A Corner of the Music Room in the White House

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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.

Fourth and Race Streets
PHILADELPHIA, PA.

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

ARKANSAS
Hot Springs... Joe Hilliard, 318 Central Ave.
Ft. Smith.... R. C. Bollinger, 704 Garrison Ave.

CONNECTICUT
Bridgeport.... F. E. Rees, 602 Main St.

FLORIDA
Tampa........ Turner Music Co., 504 Franklin St.

ILLINOIS
Chicago...... W. H. Sajewski, 1011 Milwaukee Ave.
Champaign..... Trench, Fearn & Co., 73 Fifth Ave.

KANSAS
Topeka........ Emshizer-Spielman firm Co., 817-819 Kansas Ave.

MARYLAND
Annapolis.... Globe House Furn. Co.
Baltimore.... C. S. Smith & Co., 661 W. Baltimore St.

MINNESOTA

MICHIGAN
Detroit....... J. E. Schmidt, 536 Gratiot Ave.

MISSOURI
Springfield..... Morton Lines, 215 Boonville St.
St. Louis....... Knight Mercantile Co., 211 N. 11th St.
St. Louis....... D. E. Myers, 5288 Flinney Ave.

NEW JERSEY
Hoboken....... Eclipse Phonos, Co., 209 Washington St.

NEW YORK

NORTH DAKOTA
Fargo............ Stone Piano Co., 614 First Ave. N.

OHIO
Akron......... G. W. Dole Co., 230 S. Main St.
Cincinnati...... J. E. Portman, Jr., 689 Main St.

PENNSYLVANIA
Allegheny..... H. A. Becker, 801 Ohio St.
Harrisburg..... J. H. Young Music House, 18 S.
Philadelphia... Harmonic Toffe Machine Co., 431 Arch St.

NORTH DAKOTA
Fargo............ Stone Piano Co., 614 First Ave. N.

TEXAS
Huntsville...... K. H. Pierce Music Co., 605 Pearl St.

WISCONSIN
Milwaukee..... G. H. Eichhold, 811 First St.
Milwaukee..... Hoeft Mfg. Co., 204 W. Water St.

CANADA
Toronto....... Whitby, Royce & Co., Ltd., 327 Yonge St.
Vancouver... B. C. M. W. Wright & Co., Ltd., 590 Granville St.
Winnipeg, Man. Whitby, Royce & Co., Ltd.
The CHAIN OF PUBLIC SERVICE

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

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

First.—An advertising campaign.
Second.—Proper show window displays.
Third.—Connection between advertising and sales force.
Fourth.—Salesman's thorough knowledge of goods and policies.
Fifth.—Arrangement and display of goods on window.

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

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

PREFERENCES EDISON THE INVENTOR

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

Discussing the views of Thomas A. Edison, on "The Immortality of the Soul," Irving Dix, of Shekav ten, Pa., in the course of an interesting article in the New York Times, said that the wide-spread belief that the famous inventor was never much interested in religion. "And that he did not believe in the immortality of the soul, it should be doubly thankful," says Mr. Dix, "for, however, in our opinion, is only one link in the chain of the true salesmanship of a store.

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dow and the newspaper ad., and makes the lady feel that she is very welcome, even though she does not choose to place her order.
GOOD BUSINESS IN CREAM CITY.


(Special to the Talking Machine World.)

Milwaukee, Wis., April 8, 1911.

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

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

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

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

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

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

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

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

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

A big display of 4,000 U. S. records in the windows of the Hoeffler Manufacturing Co. recently attracted no end of attention and brought the house a brisk trade in the entire U. S. line. Mrs. Frances E. Clark, former supervisor of music in the Milwaukee public schools, who accomplished so much in introducing the Victor talking machines in the local schools that she attracted country-wide attention, left Milwaukee during the latter part of March to assume her new duties with the Victor Talking Machine Co. at Camden, N. J. Mrs. Clark will organize a new school department and will prepare records for use in the schools, paying particular attention to records for use in the lower grades. Milwaukeeans expect that she will meet with phenomenal success in her new field, where the possibilities are great. She will receive a salary of $3,000 in her new position.

DOES NOT AFFECT "TALKER" TRADE.


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

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

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

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

TOLSTOY VISITS EDISON.

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

Count Leo Tolstoy, son of the great philosopher and writer, who is now visiting this country, paid a visit to Thomas A. Edison at his laboratory in Orange, N. J., a couple of weeks ago. He was cordially received, and saw some of the rights of Mr. Edison's treasure house that are devoted to all but a chosen few. The father of Count Tolstoy and Mr Edison were mutual admirers. Mr. Edison received his visitor in his library, and devoted half an hour to showing him his recent inventions and the models he has had made for his indestructible cement house that can be cast in molds.

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

Count Tolstoy expressed himself as greatly pleased with the visit.

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

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

For Victrolas X and X Udell Cabinet No. 452
Made in Mahogany or Osh, any finish.
Holds 228 10 and 12-inch Disc Records.
Shelf change in rim makes top fit either Victrola X or XI.
Shelf to handle records on. Boxes for new and old needles. Indexed compartments and card on door.

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

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

The Udell Works
Indianapolis, Indiana
The Victor-Victrola is responsible for the great musical awakening

To the Victor-Victrola more than any other musical instrument is due the unprecedented awakening of interest in music, which has taken place throughout America during the past few years.

The development of the Victor-Victrola, and this growing appreciation of the world's best music have been co-incident.

There is a completeness in the Victor-Victrola which satisfies a demand hitherto never fully met.

Its perfect reproducing qualities combined with its artistic appearance, make it the most complete musical instrument in the world.

The Victor-Victrola adds a new dignity to the talking-machine industry. Its refined elegance makes it a component part of the complete music room. It is a fit companion for the finest piano.

The success of the Victor-Victrola is wonderful, and the demand increases daily.

Every dealer should take advantage of the great opportunity offered by the Victor-Victrola.
Columbia Double-Disc Records live up to all the claims we make for them. They are “double discs, double value, double wear, double everything except price,” and the Columbia Demonstration Double-Disc Record is convincing new thousands every week.

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

MARCH SALES GOOD IN CINCINNATI.


(Two of the Talking Machine World.)

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

A rack capable of holding 3,000 records will be on display in the basement of one of the large hotels in the city. There will be six large and two small display cases each containing a good selection of records. The displays will be placed at the entrance to the hotel, and will be open 24 hours a day. The exhibits will be on loan from dealers in the city.

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

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

With an effort, however, on the part of the Rudolph Wurlitzer Co. and their dealers to cause a demand for the general line instead of specializing on one type machine, the business last month assumed large proportions without working hardships on the department, to whom most of the retail trade and the dealers look for their supplies. The sales this month have ranged from $225,000, to $250,000, and have been very active.

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

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

J. C. Groome may enter the talking machine business. He recently opened a wonder room at 138 East Sixth street and has on exhibition some Edison goods. If the location warrants the outlay he may put in a full time concern.

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

J. E. Poorman, Jr., 641 Main street, found business rather quiet last month from the talking machine standpoint, but is making a good advance in the sale of sporting goods. Do not tell what profit you are making, as you will thereby only invite competition.

DORAN PHONOGRAPH CO. EXPAND.

Detroit Jobbers Secure Additional Floor Space

Have Established 45 Agencies in Six Months—Carry a Strong Line of Machines.

(Two of the Talking Machine World.)

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

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

The capital stock of the corporation is $20,000.

The officers are: Henry S. Doran, president; James C. Mock, vice-president; Charles D. Busch, secretary and treasurer; Bruce Carpenter, general manager.

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

MOTION PICTURES FOR SALESMEN.

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

NEW COLUMBIA QUARTERS IN DETROIT.

(Two of the Talking Machine World.)

The Detroit branch of the Columbia Phonograph Co., now located at 340 Woodward avenue, will have new quarters about the first of May. A large store in the new McCreary building on Broadway has been leased, possession to be given as soon as the building is completed. The Columbia’s number will be 114. K. M. Johns is manager of the Detroit branch.

It is a bad habit, but the privilege of customers, to play off competitors against each other,
CHARM OF MUSIC UNDER FIRE.

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

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

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

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

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

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

DOING A BIG VICTOR BUSINESS.

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

TALKING MACHINE CALLS COWS.

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

THE VIRTUE OF SINCERITY.

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

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 language. The new Outfit is at one and the same time the best and cheapest ever offered—the price being only $35. If you want to increase your business, write to-day for full particulars.

International Correspondence Schools
Box 918, Scranton, Pa.
Push the

Edison Phonograph

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

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

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

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

In selling the Edison, you don’t have to generalize—be specific—
For instance, take the new

**Edison Triumph $75 Outfit**

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

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

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

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

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

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


(Special to The Talking Machine World.)

Philadelphia, Pa., April 8, 1911.

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

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

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

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

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

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

It is reported that W. C. Holtsbasser, who was for many years with the firm of E. J. Ditsen & Co., who have just closed up here, has been en-gaged by John Wannamaker. He is to be in charge of the small goods department.

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

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

The Grafonola man, of South Seventh street, yesterday gave a free concert, using records furnished by Nordica and Fremont. The crowd on the inside of the store and on the pavement finally became so large that a detail of reserve policemen had to be summoned to keep the crowd in order. Mr. Wuchter was the first dealer to receive a shipment of these records from the Columbia factory, hav-ing placed his contract two days after Nordica signed her exclusive Columbia contract.

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

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

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

ADVICE TO THE ENVIOUS.

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

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

"See if you are filling your own position as well or better than anyone else can fill it. Start to grow and keep on growing in knowledge and abili-ty until you are bigger than your position. Then you will find a better one ready for you. Not the other fellow's job, but your own—the one you are qualified for and able to fill. The other fellow is taken care of and so are you. Don't worry about him—or yet about yourself. But set about to so improve yourself, to grow so much better than the work you are now doing that your employer can't afford to keep you there."

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

Hermann Thorens, Ste.-Croix (Switzerland)

TALKING MACHINE WORKS

Motors and Sound-Boxes a Specialty

Credence to be the best manufactured

OVER THIRTY DIFFERENT STYLES

Machines with or without Horns

FIRST QUALITY ONLY

Novelties in Hornless Machines

WRITE FOR DESCRIPTIVE BOOKLET

No useless Motors = = Highest Recommendations
Here is an UNSOLICITED testimonial that could be duplicated by thousands of Talking Machine Owners.

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

Undisputable Evidence Giving the Verdict to

"No Scratch" Bagshaw Quality Needles

Talking Machine Jobbers and Dealers

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

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

W. H. BAGSHAW - LOWELL, MASS.

Oldest and Largest Manufacturers of Talking Machine Needles

ESTABLISHED 1870

We Manufacture All Styles, Shapes and Sizes
NEW YORK, April 15, 1913.

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

And this is due in a large measure to the faith of all members of the craft in the present and future of the business. Much of the disturbance prevalent in the commercial world these days can be credited to the destruction of confidence.

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

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

It will pay everyone to think, work and act along the lines of optimism. This keeps at high pressure the enthusiasm the association has aroused. Without enthusiasm little can be accomplished. The meetings are continually coming up the line and the mere individual can ever obtain, for at the meetings and organizations that stand as a barrier to the elimination of those feelings of antagonism that stand as a barrier to the interests of dealers of the Eastern States are being made to increase the membership of this association, and to interest the dealers of the Eastern States.

During the past month the Eastern Talking Machine Dealers' Association also came together and reported progress for the past year. Efforts are being made to increase the membership of this association, and to interest the dealers of the Eastern States to a larger extent in the annual meetings. Members of the trade, be they jobbers or dealers, should make it a point to attend meetings of their associations. In this way they are kept in close touch with the trend of trade events. This keeps at high pressure the enthusiasm the association has aroused. Without enthusiasm little can be accomplished. The meetings and organizations will do much to eliminate those feelings of antagonism that stand as a barrier to friendly relations between competitors. Organizations can and do assist members to reap more of the benefits of trade than the mere individual can ever obtain, for at the meetings and associations the atmosphere is so interesting and profitable of what lines are most popular, and what are least.

Systems and methods are discussed, and all can learn.

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

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

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

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

(Special to The Talking Machine World.)

Philadelphia, Pa., April, 1911.

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

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

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

No records used for demonstrating and selling purposes will be sold, and each purchaser of a record will receive a receipt for new record in a sealed envelope, guaranteed absolutely perfect. At one end of the series of rooms will be the office of the manager, Mr. Gerson, while at the other end there will be equipped a first-class repair shop and stock room.

TRADE BUILDING METHODS

Adopted by Wise Merchants to Create Business.

Something is to be learned from the method adopted in an Eastern town with a view to securing the trade of the farmers of the surrounding territory. A number of the merchants of this town representing different lines of business unite in an arrangement with a man who makes regular trips through the country, distributing their circulars and printed matter and in other ways promoting their interests. He makes two or three trips monthly, covering on their behalf a radius of about ten miles. In this way the dodgers or pamphlets furnished by manufacturers find a natural outlet as well as such circulars or circular letters as may be specially prepared by the merchants. It is not unlikely that something along this line might advantageously be done in other places by talking machine men. There may be in work of this character an opportunity for some who are not more profitably employed to get busy and useful. An energetic and tactful man might make such service justify itself by its results, and at the same time become a stepping stone to more permanent and more remunerative work.

The getting together of the merchants of the town for such united action is certainly commendable, and might lead to other forms of co-operation. The effort to make use to the best advantage of this itinerant service would in the country as well as such circulars or circular letters as may be specially prepared by the merchants.

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

SALTER MFG. CO.

CHICAGO, ILL.

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

Keeps Records free from dust, never scratched or bent.

Any Record can be found instantly.

All shelves are numbered.

Each record has separate compartment.

No. 764
CAPACITY 338 RECORDS.

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

No. 789
COLONIAL STYLE
TRADE ON THE PACIFIC COAST.

March Sales in Excess of Those for February—
Conditions Generally Are Excellent—Colum-
bia Machines as Prizes in Newspaper Contest—
Shortage in Victrolas—Hauschildt Music Co.,
To Continue Talking Machine Lines—
Heine Piano Co. to Reopen Department in
Downtown Store—What the Various Man-
gers Have to Report about Business.

