maritana—Scenes That Are Brightest—Wallace.  
Soprano Solo, orch. accomp.....Charles W. Harrison

A5313 Maritana—There is a Flower that Bloometh—  
Wallace. Tenor Solo, orch. accomp.....  
Charles W. Harrison

Mignen—In Her Simplicity (Ah, non credevi tu)  
—Thomas. Tenor Solo, orch. accomp.....  
Charles W. Harrison

A5314 H. M. S. Pinafore—Vocal Gems—Sullivan.  
Operatic Selection, orch. accomp.....  
Columbia Light Opera Co.

H. M. S. Pinafore—Selections—Sullivan, Prin-  
ce's Orchestra

10-INCH DOUBLE-DISC RECORDS.

A1036 Old Time Street Fairs—S. C. Porter. Descrip-  
tive Record, Banjo accomp.....  
Steve Porter and Byron G. Harlan

Congressman Filkin's Home-Coming—S. C. Por-  
ter. Descriptive Record, orch. accomp.....  
Byron G. Harlan

A1037 Song Without Words—P. Tschaiakowsky.....  
Prince's Orchestra

The Broken Melody—Auguste van Biene.....  
Prince's Orchestra

A1038 High Society March—Porter Steele.....  
Prince's Military Band

Under a Peaceful Sky—March—Franz Von Blon  
Prince's Military Band

A1039 When I'm Alone, I'm Lonesome—Snyder. So-  
prano Solo, orch. accomp.....Adeline Francis

Take a Look at Me Now—H. Von Tilzer. So-  
prano Solo, orch. accomp.....Adeline Francis

A1040 Ave Maria—Gounod. Accordion Solo.....Guido Deiro

Il Trovatore—Miserere—Verdi. Accordion Solo.  
Guido Deiro

A1041 American Patrol—Meacham.....  
Brown Brothers Saxophone Quintet

The Bullfrog and the Coon—Medley.....  
Brown Brothers Saxophone Quintet

A1042 He's Coming Back—Snyder. Contralto Solo,  
orch. accomp.....Blossom Seelye

Run Home and Tell Your Mother. Soprano  
Solo, with quartet chorus, orch. accomp.....  
Molly Ames and Columbia Quartet

A1043 I Love the Girls from A to Z—Howard. Tenor  
Solo, orch. accomp.....Frederick V. Bowers

Jimmy Valentine—Edwards. Vocal quartet, male  
voices, orch. accomp.....Columbia Quartet

A1044 Chicken Reel—Jos. M. Daly. Baritone Solo,  
orch. accomp.....Arthur Collins

You'll Do the Same Thing Over Again—Gumble.  
Tenor Solo, orch. accomp.....Walter Van Brunt

A1045 Don't Blame Me for Lovin' You—Chas. K.  
Harris. Vocal quartet, male voices, orch. ac-  
comp.....Columbia Quartet

Mandy Lou—Thos. S. Allen. Vocal quartet,  
male voices, orch. accomp.....Columbia Quartet

A1046 When You Kiss an Italian Girl—Berlin. Bari-  
tone Solo, orch. accomp.....Maurice Burkhardt

Stay in Italy—Berlin. Baritone Solo, orch. ac-  
comp.....Bob Roberts

12-INCH DOUBLE-DISC RECORDS.

A5315 Just fer To-day—Jane Bingham Abbott. Con-  
tralto Solo, organ and violin accomp.....  
Mrs. A. Stewart Holt

Will There Be Any Stars in My Crown?  
(Sacred)—Sweeney. Baritone and Tenor Duet,  
orch. accomp.....J. P. Harrison and H. Anthony

A5316 A Soldier's Song—Waltz (Soldaten Lieder—  
Valses)—Joseph Gungl.....Prince's Orchestra

Dream on the Ocean—Waltz—Joseph Gungl.....  
Prince's Orchestra

A5317 Second Polonaise in E major—Franz Liszt.....  
Prince's Military Band

Queen of Sheba (La Reine de Saba)—March  
and Finale—Gounod.....Prince's Band

SYMPHONY SERIE.  
Records by Lydia Lipkowska.

Double

A5294 Romeo et Juliette (Gounod). Valse—"Je veux  
vivre dans le reve" (Waltz song—"In fairy  
dreams I'd live") In French, with orch.  
"Lipkowska Waltz" (Troilin). In Russian, 30723  
with orchestra.

A5295 Lucia di Lammermoor (Donizetti) Mad Scene 30717  
"Ardon gl'incensi" (Torches flaming  
tapers). In Italian, with orchestra. Flute  
obligato by Marshall P. Lufsky.

Rigoletto (Verdi) "Caro Nome" (Dearest 30712  
name). In Italian, with orchestra

CONCERT NUMBERS

A5296 Rigoletto (Verdi) Figha!—Mio Padre! (My 30628

GET READY TO BUILD YOUR  
OWN TALKING MACHINES

CONTROL YOUR OWN DESIGN  
INCREASE YOUR PROFITS  
SPRING MOTORS  
TURN TABLES  
TONE ARMS  
SOUND BOXES  
ORIGINAL CONSTRUCTIONS FOR INSIDE  
AND OUTSIDE HORN TYPES

LET US QUOTE YOU PRICES

MERMOD & COMPANY  
25 West 35th Street New York City

- daughter! Father!) Soprano and baritone duet in Italian by Lydia Lipkowska and George Baklanoff, with orchestra. 30719
- La Traviata (Verdi) "Pura siccome un angelo" (Fair as an angel). Soprano and baritone duet in Italian, by Lydia Lipkowska and Ramon Blanchart, with orchestra. A5297
- Don Giovanni (Mozart) "La ci darem la mano" (Now hand in hand we'll go). Soprano and baritone duet in Italian, by Lydia Lipkowska and Ramon Blanchart, with orch. II
- Barbieri di Siviglia (Rossini) "Dunque io son" (Then 'tis I you mean). Soprano and baritone duet in Italian by Lydia Lipkowska and Ramon Blanchart, with orchestra.

**U. S. PHONOGRAPH CO.**

- FOUR-MINUTE RECORDS IN ENGLISH.**
- 1289 The Forge in the Forest (Idyll). U. S. Military Band
  - 1253 Think It Over, Mary. Will Oakland
  - 1311 Sweet Swanee Sue (March Song). Thompson & Coombs
  - 1339 Medley of Irish Jigs (Accordion Solo). J. J. Kimmel
  - 1279 The Trumpeter. Reinald Werrenrath
  - 1344 Oh, You Pease. Ada Jones
  - 1341 Believe Me, If All Those Endearing Young Charms, with variations (Piccolo solo with orchestra). Frank Mazzietta
  - 1333 Woodman, Woodman, Spare That Tree. A. Collins
  - 1334 Love's Old Sweet Song. Mme. Roma Devonne
  - Accomp. by violin, flute, cello and piano.
  - 1327 Pearl of the Harem, and Indian Summer (Banjo solo with piano accomp.). Van Epps & Benzler
  - 1323 Tarry With Me (Sacred Duet). Anthony & Harrison
  - 1322 The Maid of the Mill. Reed Miller
  - 1292 Danube Waves Waltz. U. S. Symphony Orchestra
  - 1300 Pedotin Love Song. Allen Hinckley
  - 1345 Waiting Down by the Mississippi Shore. Burr and Campbell
  - 1340 Sourkraut is Bully, and Hush A-Bye Baby. George P. Watson
  - 1302 Answer (Ballad). Bohumir Kryl, Soloist
  - With band accompaniment.
  - 1137 My Uncle's Farm. Golden and Hughes
  - 1332 At the Telephone (Descriptive). Peerless Quartet
  - Orchestra accompaniment.
  - 1290 The Liberty Bell and High School Cadets—Marches. U. S. Military Band

**TWO-MINUTE RECORDS IN ENGLISH.**

    - 402 The Ring (Darovalai mi pstrynek). Bohumir Kryl, soloist, bank accomp.
    - 404 The Harbor of Love. Geo. W. Ballard
    - 405 That Dreamy Italian Waltz. Miss Ruth Thorp
    - 406 At Parting. Mme. Roma Devonne
    - 408 The Bull Frog and Coon Medley. Fire Brown Brothers (Saxophone Quintet).
    - 417 Medley of Irish Reels (Accordion Solo). J. J. Kimmel

**FOREIGN FOUR-MINUTE RECORDS.**

    - German.
    - 21251 Der Erlkonig. Louise Barnold
    - Swedish.
    - 21572 Forbjuden—Musik. Arvid Asplund
    - 21573 Vin Karlek Och Sang. Arvid Asplund
    - 21574 Kung Heimer Och Aslog. Arvid Asplund
    - (Piano accompaniment.)