(Special to the Talking Machine World.)

San Francisco, Cal., April 1, 1911.

Eugene W. Scott, local manager of the Columbia
Phonograph Co., reports that business conditions
in this city are excellent, and the March sales have
considerably exceeded those of February in the
time, but orders still keep ahead of the shipments.

A decided increase in business during
that reason.

The many extending across the continent, and the West is suffering slightly for
orders which this firm are constantly getting from
the American people. Mr. Black notes an in-
crease in demand for the higher class goods of
during the past few months. The general tendency
is toward the Victor-Victrola and other high-class
machines. The new chorus of the Victor-Victrola now on the
market about three months is selling very well and
is supplying a long-felt want. Along with increased
sales of this machine is to be noticed a decrease in sales of the horn machine. Mr. Black notes an in-
crease in demand for all of the Victorolas, orders for which are more
numerous than the goods to fill them. A large
shipment is expected within two weeks. F. P.
Corcoran will soon make a business trip, visiting
various branches of the Wiley B. Allen Co. He
will devote his time specializing on the Victrola end
of the business for the spring selling campaign.
Lawrence Wilson, who has been with the Wiley B.
Allen Co. for many years, will now serve that firm
in the capacity of publicity manager, and intends
to arrange for some attractive window displays in various branches.

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

The Heine Piano Co., which started out in their
downtown store with a talking machine depart-
ment, which was later abandoned, announced their
intention recently of reopening this adjunct to the
business, and are now making preparations.

An entire floor will be given to this department, and the
stock will be put in within a few days. With the
new arrangements he has made for the conduct of
the talking machine business, Mr. Heine is confi-
dent of making it a success.

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

A. R. Pommer, head of the Pacific Phonograph
Co., is getting in a lot of special talking machine
goods, which he expects to use in extensive win-
don display work. This will be one of the fea-
tures of his advertising campaign this summer.

By GORDON LLOYD, M.D.

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

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

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

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

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

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

THE PHONOGRAPH IN MEDICINE.
SAINTLY CITY GLEANINGS.

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

(Special to The Talking Machine World.)

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

The trade comment among local men is currently centering upon the increased size of bills for single sales. Not only is a better class of machines being sold, but more records are going with the machines on first order. "It is nothing uncommon," said Manager Robinson, of the Thibes Piano Co., "to sell a $500 order," as he displayed three $100 bills that had just been passed to him. Only a short time ago such sales were very unusual. I attribute this largely to the great strides that have been made in the manufacture of records. Within the last year the record improvement has been almost unbelievable, Mr. Byars, of the Columbia Co., spoke of the same trend of the trade since the disc machines have to compete with the cylinder machines. "Now we have less trouble selling a high-grade machine than we formerly did," he said, "for the low-priced machines, and the cylinder machines have almost disappeared from the city trade. They are still being sold heavily in the country." In all the downtown stores March was spoken of as an especially good month.

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

C. L. Byars, manager of the Columbia retail department, said their company had made a number of sales of the "Favorite," the $50 model, at the Columbia Phonograph Co. a display of machines. "Now we have less trouble selling the Columbia Table Graphophone, regarding which in St. Louis recently, been making a member of the committee from his city engaged in promoting a traction franchise across the city bridge into St. Louis. Other retail dealers recently in the city were: Wayne Allen, of the Allen Music Co., Columbia, Mo. ; C. N. Lantham, Mattoon, Ill.; W. W. Fischer, Murphyville, Ill.; John Prada, Paris, Mo.

Dunham Kirkland, manager of the Columbia Phonograph Co., spent a three weeks' vacation during March at Helena, Ark.

Judging by some comment heard about the downtown retail dealers there is going to be an argument soon between them and the jobbers over the present plan of permitting machines to be handled by small dealers in the city. Said one downtown manager: "Our greatest handicap at present is price-cutting by the little fellow. While it does not seem fair for me to criticize the small dealer, perhaps, he is certainly not fair to us in the way he does business. I am speaking now only of the dealers who carry only one or two small machines in stock, and when they get a possible purchaser for a larger machine take him to the home of some per-on to whom a downtown store has sold a good machine and depend upon the demonstration there to make the sale. That in itself is not so bad, but when they tell the customer, "Now, I do not keep that machine in stock, but I can get it for you and save you $10 or $15. It even happens that this small dealer will send a small customer into our store to see machines with the promise of saving him money when he gets ready to purchase through him. This imposing on us is not as bad as the cutting feature. That is demoralizing the trade, as it is becoming fairly well known. We think that those of us who have money invested in machines should be permitted to have fair profits, and that the jobbers should realize through their own retail experience that the small agent does the trade more good than harm. We don't want to see a cheap machine kept in the corner cigar stand or newspaper depot as an advertising feature become a competitor with us, but that is virtually what it becomes when the owner is permitted to get on the wholesale books as a dealer, and that one machine is about all some of the small dealers have to show for a stock." A. Colegrove, Edison dealer at Taylorville, III., has been quite seriously ill, and Mark Silverstone, of the Silvertone Talking Machine Co., visited him.

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

R. P. Bartlett, manager of the Des Moines store of the Columbia Phonograph Co., spent the week of March 19 visiting wholesalers in this city, his father being the head of the Bartlett Candy Co.

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

John A. Hultmer, a Columbia visitor the week of March 26, combining business with pleasure.

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

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

In advertising it is not altogether what you say, but what you know as the man you are after feels when he reads what you say.

Spring Housecleaning

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

REGINA.

Pneumatic Cleaners

are liberally advertised for the benefit of the trade and carry a name which your customers know and recognize. REGINAS have double suction pumps and do the work twice as quickly and with less effort than others.

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

Keep this proposition before your customers if he carries them. If not, write to us for full particulars. The proposition is an inviting one.
BUSY TIMES IN PORTLAND, ME.

(Special to the Talking Machine World.)
Portland, Me., April 8, 1911.

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

The Columbia Phonograph Co. recently removed to 500 Congress street, corner of Oak, where they have large and handsome quarters. George P. Donnelly, manager, says that their business the last month increased 150 per cent. over the same month of a year ago, which is a splendid result of hustling work. Continuing Mr. Donnelly remarked: "We are looking ahead to an excellent business during the summer months, and we believe that our new booth to care for his growing patronage. He

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

TO HANDLE GROWING TRADE.

(Special to the Talking Machine World.)
Fitchburg, Mass., April 9, 1911.

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

A WAR TALK TO SHARP NEW ENGLAND DEALERS!

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

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

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

Exclusively Edison and Exclusively Wholesale.

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

A PROMINENT "TALKER" MAN.

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

(Special to the Talking Machine World.)
Fall River, Mass., April 8, 1911.

Newspaper artists are strong followers of talking machines, it is evident, from the way they are adopting various ideas which surround the industry. Here is one of the hustling dealers of the State, maintains a fine store, and is working hard to create a big volume this year.

The Talking Machine Trade in New England

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

NAMING BAGshaw NEEDLES.

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

(Special to the Talking Machine World.)
Lowell, Mass., April 7, 1911.

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

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

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

CONCERTS IN NEW HAVEN.

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

(Special to the Talking Machine World.)
New Haven, Conn., April 7, 1911.

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

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

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

Linenoid Recording Horns are a big seller with the Pardee-Ellenberger Co., as recording is afad that is growing constantly with machine owners.

The Linenoid horn is handsomely finished in black enamel and gold striped, at a retail price of but.
From Our Boston Headquarters

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

(Special to the Talking Machine World.)

Boston, Mass., April 10, 1911.

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

Growing Columbia Trade.

Mr. Erisman also gives out the gladsome tidings of a Columbia for marching, they have changed their address to give the scholars a liberal of 1,000 records. When the former are in town to give the scholars a liberal of 1,000 records.

Mr. Chamberlain, president, sprung a surprise today by introducing as the first speaker of the evening W. D. Wilmot, of Fall River, who made an interesting speech on "What is the best service a jobber can render the dealer?" which was enthusiastically received. The next speaker was George K. Cheney, mechanical and laboratory expert of the Edison Talking Machine Co. who gave an excellent and valuable talk on "The art of making both disc and cylinder records." Mr. Cheney has been identified with record making from its early beginning and knows the business in every detail. Aside from this he is a fluent speaker, which, plus a subject well in hand, is most entertaining. Some other features of the meeting were Mr. Mr. Taft, E. F. Taft, general manager of the Eastern Talking Machine Co. gives some long-time information when he says that the Eastern Co. have been in the field six years. While the talking machine industry this extensive experience should be a great aid to dealers, as the company has gone through a period covering every phase of selling. As an idea of this long time, which will be appreciated by talking machine men, it can be said that if Mr. Taft started playing a minute records 16 years ago he would have played by to-day 4,904,000 records.

Mr. Taft started playing a minute records 16 years ago he would have played by to-day 4,904,000 records.

Edison Business Boosters.

When the former are in town to give the scholars a liberal of 1,000 records.

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

Mr. Erisman also gives out the gladsome tidings that their March business was the largest for any month in the history of the house, and this means that the company's sales are now in process of completion, and dealers who are fortunate enough to secure this service evidently will have considerable aid. Mr. Taft is satisfied that his business is holding up fine and he anticipates an April far ahead of any previous similar period.

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

Mr. Cooper Primed with Suggestions.

Mr. Cooper, manager of the Edison end of the Boston Cycle & Sunday Co., "exclusively Edison and exclusively wholesale," has been dropping over dealers' retail problems and says he has some good suggestions to make. No name is mentioned, now in process of completion, and dealers who are fortunate enough to secure this service evidently will have considerable aid.

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

As special correspondent for a magazine whose sole aim is to increase the popularity of the talking machine, it is my pleasant duty to follow up all the new results in new laurels for my aim is to increase the popularity of the talking machine, it is my pleasant duty to follow up all the wonderful instrument it represents. For some time previous to the day upon which this story opens, I had read a few scattered paragraphs in the papers about the use of music in connection with prison work. The Salvation Army and philanthropic societies in general, so said these paragraphs, had found music of great assistance in soothing the prisoners' minds into a state of calm, which enabled them to absorb the word of God. As Cherry Hill was the prison in which melodious conversion was most popular, it was there I journeyed.

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

"There is very little I do not know in that line," I answered modestly. "I am very glad to know you, Mr. Middleton," he went on, flicking through a stack of record cases with blinding radiance, "start the conversation."

"I agree with you," cried the warden enthusiastically. "The warden arose and going to the closet over there, and I want you to hear the records and decide for me which is the best for our purpose."

"Fire away!" answered the prisoner easily. "You lie like hell," answered the prisoner easily. "When I throw on this light," he explained, at once I understood the meaning of the warden's gesture. "When I throw on this light," he explained, "we've got to try some more of your damned tricks, are you?"

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

"I agree with you," cried the warden enthusiastically. He had no sooner turned off the light when the door opened and two figures entered—the guard and his prisoner.

"We'll, going to try some more of your damned tricks, are you?" asked a deep voice with a ring of bravado. "Now, Mr. Middleton, is the machine ready?"

"Yis, sorr," drawled Maloney and withdrew.

"Bring Slater up, you have better use a talking machine department and an organ base, old man."

"Yis, sorr," drawled Maloney and withdrew.

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

"I am a talking machine expert," he answered with pride. "What is your plan of campaign?" I inquired.

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

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

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

"What is your plan of campaign?" I inquired at last, "I wondered what she had been doing during the day, or recite a nursery rhyme, or perhaps, sing a little song into the horn, for this was so fond of his little girl that he loved to hear her fresh young voice even after its owner was in the realm of slumber. I have the machine and a number of records made by the child locked up in the closet over there, and I want you to hear the records and decide for me which is the best for our purpose. Then I will have Slater brought in while we determine the effect of her voice upon his nerves."

"All right then, I will arrange my theatricals accordingly," the warden arose and going to the windows, pulled down the blinds, making the office a realm of slumber. "All right then, I will arrange my theatricals accordingly," the warden arose and going to the windows, pulled down the blinds, making the office a realm of slumber. "When I throw on this light," he explained, at the same time pressing a button which flooded the apartment with blinding radiance, "start the concert!"

THE VISION IN THE PHONOGRAPH.
General Conditions in the Talking Machine Trade Much Better Than at the Same Time Last Year.

Amending Copyright Bill.

Stroh Viols.

One String Fiddle

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

for some thousands of disc records with the defend-

THE TALKING MACHINE WORLD.

ONE FLOOR OFFICE HEADQUARTERS.

FROM OUR EUROPEAN HEADQUARTERS.

1 GRESHAM BUILDINGS, BISINGHAM HALL, LONDON, E. C., W. LIONEL STURDY, MANAGER.

Record Trade Consolidation-Knock Off Of Odd Lots of Records at Low Prices a Real Trade Evil. Amendment to Copyright Law

THE LONDON OFFICE OF THE TALKING MACHINE WORLD.

GENERAL "Stroh" Viols.

Chair.

1911.

There is greater than ever, not to mention the substan-

tial amount of newspaper advertising still in force.

The foregoing indication of things is perhaps all the more satisfactory when one considers the growing

interest in the new issues each month is

figures are ahead of the busiest times experienced in the neighborhood

New Line of Perophone Machines.

Although the demand for them. They can be thoroughly recom-

mended, except on the understanding that a certain amount was paid by way of liquidated damages. Plaintiffs now claimed for the return of money paid, or to have the records manufactured under any label they wished.

This fact, more than one mode of record is sent out to different factors under varied rates, be it a fixed charge or in the disguise of discounts for cash, quantities, and so on. True enough, but isn't there the best possible argument for an attempt to lay the foundation of unity?

THE LONDON OFFICE OF THE TALKING MACHINE WORLD.


Geological Conditions in the Talking Machine Trade Much Better Than at the Same Time Last Year.