**FOREIGN TWO-MINUTE RECORDS.**

    - Swedish.
    - 5784 Kossackvisa. Arvid Asplund
    - 5785 Rhenvinets Lof. Arvid Asplund
    - 5786 Du Gamla, Du Fria—Swensk folkvisa. Arvid Asplund

**UNIVERSAL TALKING MACHINE CO.**

- ZON-O-PHONE DOUBLE RECORD DISCS.**
- 10-inch.
- Zon-o-phone Concert Band.
  - 5785 A—How Fair Thou Art (Wie Schön Bist Du) (Paraphrase). J. Nesvadba
  - B—Austria—March. J. Nowotny
  - 5786 A—Dixieland—Two-Step. Chauncey Haines
  - B—The K. of P. March. Ernest S. Williams
  - Zon-o-phone Orchestra.
  - 5787 A—Emperor (Kaiser)—Waltz. Joh. Strauss
  - B—La Guapa (Marche Andalouse). J. Buisson
  - Vocal Selections with Orchestra Accompaniment. Dorothy Kingsley.
  - 5784 A—Billy (I Always Dream of Bill). Kendis & Paley
  - B—You Want Someone to Love You. Eghert Van Alstyne
  - Arthur Collins.
  - 5788 A—The Oceana Roll. Lucien Denni
  - B—The Mississippi Stoker. Earle C. Jones
  - Ada Jones.
  - 5789 A—Mary Went 'Round and Around and Around (With a Bumpy Umpty Ay!) Fred Fisher
  - B—Whist! The Bogie Man. E. Harrigan & D. Brahan
  - Miscellaneous Vocal Selections with Orch. Accomp.
  - 5790 A—The Harbor of Love (J. F. Harrison). Charlotte Blake

- B—Mr. Moon (Billy Murray). Werner
- 5791 A—My Hula Hula Love (Ada Jones and Walter Van Brun). Percy Wenrich
- B—Mollie Darling (Harry Anthony). Will S. Hays
- 5792 A—My Cavalier (Helen Clark). Feist & Nathan
- B—Oh, For a Day of Spring (Wm. Wheeler). Addison F. Andrews
- 5793 A—Waiting Down by the Mississippi Shore. Dave Reed, Jr.
- Al Campbell and Henry Burr.
- B—My Marguerite (F. Ethel Smith). Old Standard
- 5794 A—The Country Doctor and the Rubie Patient. Steve Porter
- Steve Porter and Byron G. Harlan.
- B—I'll Be With You Honey in the Honeysuckle Time. Oliver Fields Newman
- W. H. Thompson.
- 5795 A—Run Home and Tell Your Mother (Helen Clark). Irving Berlin
- B—Whoa Bill (Arthur Collins and Byron G. Harlan). H. von Tilzer
- 5796 A—Give Me a Shove, I'm Falling in Love (Al Campbell). James McGavisk
- B—He Was a Pal of Mine (W. H. Thompson). Isidor Witmark
- 5797 A—Pass Me Not, O, Gentle Saviour (Peerless Quartet). W. H. Doane
- B—Come Ye Children, from "The Prodigal Son" (Henry Burr). Arthur Sullivan
- 5798 A—Irish Hearts (Characteristic March—Banjo Solo) (Fred Van Epps). Everett J. Evans
- B—Medley of Reels, No. 4 (Zon-o-phone Orchestra). R. Hall

**WITH THE BALTIMORE TRADE.**

**Business, Present and Prospective, Looks Good—Cohen & Hughes Cleverly Arranged Victor Window—New Columbia Styles Admired—Real Work Supplants Vacations.**

(Special to The Talking Machine World.)

Baltimore, Md., Sept. 9, 1911.

Weather conditions seem to favor the dealers in this city, and the forecasts for a great fall trade, beginning early, will undoubtedly be realized. While the summer as a whole has been an extremely torrid one, the past week has been one of cool weather, despite the fact that it has been accompanied by an unusual amount of rain, and this seems to have stirred up the prospective purchasers. That this condition will prevail right on through the month of September is the belief of all the dealers and, consequently, they are a happy lot. The record business has been very good for the past month, particularly during the last week, when the new list of records have made their entry into the local stores. As is generally the rule at this time of the year, the selections of a lighter vein are the ones most desired, and these have, therefore, had the right of way.

One selection, especially, that stands out more prominent in popularity is "Alexander's Rag Time Band," which is heard in almost every house where there is a talking machine or in the rural sections where these music producers form a great part of the evening's amusement. The dealers have had a splendid demand for this record, but there are many others that are not far behind in the way of sales.

New styles of Victor and Columbia machines have begun to make their appearance in the local stores, and these have been a great source of attraction, both as window displays and settings for the interior of the stores. From the inquiries made

regarding these latest productions in talking machines it would seem as though there will be a healthy demand for them during the coming fall and winter.

One of the big show windows at the Cohen & Hughes store was recently devoted to the display of the entire line of Victrolas, with the new Victrola IX, strongly featured. The display was centered around a model IX. Victrola placed in a baby's cot and labeled, "Just received—another increase in the Victrola family—Baby Victrola for \$50," which attracted much attention. The idea originated with Manager M. Silverstein, who got up the display, and he states that it brought in quite a few customers. Mr. Silverstein, by the way, is back from his vacation, which he spent at Pen Mar in the Blue Ridge Mountains. He reports business becoming brisk, and has every reason to believe that his predictions of great doings during the fall and winter will become a reality. He says that the three new styles of Victrolas have arrived and are proving popular with the customers.

Samples of the new hornless machines being produced by the Columbia Phonograph Co. have also attracted the gaze of Lexington street shoppers whenever they get in the neighborhood of the local branch store of the company. All three styles—the \$25, \$35 and the \$125 Louis XVI. Regent—are arranged in artistic displays, and make a neat appearance. Manager Laurie says that business is beginning to show up well, and that he has had many encouraging inquiries concerning the fall line of goods from the retail dealers throughout the city and surrounding States.

Albert Bowden, manager of the talking machine department of Sanders & Stayman, who handle both the Columbia and Victor lines, has returned from his vacation, which he spent in Atlantic City.

Manager Roberts, of the local store of E. F. Droop & Sons Co., is back on the job after a refreshing two weeks' stay with relatives and friends along the Hudson River. Mr. Roberts looks in the best of health, and says that he is in tip-top shape to wrestle with the trials and tribulations of the trade during the coming fall and winter. He reports a good month for both the Edisons and Victors, and looks for a thorough fulfillment of his bright predictions concerning the trade for the coming season.

No great battle has been victorious without smashing again—and again—until the enemy's line broke.

No great law case has been gained without pounding again—and again—until the case was proved.

No stunt that is really big—in war, in business—has ever been done without persistent hammer, hammer, hammer, again—and again—until the resistance was overcome.

**Leading Jobbers of Talking Machines in America**

**Paste This Where You Can Always See It!**

**MR. DEALER:**

We refer all Talking Machine inquiries coming from towns where we are represented by dealers to the dealer or dealers in that town.

**VICTOR and EDISON JOBBERS**



Jobbers! Write us for samples and prices of our famous

**PURITONE NEEDLES**

Acknowledged the fastest selling needle on the market.

Daily Plant Capacity  
Two Million Needles

**JOHN M. DEAN, Putnam, Conn.**

Every jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your card in the October list.

# Leading Jobbers of Talking Machines in America

**HARGER & BLISH**  
JOBBER

## VICTOR EDISON

It's worth while knowing we never substitute a record. If it's in the catalog we've got it.

**Des Moines IOWA Dubuque**

Try Our Hurry-Up Service on VICTOR, EDISON and REGINA.



We make a specialty of getting the order out on time—every time.

**The Rudolph Wurlitzer Co.**  
Cincinnati and Chicago

Two points of supply; order from the nearer

**CHASE & WEST**  
Eighth Street, between Walnut and Locust  
**DES MOINES, IA.**

## Victor Distributors


Talking Machines, Records and Supplies.  
Everything in stock all the time.