General Conditions in the Talking Machine Trade Much Better Than at the Same Time Last Year.
of a sound controller will shortly be marketed by Cooper), Miss Margaret Cooper; "Gentle Spring" (Lane Wilson), Miss Percival Allen and Miss Edna Thornton; "Clear Out of the Park," Mr. George Graves.

They are marvelously recorded, and following upon the newspaper advertising indulged in by the company, the public inquiries caused dealers to be had upon application to the company at Farmington Rd., London. E. C.

A New Sound Controller.

A very effective and useful device in the shape of a sound controller will shortly be marketed by John G. Murdoch & Co., Ltd., the well known factors. For the time being it is adaptable for use on the Exhibition, Symphony and Tournaphone horns, cabinet, taper arm and sound box, etc., are every constituent part is guaranteed to be of home manufacture. Thus motor, horn, cabinet, taper arm and sound box, etc., are in every respect "all British." Selling at five guineas, the machine is of wonderful value, and is an excellent tribute to British resources, as it is to the enterprise of B. S. & S.

Talking Machine Artists Participate.

The Orlando Football Club, composed of the employees of John G. Murdoch & Co., Ltd., held their annual Bohemian concert at the Holborn Restaurant, March 27. An excellent feast of good music was provided by a large number of popular talking machine artists, whose services were greatly appreciated. Two revues included in particular, each gave of his (or her) best in contributing to a most delightfully, enjoyable evening. There were the usual felicitous speeches, and with the popular president, Mr. George Murdoch, in the chair, a general spirit of homœmie prevailed. Amongst the visitors were to be noticed quite a number of manufacturers, factors, dealers and others of the industry, a fact which in itself was a tray testimony of the general esteem in which Messrs. Murdoch are held by the whole trade. These days, the opportunities for talking machine men to foregather in social converse, are few and far between, hence this was an occasion of more than ordinary importance from a trade point of view. More social gatherings of this kind would be welcome.

Geo. Robey's Action.

George Edward Wade, professionally known on the music-hall stage as George Robey, was plaintiff in an action in which he mentioned his unpleasant experiences by the receipt of letters and personal visits at the stage door of people who desired to expostulate with him. Plaintiff brought an action against Mr. Francis Salmon O'Brien, his wife Ada, and George Robey (Ltd.), of Coventry. He claimed an injunction to prevent defendants passing off goods under his name, and he also complained that defendant's advertisements were defamatory of him. Defendants asserted by their pleadings that Ada O'Brien had carried on business as George W. Robey or George Robey since 1905. They denied that they passed off their goods as plaintiff's or that the advertisements contained any matter defamatory of plaintiff. Mr. Duke, K. C., and Mr. Harold Simmonds (instructed by Messrs. Maddocks and Carol-son) were for defendants. Mr. and Mrs. O'Brien, it was stated by Mr. Duke in opening the case, had for some years dealt in bicycles at Coventry. After wards they began to deal in gramophones and gramophone records. They used the name of George Robey in advertising their business. The only connection plaintiff had with gramophones

ROYAL APPRECIATION of "HIS MASTER'S VOICE" THE GENUINE GRAMOPHONE

To H. M. the KING OF ITALY

BY APPOINTMENT To H. M. QUEEN ALEXANDRA

To H. H. the KHEDIVE OF EGYPT

To H. M. the KING and QUEEN OF SPAIN

To H. M. the SHAH OF PERSIA

THE GRAMOPHONE COMPANY, Ltd.
21 CITY ROAD.

FRANCE . Cie. Francaise du Gramophone, 15 Rue Hear, Paris
GERMANY . Deutschen Grammophone-Aktien Gesellschaft, 56 Ritterstrasse, Berlin
ITALY . Compagnia Italiana del Grammofono, Via S. Prospero 5, Milan
EGYPT . The Gramophone Co., Ltd., 13 Rue Stamboul, Alexandria
SCANDINAVIA . Skandinavisk Grammaphon Aktieselskab, Frihavnen, Copenhagen
FRANCE . Cie. Francaise du Gramophone, 15 Rue Hear, Paris
GERMANY . Deutschen Grammophone-Aktien Gesellschaft, 56 Ritterstrasse, Berlin
ITALY . Compagnia Italiana del Grammofono, Via S. Prospero 5, Milan
EGYPT . The Gramophone Co., Ltd., 13 Rue Stamboul, Alexandria
SCANDINAVIA . Skandinavisk Grammaphon Aktieselskab, Frihavnen, Copenhagen

RUSSIA . The Gramophone Co., Ltd., Krasnaja Ploschad; Mittleres Handels-Reiben 312-222, Moscov
FINLAND . Tahtaus, P古典
SPAIN . Cie. Francaise du Gramophone, 56 Balmen, Barcelona
INDIA . The Gramophone Co., Ltd., 139 Belingham Road, Calcutta
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 dispatching system, that The House of Murdoch stands where it is today—England's largest factors.

The FLEX Patent DIAPHRAGM LOUD SPEAKING

Edison Size "C" or "B," post free, 50c. For Edison Model "0," post free, $1.00. Exhibition, or larger size, post free, $1.00. Patent Needle Tension Attachment for Concerts and out of doors, for Exhibition Sound Box, can be affixed in a few seconds, 40c. Duplex, copyrighted articles for price ends at S. A. and C., Liberal terms.

DAWS CLARKE 5 Longfield Place Rushcliffe, Manchester England

The TALKING MACHINE WORLD.

ENGLAND'S LARGEST FACTORS!

was when he a few years ago entered into a contract with the Gramophone Co., for the making of records of songs which were popular. Defendants issued records of George Robey's songs, and there could be no question that during the last twelve or eighteen months they had been circulating, and advertising the business as that of George Robey. Their advertisement stated that "is 6d secure immediate delivery of the world-famed Robey phone, terms to suit yourself, at half the price of the equivalent or equivalent, George Robey, Ramsgate, world's provider, Coventry," was also a part of the advertisement quoted by counsel. Amongst the published matter issued by defendants was a representation in which plaintiff was depicted in the familiar role of Mrs. Blobbs, widow. Mr. Duke said there was another publication, in which plaintiff was represented as a domestic servant singing into a gramophone, ""George Robey, Coventry, England." They came to his private house. One came from Ireland, addressed "Mr. George Robey, England." They came to his private house. One came from Ireland, addressed "Mr. George Robey, the World's Provider." The audience used to say, "Send us your catalogues. What are your gramophones?" (Laughter). Sir Edward Carson: "Did you get them? Witness: "Yes." (Laughter). Witness: "Why do you call them Robey?" George Robey: "Because, at the stage door, asking me about the gramophones. "But," he proceeded, "I never saw them. I have my man at the stage door." Sir Edward Carson pointed out that defendants had offered to call the firm "George Robey, Coventry," but that the defendant, contended that plaintiff had disclosed no cause of action. There was no right of property in a name unless it was used to an injured party. The injurious asked. The jury gave a verdict for plaintiff for 20s. Mr. Duke said the April list of Zonophone records contains many titles of an attractive nature, and judging by the advance orders already placed, they are likely to enjoy a big demand. The Gaude Re- publican Band is responsible for five fine selections, and the following also call for mention: The Footy Grand Opera Quartette; "The Best Little Faded Flower." The Peerless Orchestra; "The Best Little Faded Flower." (Thomas), Madame Deering, "You Taught Me How to Love You." Miss Florrie Forde; "John Bull's Biscuits," Mark Sheridan; "William Tell," Selection (Rosini), (Oscarino Solo), Signor Ta- piero, and "O Hush Thine, My Babe." (Sullivan), beautifully rendered by the Zonophone Concert Quartette.

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

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from Columbia Notes.

A new combination of talented artists is presented under the name of the Columbia Clarinet Quartette, which the street-gamins are so fond of applying to the wearers of the harem skirts who venture to the wearers of the harem skirts who venture into the light of publicity, and which many music-hall artists introduce into their "gags." We believe that Charlie Austin can claim the distinction of having originated this quaint phrase, since he has used it consistently for some years past in his sketches "Parker P. C." and "Parker's Progress." Folk-lore students of the future will find the phrase duly crystallized in permanent form in the popular sketches on Columbia-Rena records.

From our London Headquarters (Continued).

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

Three Columbia-Rena records by Billy Williams were issued on February 24. In two days they had leapt up in sales to several thousands and at the moment of going to press we learn that every one of the three had beaten every other record sale—save only the "Parker P. C." disc. We observed a prominent advertisement in the Daily Mail, too, of the Billy Williams records on February 28, in which the inimitable "man in the velvet suit" was spoken of as "laughter-making Billy Williams." And so he is. Other titles demanding special mention here are as follows: "The Sea" and "The Englishman," by Edgar Coyle; "The Quaker Girl," selections I and II, by the band of H. M. Scott Guards; "Heroes of the Mind," by Stanley Kirkby, and "Sons of the Sea," by Harold Wood; "My Wife" and "Contestable Dulcy," by George Gilley; "Those Lovely Bells" and "Ouz-Two-Three-Four-Five," by Arthur Peer; "Hearts of Oak" and "A Life on the Ocean Wave," by Bernard Dudley; "The Girl With a Brogue," by Miss Ada Jones, and "Charming Weather," duet by Miss M. Mayhew and Irving Gillette—both selections from "The Arcadians;" "Rescue the Perishing," duet by Harry Anthony and James Harrison, and "Looking This Way," duet by John Young and Marie Tilton.

The Stroh Jap Fiddle.

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

Klingsor Popularity.

The increasing popularity of the Klingsor in instruments for lovers of Savoy opera is amply demonstrated by the sales to several thousands and in permanent form in the popular sketches on Columbia-Rena records.

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

Klingsor Works
Cables: Deafatory, London

KLINGSOR TALKING MACHINES

The ONLY Musical Talking Machine

Various Designs and Prices
Second to None in Reproduction

Klingsor Record
10 inch
D. S.

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Cables: Deafatory, London
FROM OUR LONDON HEADQUARTERS—(Continued.)

TALKERS AT THE LEIPZIG FAIR.

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

(Special to the Talking Machine World.)

London, Eng., April 8, 1911.

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

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.

H. R. H. NICHOLAS
258 Broadway, Room 615
NEW YORK
“DAVEGAS” THE TITLE

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

Davegas is the title of a new concern at 405 Broadway, New York, that will handle the lines of Thomas A. Edison, Inc., and the Victor Talking Machine Co., as dealers. The store opens to-day (April 15) and besides talking machines, etc., will also carry a large stock of sporting goods.

Harry Davega, son of S. B. Davega, of the S. B. Davega Co., 120 University place, this city, is the president, and P. M. Lopez, secretary of the corporation. Harry Davega has been in the business all his life, and was the active manager of S. B. Davega Co., a position be filled with skill and great ability. The success of the new concern is a foregone conclusion, as the location is excellent from every point. The World tenders its good wishes to Davegas.

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

LANDAYS ARE FAVORED

With the Custom of Many Titled Visitors from Europe.

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

NO FRAUDULENT TRADE-MARKS

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

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

ABSORBS THE SAPPHIRE CO.

The Indestructible Photographic Record Co., 393 Livingston street, Brooklyn, N. Y., have taken over the Sapphire Record & Talking Machine Co., New York. The latter have been in business only a short time, but concluded they better quit than go ahead, as the enterprise required more capital than was anticipated. They were incorporated April 1.

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

THE REGINA PNEUMATIC CLEANERS.

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

Fibre Needle Attachment

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

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

TAKE NO CHANCES

get some from your Jobber AT ONCE.

Fibre Needle Attachment

The Fibre Needle Attachment.

Talking Machine Supply Company

400 Fifth Avenue, NEW YORK

IMPORTERS OF HIGH GRADE NEEDLES

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

(Get our Catalog.)
PROGRESS IN TALKING PICTURES.


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

It is sufficient to say that, until the last year or two, there has been no chance of a successful attempt in this direction, simply because the art of sound-recording had not reached such refinement as was required for a satisfactory union of the two elements. Within the last year or so, however, there has been a noteworthy advance in the art of recording, so that the time now appears to be ripe for the effort to be overthrown, in order that there may be a start made toward clearing the ground and furnishing to future experimenters some notion of the direction which they must all take, if success is to be theirs. This article, in effect, is a brief analysis of the factors which enter into the problem of talking-motion-picture attainment.

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

The short, sharp, but harmonious. The psychological reactions which result in the psychological motions leading to speech and gesticulation are separate reactions, and each can and does exist without the other, infallibly and naturally.

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

Unfortunately, however, except when the speech and accompanying gestures are of the simplest possible type and most elementary character, in fact in where the two classes of actions to be co-ordinated are in the simplest relations of rhythm, it will be found impossible either to separate and then combine them one by one with any natural correspondence as a result. In the course of ordinary, not to say dramatic speech and co-ordinate action, we continually perform a series of physical and psychological involutions, involving a great variety of relations and sub-relations one to the other. And in many cases these involutions do not become possible to dissect any further from each other, but perform it separately and then fit it in to the general scheme again.

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

Although no details have been given out, it seems reasonable to believe that the problem has been solved, in so far as a solution has been gained, through the employment of improved external means for deflecting the heterogeneous series of vibrations through which the sound-wave is passing, and through the use of an improved sound reflector. Anyone who is familiar with practical acoustics can imagine the kind of wave reflector and constrictor which might conceivably be used for this purpose.

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

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

Since the talking machine must be behind the projecting screen, while the projector itself is some distance in front, it is plain that synchronous motors for driving each element present the most obvious solution. The motor for driving each element of the two elements of the two machines must necessarily travel at the same revolutions per minute, but simply that their respective revolutions per minute must bear some definite relation, so that they will not be out of step and have been developed, and several patents have been granted here and abroad for such motors. The synchrony is attained by certain proportionate systems of winding the motor coils, or by some further means.

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

Though has been said to indicate in a broad and general manner the practical problems which must be faced by those who would undertake to unite sound and sight recording. Of the artistic or commercial possibilities of this combination we dare not speak here. They are plain to all. That the day will come when grand operas may be given in every hamlet throughout the country is certain.

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

George Allen Hedden, who formerly traveled New York State for the National Phonograph Co. (Thomas A. Edison, Inc.), is now proprietor of the Edison Phonograph, located at 404 fourth street, New York City, a smart and well-conducted place. When in the trade Mr. Hedden had the reputation of landing some of the largest contracts, orders on the company's books. He was also one of the most popular men on the road, and this reputation has followed him into his new field of business activity.

"Advertising," says Dean Williams, of the University of Missouri, "may be a far more useful publication is paid for does not make it any the less important news. Often it is the most important news in the newspaper. It is always news that appeals to the pocketbook of the reader."
TIMELY TALKS ON TIMELY TOPICS

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

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

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

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

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

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

The first records ever sung by the greatest exponent of modern French opera will be an absolute concrete demonstration of the unique personality that has dominated the affairs in both the Old World and the New. Mary Garden's records clinches once and for all its pre-eminenve in operatic recording.

In presenting this series of remarkable records by the greatest exponent of modern French opera the stage can have — one whose interpretations have written a new page in operatic history and whose unique personality has dominated musical affairs in both the Old World and the New — the Columbia Phonograph Company clinches once and for all its pre-eminence in operatic recording.

In the admiration justly due for her personal qualities the fact must not be lost sight of that Mary Garden has a voice, and is, first of all, a singer. Only an absolute concrete demonstration is to be found in her records.

Mary Garden's Records have accomplished anything before accomplished in the Talking Machine Industry.

Dealers Wanted: Exclusive selling rights in the Home Market.

Columbia Phonograph Company, Tribune Building.

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

Mary Garden, the great opera, are now ready

Here are the first Records Ready

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

Double-disc numbers. Single-disc numbers.

**A5284**

*La Traviata—Verdi.* "Oui est done ce trouble charmant" (Ah fureur doule) (What can be this feeling?) In French, with orchestra .................................................. 20-99

*La Traviata—Verdi.* "Pour ainsi te damner" (Sempre libera) (The round of pleasure I'll enjoy) In French, with orchestra .................................................. 20-99

**A5289**

*Le Jongleur de Notre Dame—Massenet.* "Liberte!" (Oh, Liberty, my life and love!). In French, with orchestra ............................ 20-109

*Herodiade—Massenet.* "II est doux, il est bon" (Kind is he and good). In French, with orchestra .................................................. 20701

Human quality that seems to transcend ording.

here we ore not actively represented.

in Company, Gen'l

New York


MARY GARDEN as "THAIS"
DISCUSS “CREATIVE ADVERTISING.”

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

At the last meeting and dinner for the season at the Murray Hill Hotel, New York, of the New York Piano Manufacturers' Association, held the evening of April 19, H. C. Brown, advertising manager of the Victor Talking Machine Co., Camden, N. J., has been specially invited and will deliver a lecture on “Creative Advertising.”

The trade knew how brilliantly Mr. Brown has conducted his department, and that great work in advertising and general and effective publicity he has accomplished for his company. Therefore his address promises to be something worth while on his chosen subject.

The association is one of the strongest in the country, consisting of the piano manufacturers in the metropolis and vicinity. This quarterly combination dinner and business session always calls out a large attendance, for they are four-minute and nine-two-minute experts, and Mr. Brown will have not only an undue calibre, but also one keenly alive to what he may say about advertising.

R. C. Kemmerer, secretary of Geo. Stack & Co., will arrange the menu, and that means a spread that will appeal.

U. S. PHONOGRAPH CO. IN NEW YORK.

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

The opening of an Eastern selling office at 5 and 7 Union Square, New York, by the United States Phonograph Co., Cleveland, O., emphasizes the fact that company are reaching out for business in an aggressive way. The branch is displaying a full line of their machines and records, including a concealed horn cabinet of an attractive design. Demonstrating booths are to be provided and will be taken to the dealer.

The Eastern house will be under the direct management of L. H. Green, who will have as his assistants on the outside, E. E. Praire, who has been traveling for the company for several months, and another experienced talking machine man. J. H. Champ, one of the vice-presidents of the company, was here two weeks ago looking after the details of the office and appointing plans for the house. The branch is expected to have room on it a basis to receive jobbers and dealers and show the line adequately.

T. H. Powell, general manager of the company, was also in New York recently for the same purpose.

The literature and printed matter of the company is quite elaborate, including their machine catalog in pastel color, hang cards and the regular monthly bulletins in pamphlets, the May manufacturers in the metropolis and vicinity. This quarterly combination dinner and business session always calls out a large attendance, for they are four-minute and nine-two-minute experts, and Mr. Brown will have not only an undue calibre, but also one keenly alive to what he may say about advertising.

R. C. Kemmerer, secretary of Geo. Stack & Co., will arrange the menu, and that means a spread that will appeal.

FROM OUR JOKE BOX

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

“Ah, yes; nice place,” said the shopman, obligingly.

“The stores ain’t a comparison. No, sir, not a comparison, sir. How much of a stock does this represent?”

“And $500,000 worth.”

“Good—first rate! And furniture—how about furniture?”

“Over $60,000.”

“Admirable! Take a house and go right through it, I s’pose—finish it, could you, from top to bottom, eh?”

“Yes, everything, from carpets to brick-a-brac.”

“And lace curtains and tapestries—you keep them?”

“Keep them.”

“And you know what style is, too—Renaissance, Pompeian, Henry II, and the Louis?”

“No one better than our manager. Perhaps you’ll better see him. Mr. X——, here, one moment.”

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

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

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

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

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

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

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

Suffragette—We believe that a woman should have a man’s wages.

Manager—Well, judging from my own experience, she does.—Tit-Bits.

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

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

First Manager—Did your company have a long run?

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

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

“Your daughter plays very sweetly on the piano.”

“That's my wife playing.”

“I know it.—Birmingham Age-Herald.

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

Minister.—What shall we put on your tombstone? Editor (laconically) —We are here to stay!

“Marry me? Why, you couldn’t dress me.”

“I suppose I could learn.”

“I don’t get what I deserve for my poetry.”

“You’re lucky.”

“Songs of Other Days.”

The Victor Talking Machine Co., Camden, N. J., have issued a lecture in pamphlet form “Songs of Other Days.” It is illustrated with Victor records, a copy of which will be supplied the dealer for the asking. In connection with this valuable list and splendid business device they say that after a copy has been received, then ask the school superintendent, or some prominent minister, or some popular young politician or lawyer to read aloud at a recital to be arranged in the dealer’s store, at the Y. M. C. A., at the school, or church, or anywhere where complete and proper arrangements can be made. The results will be directly beneficial in creating increased record sales.

LOCAL CONVENTION COMMITTEE.

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


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

PHONOGRAPH AS ANNOUNCER.

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

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

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

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

Eastern Talking Machine Dealers' Association

Now One Year Old—Excellent Progress Reported in All Directions—Officers for the Election Year Announced—Address by Manufacturers, Jobbers and Representatives of the Big Manufacturers.

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

The treasurer in his report stated that despite the heavy expense incurred in getting the affairs of the association running smoothly there was a satisfactory surplus on the treasury. As the year ended he had a sizable surplus which he expected would carry the association through the coming year, which was steadily increasing as the organization grew. The secretary in turn was equally optimistic, and reported that the membership increase had rapidly increased as soon as the dealers in the territory covered realized the importance of the organization and its value to themselves. The directors were then elected for the coming year: Frank C. Storck, Red Bank, N. J., president; E. T. Glover, Plainfield, N. J., vice-president; A. Lasus, New Rochelle, N. Y., treasurer, and A. Lusberg, Huntington, L. I., secretary. The executive committee will be announced at a later date by President Storck.

At the close of the business session a resolution was passed declaring the annual dues of the active members from $5 to $10 and of the associate members from $10 to $15, the object being to induce every dealer of standing in the Eastern States to enroll with the association as soon as possible.

Following a pleasant luncheon the members of the association reconvened in the afternoon for the purpose of listening to the addresses of several invited speakers, representing the manufacturers, the jobbers and the trade at large. The first speaker of the afternoon was Mr. Henry C. Brown, the advertising manager of the Columbia Phonograph Co., who entered into a live talk upon salesman's section. He started by saying that the Columbia Phonograph Co., who had produced Vicitrols, this in part explained why the dealers could not get all the machines of certain types they desired, and he advised early ordering for fall and the holidays, even though not entirely convenient, in order to avoid disappointment at that time.

Mr. Brown discussed at length the widespread advertising done by the Company and pointed out many ways by which the dealers should profit by the heavy expenditures of the manufacturer for advertising by backing the general campaign locally in their own territory. The next speaker was George P. Metzger, advertising manager of the Columbia Phonograph Co., who entered into a live talk upon salesman's section. He started by saying that the Columbia Phonograph Co., who had produced Vicitrols, this in part explained why the dealers could not get all the machines of certain types they desired, and he advised early ordering for fall and the holidays, even though not entirely convenient, in order to avoid disappointment at that time.

Mr. Metzger called particular attention to the store window display, and pointed out many ways in which the dealers should profit by the heavy expenditures of the manufacturer for advertising by backing the general campaign locally in their own territory. He started by saying that the field for talking machine sales had only been scratched, and that there was a great possibility of the dealers profiting by the heavy expenditures of the manufacturer for advertising by backing the general campaign locally in their own territory.

The closing address was made by Ora E. Rinehart, head of the newly organized window display department of Thomas Edison, Inc., and with this purpose in view the art department of the great mass of prospects who are not easily reached by other methods.

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Mr. Rinehart discussed the question of advertising, and emphasized the fact that the full advantage should be taken of the space that represents such a large proportion of the rent and really affords the inside department of the store.

Mr. Brown also discussed the question of advertising, and pointed out that the store window display was big and was still growing, and that it was a fact of fact that it had just really commenced at the present time. He also took occasion to point out the importance of attractive window displays and clean and well-arranged stocks in the stores themselves as a means of holding and increasing business.

Henry C. Brown, advertising manager of the Victor Talking Machine Co., next addressed the dealers and offered some excellent and valuable suggestions regarding methods calculated to increase the record business. He exhibited a sample of the new book label on the Red Seal records, and emphasized the importance of the product by which the dealers were becoming thoroughly familiar with the music on the record in order that they might demonstrate and talk about it in a convincing manner. Mr. Brown also displayed to the dealers a large record of records and sales prospects, in which each separate record bought by a customer is listed on a card bearing his name, and the dealer is able at all times to see who the customer has in his library and act accordingly.

In speaking of conditions in the machine trade Mr. Brown gave it as his opinion that the demand for the machines had exceeded the demand for the record of 1910, and he continued his speech with the statement that the present year was the biggest year in the history of the company, and that the newly organized window display department of Thomas Edison, Inc., and with this purpose in view the art department was brought to a close with the playing of the Columbia demonstration record on a Grafonola for the benefit of those who had not heard this unique and excellent piece of record advertising.

The closing address was made by Ora E. Rinehart, head of the newly organized window display department of Thomas Edison, Inc., and the services of which are offered free to Edison dealers, the materials used in the display being sold to them at cost. Mr. Reinhart discussed the question of advertising, and emphasized the fact that full advantage should be taken of the space that represents such a large proportion of the rent and really affords the inside department of the store.

While suggestions will be made to fit the individual needs of the dealers applying for the service, the regular displays will be forwarded to the dealers desiring same each month, and will be arranged in order to avoid disappointment at that time.

Mr. Brown discussed at length the widespread advertising done by the Company and pointed out many ways by which the dealers should profit by the heavy expenditures of the manufacturer for advertising by backing the general campaign locally in their own territory.
Every Dealer in the United States should have within easy reach a copy of

THE TALKING MACHINE WORLD

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

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

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

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

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

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

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

EDWARD LYMAN BILL
Editor and Publisher,

1 Madison Avenue NEW YORK
JOHNSON RECORD PATENTS UPHeld.


The case of the Victor Talking Machine Co., Camden, N. J., against the American Graphophone Co., New York, argued in November last before Judge Ray, U. S. Circuit Court, Southern District of New York, was decided on July 1, 1920, and the decision was confirmed by the Court of Appeals on March 29, 1921.

The case was about the validity of certain record patents held by the Johnson Talking Machine Co., No. 688,739, issued August 11, 1908, which were opposed by the Victor Talking Machine Co., No. 778,975, issued March 29, 1904.

The Johnson patents claimed the use of spiral grooves of uniform width for recording sound, while the Victor patents claimed grooves of varying depth.

The Johnson patents were upheld by the Court of Appeals, reversing the decision of the District Court.

This decision covered a wide range of technical details related to the invention of recording sound on discs.

For a detailed understanding of the case, the full text of the Court of Appeals' decision is recommended for reading.
Advantages of Co-Operation in Sales Department.

By H. H. Fierach, Los Angeles.

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

Imagine, if you can, a person placed on an uninhabited island who has (upon his own admission) no sources, no one to aid him, not even a boat of the field to help him till the coil, but condemned (by the absence of co-operation) to plod along indefi- nitely, an outlawed, a diseased man, and one who, at the same time, would see that he would soon sink to the level of all brute creation, where only might is law and the strong dominate the weak.

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

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

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

It seems to me that we need to decide as to which department had the best opportunities to aid the others. Of course, the first floor has this advantage; they see them first, and no doubt many a faint-hearted talking machine customer is shown to the elevator and landed on the third floor, before he really has the time to object. Still, on the other side of the question, our record customers ask if such and such a record, or album, or what not, that this particular piece being sung by some artist would just suit their voice and, of course, that is our chance to direct them to the sheet music de- partment.

Again, many of our patrons, after hearing some of the wonderful solos performed by the great staff of artists employed by the different talking machine companies, become ambitious to learn some instrument themselves. Quite often they in- quire as to the relative difficulties of the different ones. Thus we get our cue to refer them to our small goods department.