The best service in **IOWA**

SOLE JOBBERS OF ZONOPHONE GOODS  
IN GREATER NEW YORK

**Greater New York Phonograph Co.**  
Phone: 3425-3426 Orchard 308-310 Grand St., N. Y.  
Repairs and Parts For Dealers in All Lines A Specialty

**F. M. ATWOOD**  
123 MONROE AVENUE  
MEMPHIS, TENN.  
**EDISON JOBBER**



## Where Dealers May Secure Columbia Product

Ready, Full Stocks, and Prompt Deliveries from Convenient Shipping Centers all over the United States

*Distributors*

Atlanta, Ga., Columbia Phonograph Co., 82-84 N. Broad St.  
Baltimore, Md., Columbia Phonograph Co., 204 W. Lexington St.  
Birmingham, Ala., Columbia Phonograph Co., 1816 Second Ave.  
Boston, Mass., Columbia Phonograph Co., 174 Tremont St.  
Buffalo, N. Y., Columbia Phonograph Co., 622 Main St.  
Chicago, Ill., Columbia Phonograph Co., Wabash Ave.  
Cincinnati, O., Columbia Phonograph Co., 117-119 W. Fourth St.  
Cleveland, O., Columbia Phonograph Co., 913 Euclid Ave.  
Dallas, Tex., Columbia Phonograph Co., 1403 Main St.  
Denver, Colo., Columbia Phonograph Co., 606-607 Sixteenth St.  
Des Moines, Iowa, Columbia Phonograph Co., 808 W. Walnut St.  
Detroit, Mich., Columbia Phonograph Co., 114 Broadway  
Hartford, Conn., Columbia Phonograph Co., 719 Main St.  
Indianapolis, Ind., Columbia Phonograph Co., 27 N. Pennsylvania St.  
Kansas City, Mo., Columbia Phonograph Co., 1112 Grand Ave.  
Little Rock, Ark., Hollenberg Talking Machine Co.  
Livingston, Mont., Scheuber Drug Co.  
Los Angeles, Cal., Columbia Phonograph Co., 422 N. Broadway.  
Louisville, Ky., Columbia Phonograph Co., 207 Fourth Ave.  
Memphis, Tenn., Hollenberg Talking Machine Co., 32 S. Second St.  
Milwaukee, Wis., Albert G. Kunde, 516 Grand Ave.  
Minneapolis, Minn., Columbia Phonograph Co., 424 Nicollet Ave.  
New Haven, Conn., Columbia Phonograph Co., 25 Church St.  
New Orleans, La., Columbia Phonograph Co., 983 Canal St.  
New York City, Columbia Phonograph Co., 89 Chambers St.  
Omaha, Neb., Columbia Phonograph Co., 1311 Fernon St.  
Philadelphia, Pa., Columbia Phonograph Co., 1100 Chestnut St.  
Pittsburg, Pa., Columbia Phonograph Co., 101 Sixth St.  
Portland, Me., Columbia Phonograph Co., 550 Congress St.  
Portland, Ore., Columbia Phonograph Co., 371 Washington St.  
Eilers Piano House, Portland, Ore.  
Providence, R. I., Columbia Phonograph Co., 119 Westminster St.  
Rochester, N. Y., Columbia Phonograph Co., 88 South Ave.  
Sacramento, Cal., Kirk, Geary & Co.  
Salt Lake City, Utah, Daynes-Beebe Music Co., 45 Main St.  
San Francisco, Cal., Columbia Phonograph Co., 334 Sutter St.  
Seattle, Wash., Columbia Phonograph Co., 1311 First Ave.  
Spokane, Wash., Columbia Phonograph Co., 819 Sprague Ave. E.  
Springfield, Mass., Columbia Phonograph Co., 208 Worthington St.  
St. Louis, Mo., Columbia Phonograph Co., 1008 Olive St.  
St. Paul, Minn., Columbia Phonograph Co., 20 E. Seventh St.  
Toledo, O., Columbia Phonograph Co., 229 Superior St.  
Washington, D. C., Columbia Phonograph Co., 1212 F St., N. W.  
Wilmington, Del., Columbia Phonograph Co., 610 Market St.