Not only are we able to co-operate for our mutual benefit, but by keeping our customers inter- ested in their machines and records, we will find that they will also co-operate with us and will bring their friends in and so we are forming a network for ever-ending business, which with proper handling will not decrease but grow larger and more profitable. As a general rule people who trade regularly at one place are always more likely to give a preference to some particular salesman. This preference may be for several reasons, viz.:

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

Every salesman should strive to show the same interest and attention to another customer as he would to his own, and in consequence the customer will always feel at home if the one they happen to ask for it out. Another thing, it would be well to keep in mind is that every purchaser is different. You will often hear the remark among clerks, "Here comes Mr. ---; it is a pleasure to wait on him." On the other hand, there is the customer who, no matter what you do, he will get used to you generally have a hard time to please. A great many times this cranky person only needs a little co-operation to get him started on the right way to make him feel more content. Help him out by offering him a few suggestions, that is probably just the trouble; he doesn't know what he wants and you should be ready to strike just what he likes best. Of course, he may ignore your little hints, but by judicious handling nearly all of them can be made to see that you are really anxious to help him, and it may be the means of getting more business for the house in the future.

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

So in conclusion I think we will all get along better if we try to do our part, and with a little more care, we may not least, get better business results, if we only take for our motto, "Co-operation."

INFORMATION COLUMN LINE.

(Special to the Talking Machine World.)

Hyde Park, Mass., April 8, 1911.

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

Said a merchant of experience: "I would much rather a man should come into my store and blow up a piano department to answer this man's query some- thing like this, "I really don't know anything about pianos, that is out of my line." Would that be using business tact? Emphatically no; and, besides, it would lower you in his estimation, as you would probably think that you took very little in- terest in the business welfare of your firm and also were lacking in courtesy to him. How easy to tell him of some of the different makes we handle, and before you get into deep water turn him over to one of our many able piano salesmen and let them do the rest.

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THE TALKING MACHINE WORLD.

35

Arthur Collins
Pronounced by many to be the world's greatest delineator of negro dialect in song. It's a genuine treat to hear his 1-4 Records.

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

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

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

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

U.S. Combination PHONOGRAPH

Everlasting RECORDS

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

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

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

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

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

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

U.S Peerless $200.
U.S Opera Model $65.
Other Horn Models:
U.S Banner $45.
U.S Junior $30.
U.S Grand $85.

U.S A.

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

Name: ____________________________
Address: __________________________
City: ____________________________
State: ____________________________

Mail out this coupon
Columbia 2-minute and 4-minute Indestructible Cylinder Records are the only cylinder records that last.

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

RECORDS BY MARY GARDEN.

Great Exponent of Modern French Opera Is Now in Evidence With a Number of Remarkable Records. Which Reflect Credit on the Columbia Phonograph Co. What Miss Garden has, in common with no other voice, is a great capacity to deal with modern French music—music to which, in my opinion, she is the only possible and fitting vehicle. Many and varied are the names of outstanding artists of our time, and each has his domain. And yet, of these, no other artist has the continuous and unbroken quality that mars the phonograph in general. Soft and musical, losing all realistic in interpretation that projects itself over the mind of this public become peculiarly associated with Miss Garden's name, and with her in comparable art. A condition such as this implies in any singer the possession of qualities of the comparable art. A condition such as this implies in any singer the possession of qualities of the very highest distinction, not alone a magnetic voice, but also a personality and a capacity for emotional realism in interpretation that projects itself over the footlights with the compelling force that only a very great artist can exercise.

Mary Garden's contributions as recorded by the Columbia Phonograph Co. are two selections from "La Traviata" (Verdi) on double disc A-5284, "Quel est Don c de Trouble Charmant" (Ah! Fous e Lui) (What Can Be This Feeling?), soprano solo in French with orchestra, and "Pour Jamais ta Destinee" (Sempere Libera) (The Round of Pleasure I'll Enjoy), in French with orchestra. The second double disc (A-5289) includes a selection from "Le Jongleur de Notre Dame" (Massenet), "Il est Doux, il est Bon" (Kind is He and Good), soprano solo in French with orchestra. An idea of the excellence of these records may be gleaned from the fact that immediately after Mary Garden heard them she sent the following communication to the Columbia Phonograph Co., which certainly tells its own story: "I always said that never would I sing into a phonograph of any kind, but one does not always live up to everything one says, happily, for after months of tireless persuasion the Columbia Phonograph Co. won me, and here I am saying, like every one else that will hear them, that the Columbia Records are without a rival! They are so soft and musical, losing all that beastly metallic quality that mars the phonograph in general. My sincere compliments for their eternal success. (Signed) MARY GARDEN.

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

TRADE MAKES GOOD SHOWING

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

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

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

THE SALESMAN'S STANDPOINT.

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

I had just bought some records and was lingering for a moment's chat with a young man who had waited upon me. It was a small store and not a busy store, but it was my habit to trade there, largely because of that particular salesman. A new boy loaded in and threw an evening paper upon the table before us, and a moment later the proprietor came down the aisle, picked up the paper and took it with him to the office. I attached no significance to the act, but my friend the salesman looked at me and smiled; we were so well acquainted that he felt at liberty to talk freely to me, said a World correspondent. "Mr. Blank is a well-informed man and he knows the business end of his business thoroughly," said he, "but if I were the proprietor of a store I would not only allow my employees to read the daily papers, but I would insist upon their doing so at my expense and upon my time."

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

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

"I certainly do," was the emphatic reply. "Mr. Blank does not allow us to read in the store, but in my own home I carefully look over every paper published in the city. I consider it as much a part of my preparation for my day's work as my morning shave, and I have too much respect for the business end of his business thoroughly," said he, "but if I were the proprietor of a store I would not only allow my employees to read the daily papers, but I would insist upon their doing so at my expense and upon my time."

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

"The clerk shrugged his shoulders and again answered: "Mr. Blank is a good man to work for," he responded, "kind and considerate, but he is not one who invites or welcomes suggestions from his employees."

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

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

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

(Special to The Talking Machine World.)

Philadelphia, Pa., April 1, 1911.

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

music lovers, which was simply a repetition of her
many triumphs on the great concert tour which
followed:..." (Could I Believe).

"Ah, non credea mirarti" (Shadow song), Italian; 88306, Nozze di Figaro—"Voi che sapete" (What is This Feeling?),
Italian; 88310, Romeo et Juliette—"Valse (Juliet's
waltz)," Italian; 88303, Lucia di Lammermoor—"Regnava nel silenzio" (Silence O'er All), Ital-
ian; 88304, "Aprilis," Italian.

CENSING DISCS IN RUSSIA.

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

MME. LOUISA TETRAZZINI.

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

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

PAY DUTY AS FURNITURE.

Hornless Talking Machines Shipped to Austria
Hungary Are So Classified.

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

THREE POINTS OF SELLING

That Play An Important Part in Bringing
Every Transaction to a Successful Conclu-
sion.

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

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

"The process of properly selling goods consists
of three parts.

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

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

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

AN ENT 700 PARTICULAR PEOPLE.

Some people cannot work unless the conditions
are ideal. If they are going to write a letter the
pen must be of especial make, their stationery
of the same rules as ordinary

SONORA PHONOGRAPHS:

SONORA PHONOGRAPHS:

WITH INVISIBLE HORN:
To make them Convenient and Beautiful.

WITH COVERED CASES;
To Eliminate the Scratches of Needle.

WITH MOTORS:
Of Highest Quality, built by the accomplished
mechanics of the world, whose experience is not ap-
plied to ordinary machines.

WITH DUAL PLEX BOX:
Of Superb Tone, whether used with Needle or
Sapphire Needle.

WITH SPEED REGULATOR AND
INDICATOR:
Simple, Reliable and Uniform.

WITH TONE MODIFIER:
Affording Surprisingly Pleasant Modulation.

WITH AUTOMATIC STOP:
A Positive Economy after its advantage is once
realized.

While our patents do not make up a Very
largest, they are strong, and possess many
REAL merits.

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

SONORA PHONOGRAPHS:

NEW YORK

Sonora Phonograph Co. 73 Reade Street

THE TALKING MACHINE WORLD. 37
**YOUR GOODS AND HOW TO SELL THEM**

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

"He who whispers down a well/About the goods he has to sell, /Will never make as many dollars /As he who climbs a tree and hollers."

And yet they will tell you that silence is golden; it is; but the trouble with it in business, and especially in store-salesmanship, is that you can't cash it. You may have as good a spool of commodities as the world can buy, but you have to be had at any price, but if you make a business of letting them talk and show themselves while you comfortably entertain yourself, you will have the reputation of being a pleasant fellow and delightful companion, but you won't make much money at it. Profits or ease—you can't have both in business! Your goods are like the Man from Missouri—"they've got to be shown!"

Now we have analyzed what happens in every sale. We have shown the order in which every sales argument is presented, and the gradual process by which every man sees—likes—wants—gets! It's the "gets" that count. You can make a sale as quick as lightning sometimes—when a real business man comes in on a run—doing a determination, two-step—rushes at you with his hand out and his finger up—"Give me twenty records of such and such a make—quick!"

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

No man ever yet bought a nickel's worth of any thing under the sun whose mind had not advanced in this same invariable and inevitable channel of successive attention, interest, and conviction.

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

First, then, attention.

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

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

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

**A PROGRESSIVE FLORIDA HOUSE.**

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

(Special to the Talking Machine World.)

Tampa, Fla., April 9, 1911.

The Rhodes-Pearce-Mahoney Furniture Co., the exclusive Columbia dealers of this city, are advertising the Columbia line on a large scale in the local papers and using almost the whole space of their two immense show windows for the display of Columbia products the past two weeks. Columbia business has developed wonderfully with this firm, and the Columbia is altogether an important part of this great furniture company's business. Some idea of its importance is indicated by the full-page advertisements in the Tampa Sunday papers devoted solely to advertising Grafonolas, graphophones and records. In addition to the large window display a special feature is made of Grafonolas.

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**COMPLETE HOME FURNISHERS**

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**Your customer bought anything? Have you got any money out of it? Have you transacted any business? No! Yet some of the "professors" on the subject of salesmanship very solemnly and learnedly affirm that by this time you have completed all the steps in the process of effecting a sale. You have done nothing of the kind.

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

The whole point about this thing is this: That while you must first of all show your goods and attract attention to them, and interest your customers in their good qualities, and convince him that they are exactly what you say they are, yet all of this is merely going to be driving at is the consummation of the sale—the action—the result—the money!

Now we have analyzed what happens in every sale. We have shown the order in which every sales argument is presented, and the gradual process by which every man sees—likes—wants—gets! It's the "gets" that count. You can make a sale as quick as lightning sometimes—when a real business man comes in on a run—doing a determination, two-step—rushes at you with his hand out and his finger up—"Give me twenty records of such and such a make—quick!"

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**STEADY IMPROVEMENT NOTED.**

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

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

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

**FEW REAL WORRIES.**

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

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

**TRADE NOTES FROM BALTIMORE.**

(Special to The Talking Machine World.)

Baltimore, Md., April 4, 1911.

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

H. Dertsher, of Frederick, Md., who is exclusive Columbia dealer in that town, has been so successful that he has now fixed up a hand-some showroom exclusively for Columbia goods, and reports very bright prospects of a steadily increasing business.

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


(Special to The Talking Machine World.)

Indianapolis, Ind., April 1, 1911.

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

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

The Columbia Co. have received their first shipment of the Fremstad records, and the first lot of Rasklannof records, which everyone pronounces to be the best yet, it is said. Business has been good for the last month with the Columbia. The Columbia Co. have organized a special department for Dictaphones and have placed two expert typewriter salesmen in the field. One week during the month a Dictaphone was placed in the display window, where it was operated by a stenographer, and with one of the representatives of the company doing the dictating. There was not one half-hour during any day when there was not a crowd of onlookers. Even when it was raising the crowd remained. Many Dictaphones are in use in Indianapolis.

The Columbia piano records by Schirwinka have been giving great satisfaction. The records of the Columbia Co. by Alexander Heinenmann, the German folk songs, also have been making great headway. It seems that they were just what many of the people had been waiting for. Business was good last month with the Musical Echo Co., with the Victrola still in the lead. The Aeolian Music Co. have been concentrating the effort of their talking machine department on the Victor line. The company have been doing some systematic advertising, and announcements have been run daily in a number of the out-State papers. These advertisements have brought many prospects to the Wulschner-Stewart dealers out in the State.

The wholesale talking machine department of the Wulschner-Stewart Co. is now in a thoroughly equipped condition, both as to records and machines. There has been, however, a demand for the Victrola N, which could not be filled on account of a lack of machines of this style from the factory. It is predicted by the manager of the Wulschner-Stewart talking machine department that this will be the best year the firm have ever seen in the talking machine line. "Travel, Travel, Little Star," by Montgomery and Stone, has been one of the biggest hits during the last month with the Wulschner-Stewart Co. It was necessary to order a new supply of these records before the April records went on sale. The company have made a newspaper feature of this record, as Montgomery and Stone were dated to appear at English's Opera House this month. The Aeolian Co., who handle the Victor line, have been giving daily recitals at 10.30 and 3.30. In these recitals the well-known artists, such as Mela and others, were featured, one in the forenoon and another in the afternoon. So much interest was shown in the recitals that the parlor of the Victrola department was overcrowded at times. The business in the talking machine department of the Aeolian Co. for the month closed up very well; in fact, better than had been anticipated at the first of the month.

One of the Indianapolis daily newspapers has started a new department, which is run once each month, and in which the names of all of the new records are given. "Nothing more interesting could be presented," said one talking machine dealer, "as many of the best people in the city are interested in the new records each month." Business has been going along nicely with the Udell works, and the new styles of cabinets have been attracting unusual attention.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

SOLID WOOD (NOT VENEERED)

Mr. Dealer!

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

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

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

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

MURILLO ENTERTAINS IN BOGOTA.

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

GET READY FOR CONVENTION.

The Great Annual Reunion of Jobbers Will Take Place in Milwaukee in July and Secretary Roush is Sending Out Some Mighty Snappy Publicity Keeping Everybody Ad-

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

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

In this connection we would also urge upon all our members the necessity of doing effective work for the extension of the membership of our organization. If all of our present members will cooperate and do personal work between now and July, we can gather in all of the eligibles of the United States and hold a convention, the force and influence of which will be irresistible. In the May and June issues of The World will appear illustrated articles regarding Milwaukee. Do not fail to read them. Special railroad and hotel rates have been secured. All the cost of the entertainments are included in one banquet ticket, so that if you know your own personal extravagances you can figure the trip down to one cent, if, as Secretary Roush sagaciously remarks, you provide a return ticket beforehand. Here is the program.

FIRST DAY, MONDAY, JULY 10.
9:00 a.m.—Getting acquainted.
11:00 a.m.—Special address of welcome by Mayor Seidel.
12:30—Luncheon.
2:00-4:00 p.m.—Association meeting.
4:00 p.m.—Dinner.
8:00 p.m.—Theater party (special).
11:00 p.m.—4:00 a.m.—Park and Grove.

SECOND DAY, TUESDAY, JULY 11.
10:00 a.m.—Visit to Milwaukee breweries in automobiles.
12:30—Luncheon.
2:00 p.m.—Boat ride on Lake Michigan, meeting of association on boat, lunch and refreshments. Return at 7:00 p.m.
9:00 p.m.—Dreamland—a beautiful Milwaukee resort.

THIRD DAY, WEDNESDAY, JULY 12.
10:00 a.m.—Ball game—Eastern and Western jobbers.
12:30—Luncheon.
2:00-4:00 p.m.—Association meeting.
5:00 p.m.—Automobile ride to Donges Grove.

VICTOR USERS!

PROTECT YOUR RECORDS FROM GETTING SCRATCHY.

On All Demonstrating Machines and Victrolas.

This is a courteous notice to all who will refund your operating expenses— For it protects your record stock from injury or careless handling, especially when playing for customers.

No separate depredating sets of records necessary when the "Velvet Tone" Needle Balance is used.

Your customers will buy the "Velvet Tone" after seeing it, and your salesmen will find it invaluable.

Patented June 28, 1910
Velvet Tone Needle Balance
A. D. Macanley, 714 Walnut Street, Columbia, Pa.

DO NOT FAIL TO TAKE ADVANTAGE OF THE ANNUAL CONVENTION, JULY 10th, 11th, 12th and 13th, 1911, MILWAUKEE. THERE IS A SPECIAL REASON THIS YEAR.

This is sure the TWENTIETH CENTURY sign of widespread awakening.
Mr. Jeffries doesn't need to train any more. He's licked.

LET THIS ALL SOAK IN.

Mr. Jeffries was STILL tolerably content with what he, a Ruthless and Side-stepping.

Victrola IX is

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

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

VICTOR-VICTROLA IX—ALMOST CLOSED.

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

This new Victrola IX will undoubtedly do much to extend the trade of dealers if properly in-
THE TALKING MACHINE WORLD.

SLOT MACHINE TRUST.

New Company Will Develop and Reorganize Automatic Vending—Will Have Large Capi
tal—Plan Is to Use the Machines to Introduce and Advertise Goods for General Sale—
An Important Move of General Interest.

Plans have been completed for the consolidation of practically all of the large manufacturers
of chewing gum in the United States and Canada of breath per-
fumes. While at first the new company will sim-
ply buy from these companies according to its
needs, it is expected that as the slot machine and
over-the-counter business is developed the Auto-
sales Gum & Chocolate Co. will become the ex-
clusive slot machine sales agent of these two
companies.

The eighteen companies comprised in the con-
solidation control at present some 350 trade names
and brands. Among the largest of the companies
taken in are Stollwerck Brothers, the Colgan Gum
Co., the Bon Bon Co., the Newton Gum Co., the
Franco-American Chocolate Co. and the Franco-
Swiss Chocolate Co. The manufacturing com-
ppanies are the International Vending Co., the
Boston Coin Machine Co., the Union Vending Co.,
the Automatic Beam Scale Co., the United States
Coin Lock Co., the New York Coin Operated Ma-
chine Co. and the Individual Drinking Cup Co.
These concerns control the patents for vending
and weighing machines of all kinds from the
peny-in-the-slot variety to the machines taking
higher denominations of coins, and cover the dis-
tributing field all over the country.

Some of the companies taken in, such as the
United States News Co., arc valuable for the
selling of newspapers, magazines, etc., and at the
same time increase the efficiency of
the machines.

The company will start in with about 200,000
machines, and will immediately reorganize the
operating methods so as to cover a wider field
and at the same time increase the efficiency of
machines through having them frequently
inspected. A large part of the profits which the
companies expect to result from the consolid-
ation will come from the savings in operation, but
one of the largest factors, Charles R. Flint's rep-
resentative said, would be the building up of an
over-the-counter business in larger packages. All
of the goods sold in the slot machines will be fac-
similes in miniature of the larger packages which
the company will manufacture.

BEING ON TIME EVERY TIME.

Better to Be a Little Ahead of Time if Any-
thing—Handling a Disagreeable Job—Punct-
uarity in Ordering Goods.

If you cannot be punctual to the minute, it is
better to be ahead of the time than behind it.
The one who is habitually behind time loses many
of the best bargains of life. He loses the respect
and confidence of his fellow-men; he loses faith
in himself.

If you have a disagreeable task awaiting you,
the easiest way to get it off your hands is to do
it at once. "Promptness takes the drudgery out
of an occupation." The man who is a little be-
hind time is obliged to hurry so much that he
has no time for the beauties of life as he goes
along.

He misses the comfort of the one who can take
things more leisurely, and he makes himself the
object of amusement for others simply because he
is always compelled to do things on the run.

If he is behind time in ordering goods, he loses
the cream of the trade. If he is behind time in
announcing a new consignment, he likewise misses
the seasonable custom. If he is behind time in de-
delivering goods to customers, he loses their con-
fidence. If he is behind time in paying his bills, he
loses the advantage of the discount. In fact, it
sometimes seems as if the man who once falls
behind is soon enveloped in a series of obstacles
little and big.

A store in Philadelphia recently caused some-
thing of a stir in that city when the advertisement
of the store appeared in the newspapers with the
names of the salesmen.

More Money for Talking Men

Just as Edison's invention of the Talking Machine opened up a rich field of endeavor to
thousands of energetic business men, so the invention of the
Water Witch VACUUM CLEANER

has broadened that field to an almost unapproachable size.

Talking Machine Men all over the country are greatly increasing their incomes by selling vacuum cleaners.

Every man who is successful in selling a luxury like a Talking Machine can be even more successful in
selling the Water Witch Vacuum Cleaner, which is admittedly a household necessity.

Cut down your percentage of overhead expense by adding another line. A WATER WITCH in your store
would be a strong drawing card and take up very little room.

Our patents give us an absolute monopoly of the water operated Vacuum Cleaner field.

To be efficient in the highest degree a Vacuum Cleaner must be operated by
power. Heretofore, the only portable power cleaners have been operated by elec-
tricity. This means that 9,000,000 homes in this country (unpowered) can't use an
electric cleaner, but can use a WATER WITCH Vacuum Cleaner because it's operated by ordinary water pressure
in the kitchen sink or bathtub. Only the light vac-
uum hose is carried to the rooms.

Made of aluminum, weighs only 28 lb. Full bearings—almost uns 
countable. 25% more efficient than best portable power cleaners. (Sells for 20% more in the stores than good electric machines).

Dirt and grime automatically mixed with water in the machine and washed down the drain. No dirty hags or streams to empty. It's the only really hygienic cleaner. A sensation wherever ex-
ings. HYDRO VACUUM CLEANER CO.,

895 Niagara St., BUFFALO, N. Y.

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Announce That, Beginning with Their April Bulletin, Every "Red Seal" Record Will Have Descriptive Matter Attached to the Reverse Side for the Benefit of the Customer.

The Victor Talking Machine Co. announce to the trade, with their April bulletin, the perfection of a new and exceedingly important feature, which is bound to have a very great and advantageous effect upon the sales of Victor records. For some time past there has been a pretty well formulated desire among thousands of Victor customers for something in the nature of descriptive matter bearing on each individual record, especially those of the more serious type. The new move, now announced, comprises the attachment to every record of a descriptive label on the reverse side, which gives in terse and clear language a synopsis of the plot pertaining to the opera from which the selection is taken and of the particular situation wherein the selection covers. (See illustration herewith.)

It is only necessary to make the bare announcement of this important feature to make its possibilities understood by every Victor dealer and salesmen more efficient, to say nothing of himself, but the result of this widespread advertising vacuum cleaners are no longer looked upon as novelties or luxuries. They are considered a necessity in every well-ordered home where health and comfort are of primary importance. Thousend have been sold; thousands are still being sold every month, yet the demand keeps on increasing. A few years ago vacuum cleaners of all kinds were something novel, but there are now a number of different machines—some good, some fair, and many practically worthless. Yet all find buyers in numbers that keep the manufacturers bustling day and night to meet the demand.

A concern in this city which has won excellent success is the Hydro Vacuum Cleaner Co., 891 Niagara street. Their machine, which is entitled the "Water Witch," is largely in demand. Speaking on this subject with one of the officers of the company he said: "Before the introduction of the 'Water Witch' there were but two classes of machines—those operated by electricity and those operated by hand or foot power, applied by the operator or an assistant. A number of the electrically operated machines were really efficient and quite satisfactory. Unfortunately, however, only those having electricity in their homes could use them.

"People without electricity were obliged to do the best they could with a 'hand' machine, many of which require more labor to operate than is required by the old-fashioned mops and carpet sweepers. Furthermore, thousands of electrically equipped homes are in the smaller cities where no day service is maintained by the local electrical plant. Naturally, no one desires to clean house at night.

"Between the home equipped with electricity and the average home of the fair-salaried business or professional man lies a field of nearly 10,000,000 homes able to pay for a really efficient power cleaner, but without electricity. Practically all these homes are equipped with municipal water. "The 'Water Witch' vacuum cleaner is operated by ordinary city water pressure, in the kitchen sink or bath tub. It costs nothing to operate. It is the only cleaner that does efficient work without the aid of electricity. There are 10,000,000 homes in this country that cannot use an electric cleaner and the 'Water Witch' vacuum cleaner can be used. The selling price of the 'Water Witch' is $85, which yields a profit of $25 to $50 to the agent, depending upon the size of his territory. Talking machine men who are interested in an additional line would do well to write to the manufacturers."

Consider your opponents to be honorable people, and do not believe everything the customers tell you about them. If you are overworked and want to take the rest cure—stop advertising. You will soon be lost in the shuffle.
GOOD REPORTS FROM BALTIMORE.

Trade Shows Increase as Compared with the Same Period a Year Ago—Close of Opera Whets Appetite for Grand Opera Records—Manager Roberts of the Drop Co. Cannot Get Enough Victrolas and High Priced Edison Machines—Columbia Phonograph Co. Report Big Sales—Other Houses Also Pleased with Conditions.

(Special to The Talking Machine World.)

Baltimore, Md., April 6, 1911.

The month of March for 1911 has shown quite an increase in the volume of business as compared with that for the same month in 1910. In explaining this the local dealers declare that the popularity of the high priced machines and high-priced records are the main reasons for the better showing of business. This statement is pretty well unanimous and seems to indicate that the people of Baltimore realize that they get better results for their money by going after the expensive and well-made machines and leaving the small ones for the little dealers in remote sections of the city or in country towns.

While the opera season has come to a close in so far as Baltimore is concerned, there has been no let-up in the demand for the records containing the various selections of the well-known song birds. The requests for these continue to pour in. This does not mean, however, that the popular songs and other records are not sought after, for the demand in this line is also brisk, according to the dealers.

Manager Roberts, of E. F. Droog & Sons Co., is enthusiastic over local conditions. "The only kick I have," he said, in talking with a representative of The Talking Machine World, "is that I cannot get enough Victor Victrolas and high-priced Edison machines to keep up with the demand at our store. The demand for the Victrolas and the Edison Triumphs and Amberolas has been large, and I am greatly pleased with the outlook for the remainder of the spring. The small machines have also been going well, but these, for the most part, have been more for the record business in the way among the little dealers here and the country merchants. I find that the volume of our business for last month exceeded that for the same month of 1910, yet the number of sales were less. In investigating this feature of the business I find that it is due to the great demand for the high-priced machines. This demand seems to increase every year until now we have a fair-sized demand for the large machines. Our record business has also been tip-top in every line."

Cohen & Hughes also announce that things have been breaking well for them in trade during the past month. Manager Morris Silverstein states that March has shown up better than the same month last year, although not quite up to the fine showing of February. He has many good prospects for the spring months and looks for a continuation of the excellent trade conditions for the remainder of the spring. Like the other local dealers, Mr. Silverstein complains about the shortage of Victor Victrolas, the demand for these high-grade instruments being in excess of the supply. Mr. Silverstein also reports good wholesale business with the Victor line, in consequence of the increased facilities at the store for handling this feature of the trade. Cohen & Hughes have also been advertising extensively and the business has brought about good results. Mr. Silverstein was a guest at a dinner of the directors of the Cumberland Telephone Co. He gave a concert on one of the Victrolas, and many of those present were so pleased that they gave in orders for machines.

The De Luxe Grafonolas and the Regent Grafonolas, as well as the various lines of Columbia machines, have figured in many big deals during the past month, according to Manager Laurie, of the local office of the Columbia Phonograph Co. The Columbia trade from here and the surrounding territory has been keeping pace with the excellent trade of the other lines of talking machines, while the prospects for the remainder of the spring and early summer are excellent.

At Sanders & Stayman, Manager Albert Bowden stated that both the Colombias and Victors have been sought after in great shape, and that results for March have shown an improvement over the same period of last year. Similar reports are made by Hammann & Levin regarding the Victors and Edisons.

INTERESTING VIEWS ON MEXICO.

Interesting Observations of E. N. Burns Regarding Conditions in the Sister Republics to the South of Us Make Timely Reading.