DEALERS WANTED—Exclusive selling rights given where we are not actively represented. Write for particulars to the Columbia Phonograph Co., Wholesale Department, Tribune Building, New York.

Headquarters for Canada:  
Columbia Phonograph Co., McKinnon Building, Toronto, Ont.

The **Oliver Ditson Company** are the LARGEST VICTOR TALKING MACHINE DISTRIBUTORS East of Chicago.

Stocks always complete  
Deliveries always prompt

MACHINES and RECORDS always in prime condition

Our turn-over is so large that accumulations of defective Machines and Records are impossible.

We would value your business and invite correspondence.

**OLIVER DITSON COMPANY**  
150 Tremont Street, BOSTON, MASS.  
CHAS. H. DITSON & CO.  
8-10-12 East 34th St.  
NEW YORK, N. Y.

IF YOU'RE IN WESTERN MICHIGAN it will be money in your pocket to order

**Victor Machines and Records** ... of ...  
**JULIUS A. J. FRIEDRICH**  
30-32 Canal Street, Grand Rapids, Michigan  
Our Motto: Quick Service and a Saving in Transportation Charges

PERRY B. WHITSIT L. M. WELLER  
**PERRY B. WHITSIT CO.,**  
213 South High Street, Columbus, Ohio.  
Edison Phonographs and Records **JOBBERS** Victor Talking Machines and Records

**PACIFIC COAST** DISTRIBUTORS OF  
**Victor Talking Machines** and RECORDS  
STEINWAY PIANOS—LYON & HEALY  
"OWN MAKE" BAND INSTRUMENTS  
Sherman, Clay & Co. San Francisco Portland  
Oakland Los Angeles

**NEW ENGLAND** JOBBING HEADQUARTERS  
**EDISON AND VICTOR**  
Machines, Records and Supplies.  
**THE EASTERN TALKING MACHINE CO.**  
177 Tremont Street BOSTON, MASS.

**Edison Phonograph Distributors** for the SOUTHWEST  
All Foreign Records in Stock  
**Houston Phonograph Co.,** HOUSTON, TEXAS

# STANDARD TALKING MACHINE COMPANY

**EDISON PITTSBURG, PA. VICTOR**

"If it's made we ship it the same day order is received"

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the October list.

Who is it that is most interested  
in "keeping the boys at home?"

Who has the final "say so"  
when it comes to buying an  
**EDISON PHONOGRAPH?**  
The woman! The mother!

Wherever you are, whenever you want  
it, all that is newest and best in the  
theatres along Broadway is yours to  
hear and to enjoy, right in your own  
home when you own an

## EDISON PHONOGRAPH

The Edison is the theatre—with the  
volume of sound exactly suited to your  
home; the sapphire reproducing point  
does away with changing needles, does  
not scratch or wear the records and lasts  
forever. **Amberol Records**—play twice  
as long as ordinary records—giving all  
the verses of every song and rendering  
instrumental compositions as meant to be  
played. The Home Recording feature  
enables you to make and reproduce  
your own records in your own home,  
true to life.

Send for catalog and complete  
information today

The advantages of the Edison are as definite as they  
are important—and the way to know all about them  
is to send for the complete information which we  
have ready to send to you. Write for it now.

Edison Standard Records . . . . .	\$0.25
Edison Amberol Records (play twice as long) . . . . .	.50
Edison Grand Opera Records . . . . .	\$0.75 to 2.00

Any Edison dealer will give you a free concert.  
There is an Edison Phonograph at a price to suit  
everybody's means, from \$15.00 to \$200.00, sold at  
the same prices everywhere in the United States.  
Write to

Thomas A. Edison, Inc.,  
107 Lakeside Avenue, Orange, N. J.

We want dealers with established stores in every  
town where we are not now represented.



This ad reaches at least 3½ million women (will  
probably be read by 10 million) during October.

These millions stand ready to pay you a hand-  
some profit on the Edison Phonograph if you'll show

them that they can give their boys and girls better  
entertainment at home than can be gotten elsewhere.

Write a personal letter to every woman in your  
territory. And also write your Edison jobber.

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