Tarrying but a few days in Havana, Cuba, on his recent trip, from which he returned to head-quarters April 3, Edward N. Burns, manager of the export department of the Columbia Phonograph Co., General, New York, utilized a month's time in the City of Mexico. In reference to his journey and experience he said to The World: "In Cuba, where I stayed two days only, I found business very good in our line. As a fact, general conditions in the island are slowly but surely on the up grade. I am writing a report on the action of the conservative merchants and planters. The government has become stable, and President Gomez deserves much praise for his firmness and wisdom with which he directs public affairs. Turmoil has practically ceased in all parts of Cuba, and the dawn of a brighter and better day for Cubans of all classes has arrived. Many of the older American business men have had the opportunity of visiting the island, enjoy themselves, and bring in a great deal of money. I went direct to the City of Mexico from Havana. In Mexico the business of the Columbia Company has increased so much that there is a falling off in the Columbia business of fully 30 per cent in general mercantile affairs due to the insurrection. In fact, the talking machine trade, strange to say, has suffered less than any other. As for the political trouble now existing it is certainly serious, and will continue so unless certain changes are made in President Diaz's cabinet, and reform instituted and concessions granted which are demanded by the country at large. If the insurrectos had a leader of any prominence or force of character the so-called war would be still more certain. They need a leader of caliber. Now, of course, Diaz has proclaimed a policy that may carry out these ideas, but what the people insisted upon was the resignation of Vice-President Coral, who was particularly obnoxious. Mexicans would not stand for him in any sense of the word. Since my return Coral has left Mexico, and this will go far to remove a most objectionable source of trouble. At the present time, however, no one can tell how the insurrection is coming out.

The Americans are not unpopular or disliked in Mexico. Perhaps there was a time when a class of Americans who would be considered undesirable anywhere created this impression. But the kind of Americans who are here present good standing and reputation, and they are on the friendliest footing with the best grade of Mexicans. Our people now in Mexico are welcomed, and after a residence of two years are drawn as jurors, irrespective of citizenship. The Mexican courts want the benefits of American intelligence and enlightenment in this capacity.

"American capital in permanent investments in Mexico is the heaviest, and the Canadians are also strong. Canadian capitalists are now building the waterworks in the City of Mexico, and they also own the entire street railway system. The Canadians own the banks in Cuba and pretty much throughout the West Indies, so you may figure how they stand.

"I shall go to Europe in May with my family, leave them in Switzerland, and visit the Columbia branch offices and factories on the Continent. From there I will go to South America, confining my time almost entirely to the Argentine and Brazil. I do not believe I will reach the West Coast. The copyright situation in South American countries is very interesting, and its development requires careful attention on the part of the talking machine trade."

SAYINGS OF A LIVE MERCHAND.

Keep your whole stock on dress parade as far as possible.

Advertise truthfully, consistently and judiciously, and as to what is judicious advertising, each man must determine for himself.

"Would you build up a trade, young man? Then go to work, work hard, work all the time, and keep everlastingly at it.

"Would you make a fortune, young man? Then go into the catalog house business, and meet them on their own ground.

"Do not miss the chance to become personally acquainted with every one with whom you come in contact.

"Don't allow dust to settle on you, or on your goods; and above all, don't let your clerks loaf around like a gang of loafers.

"If it is hot weather in your store don't hide the water cooler. In selling on credit, it is always decidedly best to have a specific time for settlement, and insist upon payment when that time comes.

A Live Proposition for Live Dealers


DUST-OFF RECORD CLEANER

For Cylinder Records

Made of selected first quality lambwool, mopped with absorbent cloth. A practical and useful record cleaner ever devised.

You Can Now Buy Dustoff Record Cleaners in Individual Cartons. Or They are Selling Faster and Faster.

For Disc Records

Made of high grade velvet carpeting, chosen for its high, soft nap. This is the only record cleaner that fits into and removes the dust from every cylinder and cylinder cleaner, and prevents scratching disc record in the least.

TONE CONTROLLER COMPANY, - Providence, R. I.

RETAIL FOR 15c. Good Profit.
COMMERCIAL MACHINE EXHIBITS AT CHICAGO.

The Dictaphone Department of the Columbia Phonograph Co. and the Edison Business Phonograph Co. Make Very Handsome Exhibits at the Annual Business Show Recently Held at the Coliseum, Chicago—Some Excellent Business Deals Occur as a Result.

The annual business show at the Coliseum in Chicago came to life again last month after a protracted absence. The Chicago branch of the Dictaphone department of the Columbia Phonograph Co. and the Edison Business Phonograph Co. of Chicago, both had exhibits. Pictures of the booths are shown herewith.

The photograph of the Dictaphone booth shows a busy scene. Among the gentlemen seen around the booth is W. W. Parsons, manager of the Chicago Dictaphone department, and district manager for the Central West. E. A. Parsons, W. W.'s brother and business associate, is also there with the booth. Mr. Barnes, by the way, has worked up a simply remarkable business since he has been going it for himself. He laid the foundation when he was directly in the employ of the Edison Co. In the past three or four years he has had to repeatedly enlarge his quarters in the First National Bank building, and recently fixed up a large room for his school for machine operators, and rented additional quarters for the repair department.

THE EXHIBIT OF THE EDISON BUSINESS PHONOGRAPH CO.

An interesting little happening and a practical demonstration of how the Victor could be used for dancing occurred at Aeolian Hall last week. Miss Spaulding at once suggested using her Victor and the Victor dance orchestra records. They did an excellent business during the show. The lady expressed great doubt and was unwilling to believe that the records would do for dancing, so Miss Spaulding promptly had two of the large rugs rolled aside, Miss Perry put record No. 2145 on a Victrola and, very much to the astonishment of Mr. Emmrich, her assistant, that young man found himself being spun around the large show floor with Miss Spaulding as his partner. This demonstration was so convincing and so delighted the customer that a complete set of the dance orchestra records were ordered.

DAVEGA'S SPECIALTIES

$ $ $ $ $ TO YOU

No. 100 DISK RECORD CABINETS

The finest tempered steel needle made. Scientifically cut and ground to fit the groove in the record—American made—and lower in price than any other high-grade needle.

VICTROLA PROTECTORS

Save your machines from damp, dust and injury. Every one of your Victrola customers will purchase one.

"BUILT UP WOOD"

DIAPHRAGMS

A handy, convenient and necessary attachment.

SIMPLEX NEEDLE BOXES

They have no equal. A trial will convince you.

SIMPLEX RECORD CLEANERS

Get right down into the grooves of the record and clean them good.

Progressive Dealers and Jobbers Stock These Lines

DO YOU?

We will be pleased to quote prices and full information upon request.

WON'T YOU WRITE TODAY?

S. B. DAVEGA CO.
126 UNIVERSITY PL., NEW YORK
THE OLDEST JOBBER IN GREATER NEW YORK
be had failed to pay a balance of $89, had his trunk and several boxes attached at the depot by a constable. A search of the trunk and boxes in his prison cell turned up receipts of money, but the records and other papers were still missing.

A duplicate of a new organ, called the Hope-Jones Unit Orchestra, just installed in the Hotel Statler, at Buffalo, in 10 minutes with approval thereto, will be put in the Statler Hotel here, now under construction on Euclid avenue. The instrument is said to combine the organ, violin, flute, drum and bells, and is intended to take the place of orches-
sas in the hotels.

In the alleged belief that the world will come to an end within the next ten years, a new religious sect styling themselves "Revived Spiritualists," have been holding ghostly incantations in a dark and gloomy basement, lighted only by occasional flickering phosphorescent gleams, the silence broken only by words supposed to be direct from God and transmitted to the faithful by means of a phonograph. After months of preparation and numerous manifestations of the Lord through the medium of the phonograph, the members have started on an inspired journey to a promised river in California, in which all their sins are to be washed away. Thus is the talking machine add-
ing new achievements to its wonderful possibilities in guiding sinful mortals to their final abode.

The Columbia Phonograph Co. are now settling their new quarters on Euclid avenue. The main store, 18 x 50 feet, fronting on Euclid avenue, extends back 180 feet, where it is 20 feet in width and where are located the cashier's office, the Dictaphone depart-
ment and four tastily arranged demonstration rooms, with extensive record shelves conveniently near. The main salesroom, 18 x 50 feet, fronting on Euclid avenue, extends to the cashier's office, and the stairway leading to the wholesale depart-
ment and repair room in the basement. The en-
tire store has been handsomely decorated in green and old ivory, is nicely carpeted, comfortably fur-
doned, and lighted by a number of electric lamps.

The beautiful main sales room affords ample quarters for an elaborate display of ma-

cines, cabinets and horns, and the show win-

dow is large and attractive. The location is about midway, diagonally, from the Eclipse Musical Co. and Buescher & Sons, centering the leading exclusive talking machine dealers and dis-

tributors in the new building business center of the city. Geo. R. Madson, the manager, says it is one of the most complete wholesale and retail stores in the country and he is very proud of it.

A group of friends were chatting in the Eclipse Musical Parlors, discussing various topics, when there rang out soft and clear the words from that chestra in the hotels.

"Oh don't you remember sweet Alice, Ben Bolt.

Sweet Alice with hair so brown."

Someone was singing it.

There remain Ben, but you and I,"

and half broker in a little pathetic sob.

One group that had listened intently was made up of a middle aged man and four or five women. When it was over the man hurried to the demonstr-

ator. He was smiling when he returned.

"We'll hear it again to-night," he told his com-
patrons, "thanks to science and the new April records. Why, yes, of course, it's one of them.

As his lady friends looked incredulous, he ex-
plained: "It's Farrar's voice. She couldn't have sung anything more beautiful." The old song is considered by thousands one of the loveliest ever written.

A new harp record by Sassoli, and several other selections, were wrapped up with Ben Bolt when the party left.

(Continued on page 60)
TRADE NEWS FROM CLEVELAND.

(Continued from page 45.)

It is a self evident fact that trade is remarkably good at the store of W. H. Buescher & Sons, who report that business continues pressing. "We haven't caught up with our holiday trade yet," said Mr. Buescher. "On several orders for $250 machines other types were delivered, temporarily, until we could obtain the one desired, and we have not yet been able to make the change. We have found it necessary to purchase Victrolas from dealers, at dealers' prices, which, of course, isn't very profitable nor satisfactory. The sale of April records opened remarkably well on the morning of March 28, and the demand has continued right along." Large audiences of buyers are constantly in attendance, keeping three or four demonstrators busy most of the time. The firm is also doing a desirable wholesale business.

The Eclipse Musical Co. have got nicely settled in their new quarters on Euclid avenue, and since the opening last month have done a thriving business, having made sales of a number of Victrolas and the new U-S phonographs. Visitors all speak in terms of admiration of the beautiful store. The wholesale department occupies the same floor as the retail, 25 x 150 feet. It is connected by elevator with the shipping room on the ground floor. A dust-proof room has been fitted up, with a capacity of 8,000 feet of record shelving, sufficient, it is estimated, to contain all the domestic and foreign disc records produced. The intention, Mr. Towell says, is to always have in stock all the records catalogued. Ample space has been devoted to the storage of machines, cabinets and other goods.

The phonograph department of the May Co. is an attractive resort for large numbers of the thousands who visit that establishment daily. Good sales of machines and records during March, including a number of Victrolas, was reported. The company has a fine line of both Victor and Edison goods, and in connection with the piano trade, is doing a prosperous business.

When Charles I. Davis opened his Cleveland store, about a year ago, he installed the Victor and Edison line of goods, devoting a small space to both, but within the year has built up a large business, which has grown to such an extent that he has just completed remodeling the entire store. Five individual demonstrating rooms are devoted to Victrolas and Victor goods, while the Edison line is amply displayed in the finely furnished basement rooms. The store is equipped in the most attractive form and it is safe to assert that Mr. Davis will make a big success of the talking machine department, as well as of his other undertakings. He is pushing the talking machine end aggressively and it is his intention to install both lines eventually in his other fifteen successful stores which he controls.

On the evening of March 28 Mr. Davis gave the first of a series of "Victrola Concerts," in his enlarged demonstrating parlors. A large audience were in attendance and were greatly pleased with the hour's entertainment.

A. E. Friedlander reports the Bailey Co. are doing a fine business. He stated the demand for Victrolas and the higher grade machines, was good and increasing, and that the record trade was phenomenally large. The company have added to this department a complete line of small musical instruments and accessories.

Phil Dorn is busy in the Collister & Sayle talking machine department. He states the demand for Victrolas, Victor Red Seal and Purple Label records is surprisingly good and continually in increasing. He says it is still impossible to obtain a sufficient supply of Victrolas, which daily increase in popularity.

Sales Manager O. E. Kellogg, of McMillen's, says the volume of trade during the past month had been surprisingly large and that collections were good. The Victor Victrolas and more expensive machines and records were principally in demand, said Mr. Kellogg. He stated the piano trade, as well as in all lines of musical instruments, was good.

John Reiling, proprietor of the West Side Co-umbia phonograph store, had an excellent trade in March and is greatly pleased, as it continues to improve. He has a large number of foreign record patrons, who, he says, are not only good customers, but good pay.

SECURES BIG ORDERS FOR NEEDLES.

Max Landay Finds That New Form of Packages and Lower Prices Appeal to Jobbers—Will Finish Trip Within Week or Two—Good Business at Headquarters.

Max Landay, of the Talking Machine Supply Co., New York, and also of the house of Landay Bros., the well-known Victor distributers, returned on March 29 from a very successful trip to the Pacific Coast and intermediate points, during which he made a special feature of the imported needles handled by his company, which he offered in new packages and at prices that enabled them to compete with needles of domestic manufacture on that score.

As to the size of the orders booked by Mr. Landay suffice it to say that over 180,000,000 needles were sold in Chicago alone, one single order being for 31,000,000. The various other specialties of the company were also in demand among the jobbers called on by Mr. Landay.

Owing to fatigue and a slight indisposition Mr. Landay brought his trip to an end in New Orleans and came home by ship. It is his intention to finish the original trip as planned, covering the cities east of St. Louis within the next week or so.

The Talking Machine Supply Co. are introducing to the trade a new and practical fiber needle holder which has several interesting features and which is described in their advertisement in another page of this month's World. The company will also have other interesting announcements to make to the trade in the near future.

Regarding the Victor business, both wholesale and retail, it is stated that the higher class of machines and records are greatly in demand, and that the chief difficulty is in getting a sufficient number of certain styles of Victrolas.

New Idea Record Cabinets for Victrolas X and XI

A Beautiful Piece of Furniture

You will sell one every time you sell a X or XI. Every dealer in Milwaukee has sold thirty-six New Idea Cabinets since February 15th. Another sold 11 during the same period. Every Distributer, so far, to whom we have made shipments, has sent duplicate orders. This looks like it's selling some, doesn't it?

Finished in Mahogany or any style Oak, to match X or XI Victrolas; Capacity, 140 ten or 12-inch records.

Weight, crated, 80 lbs.

Write for Catalogs, Prices and Discounts.

LAWRENCE McGREAL, Milwaukee, Wis.
Promote yourself into the busy-business class: The Columbia line—Columbia Grafonolas, Disc and Cylinder Graphophones, Double-Disc and Indestructible Cylinder Records—puts you right there; and the Columbia policy of exclusive selling rights keeps you there all right.

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

NEWS FROM SOUTHERN CALIFORNIA.


(Special to the Talking Machine World.)

Los Angeles, Cal., March 31, 1911.

Trade throughout all southern sections has been very good, in spite of the exceedingly heavy rains which have done some damage in minor ways. During the last two weeks of February the rainfall was much heavier than it has been in the same season for several years past. No complaint is heard, however, as such an abundance of water means bumper crops, and bumper crops mean prosperous business in all lines.

The city schools have purchased a number of Kodak pictures taken at the scene of action. The Pasadena High School has installed a splendid talking machine and records, which are to be used by Miss E. Bush, musical supervisor. This is practically the first instrument purchased for schools, which has a very large number of students. Several representatives of Eastern houses have recently called in this neighborhood. Otto Schultz, of the Warner Co.; Max Landay, of the Talking Machine Supply Co., and Roy J. Keith, sales manager of the Talking Machine Co., are among the number.

W. J. Reynard is on his way up the valley after completing a trip around the kite. The local offices of the Southern Pacific Railroad Co. have lately ordered a number of Edison business phonographs, of which they use several hundred.

The Crown City Music Co., at Pasadena, Cal., report a number of recent Victor sales.

The Pasadena Music Co. are doing a good business and are engaged in a vigorous advertising campaign.

SHOULD BE SPECIALLY TRAINED.

Joseph F. Johnson, dean of the New York University School of Commerce, has the following to say regarding the training of an advertising man:

"The advertising man is one who must be trained just as the lawyer or the doctor must be made from the raw material of students. The lawyer or the doctor must be made the advertising man is one who must be trained. The advertising man is one who must be trained.

The need for the elevation of the advertising business to the status of a profession is a crying one. There is no way in which money can be so easily dissipated as by unsound advertising."
March Proves an Excellent Month and Year as a Whole Makes Better Showing Than 1910—Future of Business and its Activity Reviewed with Confidence. It Had if It Is Sought for—Recital Program Given by Lyon & Healy That Will Interest Trade Throughout Country—A Profitable Way to Get Done the Kotch Business. Please—The Enterprise of Geo. W. Salter—Edison Concern Occupying New Quarters in Chicago

(Special to the Talking Machine World.)

Chicago, III., April 4, 1911.

March, notwithstanding the various types of weather it brought with it, has proven a very good month with talking machine jobbers. Most of them say that business is better than last year. Of course, there is a little slackening off, as compared with February, but this condition of affairs is found in every year.

Line Up for Summer Business.

There is no doubt that within certain limits the maxim "Business is what you make it," maintains its soundness. It shall soon be in the minds of all what is usually termed the period of summer dullness. The World believes, and it is backed by the opinions of important men in the trade, that little or nothing done in the spring and early summer will reap its due reward, and the immortal sixteen-week period will serve to bring fairly good business at a time when business activity is usually permitted to lag.

Given by Lyon & Healy That Will Interest the Trade.

The energetic Talking Machine Co. had a good showing, at which the fine new quarters at the rear of the building, where Lyon & Healy are jobbers, is an asset. It is a study in beautification; the girls of the company are enjoying the new quarters, and there are evidences of a great increase in activity from this source. The company's laboratory is turning out specimens of the company's art and science at a rate that promises good results. The "banquet" took place at the Stage Restaurant, and afterwards they all went to the Olympic and viewed the adventures of "Get-Rich Quick Wallingford." Those participating were as follows: Mr. and Mrs. L. C. Wiswell, Mr. and Mrs. M. Blackman, Mr. Clark, Mr. H. B. Hopkins, Mr. M. Tapper, Mr. R. K. P., Mrs. M. Bower, A. Nelson, Z. Marker, Mr. Brackinridge, C. Fitzmaurice, and Misses Berland, Blakemore, and Collett. It was a very fine reception.

Good L. & H. Business.

Lyon & Healy's business for March was the best for that month for some years. The company are now offering their famous Victor cut-out in stone, which consists of a high finishing board cut-out representation of a Victorola, with a number of descriptive pages to the trade. The company's page advertisement in this issue describes and illustrates a remarkably convenient disc record album, the invention of L. C. Wiswell.

George W. Lyce a Visitor.

George W. Lyce, general manager of the Columbia Phonograph Co., has been on a trip among the trade. He met district manager W. C. Fuhri in the trade. The "banquet" took place at the Stage Restaurant, and afterwards they all went to the Olympic and viewed the adventures of "Get-Rich Quick Wallingford." Those participating were as follows: Mr. and Mrs. L. C. Wiswell, Mr. and Mrs. M. Blackman, Mr. Clark, Mr. H. B. Hopkins, Mr. M. Tapper, Mr. R. K. P., Mr. S. Lessick, Mr. Bower, A. Nelson, Z. Marker, Mr. Brackinridge, C. Fitzmaurice, and Misses Berland, Blakemore, and Collett. It was a very fine reception.

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(FROM OUR CHICAGO HEADQUARTERS)

ROOM 806, NO. 156 WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

When you think about it real hard, the American people are rather superficial in their thinking processes. The views generally expressed are usually derivative. It is sad, but true, that we are regrettably still a nation of littleness. If we would analyze things ourselves and form our opinions first-hand, many of the problems which confront us as a nation and as a trade, would speedily disappear.

Approved Victor Move.

The new plan of the Victor Co. in printing the Nordica and Red Seal records is another step toward the general opening up of the whole tariff question. In short, it is a step in the right direction. There are still a few "banco" readings in the market, and the girls are all squinty-eyed, blank, pleasant. The "girls" thereupon centered around a Victorola and hid the top thereof, but they were pleased nevertheless.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, believes in talking things over with the employers of the department en masse. Consequently, he took all of the young women of the retail record department and of the office out to dinner the other night. He talked Blackman and Hopkins along to keep him out, and Mrs. Wiswell and Mrs. Blackman did the chauffeuring. The "banquet" took place at the Stages Restaurant, and afterwards they all went to the Olympic and viewed the adventures of "Get-Rich Quick Wallingford." Those participating were as follows: Mr. and Mrs. L. C. Wiswell, Mr. and Mrs. M. Blackman, Mr. Clark, Mr. H. B. Hopkins, Mr. M. Tapper, Mr. R. K. P., Mr. S. Lessick, Mr. Bower, A. Nelson, Z. Marker, Mr. Brackinridge, C. Fitzmaurice, and Misses Berland, Blakemore, and Collett. It was a very fine reception.

New Columbia Records.

Some new records in the symphonic series have been received by the Chicago office of the Columbia Phonograph Co., which do not appear in the April bulletin, but will shortly be listed specially with the other phonograph records. Of especial interest is the appearance of the programs of "Das Lied des Herzogs," and "Rigoletto." They reveal the fact that the prima donna retains in large degree the vocal powers which made her famous, and the records show a supreme interpretative.
"WHOLESALE EXCLUSIVELY"
THE TALKING MACHINE COMPANY
133-135-137 N. Wabash Ave. Chicago, Ill.

STATE OF ILLINOIS
COUNTY OF COOK

ARTHUR R. GIESLER, being first duly sworn, declares and says that he is the manager of the Talking Machine Company:

That their principal and only place of business is 133-135-137 N. Wabash Avenue, (old number 72-74 Wabash Avenue) Chicago, Illinois;

That they "WHOLESALE EXCLUSIVELY" and have no retail connections or interests whatsoever;

That their entire business is maintained for their Victor Dealers "Exclusively".

Further affidavit may be had.

[Signature]

[Date]
GEO. W. SALTER AT HIS DESK.

to detail and perfection of construction and finish, but the company has from time to time inaugurated distinct departures in the record cabinet line. The horizontal felt-lined shelf feature introduced by them two or three years ago gave new evidence of their ingenuity and enterprise. Cabinets containing this feature were placed on the market almost simultaneously with the introduction of the double-faced record in a large way, and solved the problem of convenient and safe storage for this type of record. As a compartment is provided for each record and both sides come in contact with a type of record. As a compartment is provided for each record and both sides come in contact with a type of record. As a compartment is provided for each record and both sides come in contact with a type of record. As a compartment is provided for each record and both sides come in contact with a type of record. As a compartment is provided for each record and both sides come in contact with a type of record.

**OPEN CHICAGO HEADQUARTERS.**

U. S. Phonograph Co., of Cleveland, Occupy Spacious Quarters for their Wholesale Trade at 225 West Washington Street—Geo. M. Nisbett New General Sales Manager Knows the Ropes Thoroughly—Wholesale Quarter Also Established in New York at 5-7 Union Square—Business Prospects Excellent.

(Special to the Talking Machine World)

Chicago, Ill., April 11, 1911.

Arrangements were consummated this week whereby the U. S. Phonograph Co., of Cleveland, O., will establish Chicago headquarters at 219-225 West Washington street. A handsome main floor wareroom, handsome and sumptuously fitted up, where a large stock of the company's machines and records will be kept for the convenience of dealers. The company will, of course, do no retail business.

Final details regarding the new establishment were made during the visit to the city last week of T. H. Towell, treasurer and general manager; Geo. M. Nisbett, general sales manager, and W. C. Patrick, western representative of the U. S. Phonograph Co., Cleveland.

All of the gentlemen are very enthusiastic about the prospects before the company and report an increasing number of loyal dealers who are meeting with marked success in handling the company's line. Mr. Patrick will hereafter make his headquarters here and will have general charge of the headquarters in this city.

The news of the appointment of Geo. M. Nisbett as general sales manager of the company on the door looks good. Geo. Harden, western representative; Mr. Lapreau, in charge of battery machines; C. E. Frayer, western sales manager; and A. V. Chandler, who looks after the Edison Phonograph interests in this vicinity, are all provided with quarters which as a whole command many conveniences not enjoyed in the old location.

**Training Victor Dealers.**

Mr. Schwenker, of the repair department of the Victor Co., is again in the city. The last time he was here he devoted his attention to the Illinois buggies. Now he is putting in his time with the dealers around town, schooling them in proper methods of doing repair work.

**The Victor in Athletics.**

Arthur D. Geissler recently commenced a course of athletics in the Chicago Post-City Physical Culture Studios. He shortly found himself going through various "stunts" to music furnished by a Victor talking machine. He said that the faculty of the school, as well as the students, are now thoroughly convinced of the value of music as a therapeutic agent, although the original idea was simply to help in introducing the proper rhythm in the physical exercises.

*We want every dealer to handle this fast selling article. Price 50 cents. Regular discount to the trade.*

Send for descriptive and printed line of Jubbers who carry "TIZ-IT" in stock.

If your Jubbers do not handle this Connection yet we will supply you.

One dozen dollars, postpaid, 93.60

Free sample to Jubbers. Manufactured by KREILING & COMPANY.

1504 North 40th Avenue.

Cragin Station Chicago, Ill.

**THIS IS THE FAMOUS "TIZ-IT"**

All-Metal

Horn

Connection

for Phonographs

WE WANT EVERY DEALER TO HANDLE THIS FAST SELLING ARTICLE. PRICE 50 CENTS. Regular Discount to the Trade.

Send for descriptive and printed line of Jubbers who carry "TIZ-IT" in stock.

If your Jubbers do not handle this Connection yet we will supply you.

One dozen dollars, postpaid, 93.60

Free sample to Jubbers. Manufactured by KREILING & COMPANY.

1504 North 40th Avenue.

Cragin Station Chicago, Ill.

**THE TALKING MACHINE WORLD.**

(Continued from page 48.)

**Patents**

**Trade Marks**

**COPYRIGHTS &C.**

**TRADE MARKS**

**All Metal**

**Horn**

**Connection**

**for Phonographs**

**WE WANT EVERY DEALER TO HANDLE THIS FAST SELLING ARTICLE. PRICE 50 CENTS. Regular Discount to the Trade.**

Send for descriptive and printed line of Jubbers who carry "TIZ-IT" in stock.

If your Jubbers do not handle this Connection yet we will supply you.

One dozen dollars, postpaid, 93.60

Free sample to Jubbers. Manufactured by KREILING & COMPANY.

1504 North 40th Avenue.

Cragin Station Chicago, Ill.
Five Salient Points about the Lyon & Healy Disc Record Album

THE MOST PRACTICAL AND CONVENIENT ALBUM ON THE MARKET

1. Opens from the end, thus overcoming the necessity of taking the entire album from the cabinet to obtain the records desired.
2. Patent Stop keeps the records always in place.
3. Keeps records free from harm and dirt.
4. Made to fit in Victrola style 16 and 14 as well as regular record cabinets.
5. Price is reasonable. Retail 10 or 12-inch size $1.50 with regular Victrola discounts to both distributors and dealers.

Send us a trial order for a dozen Albums now.

WABASH AVENUE AND ADAMS STREET
CHICAGO
The main object of the present invention is the provision of a sound regulator to provide a plurality of interior sound passages through which the sound waves are arranged to travel in succession, the construction and control of such passages providing for the rapid and uniform expansion of the sound volume in traveling from one passage to the next whereby to intensify and improve the tone of such sound.

Figure 1 is a view in elevation, partly in section, of the improved horn. Fig. 2 is a similar view broken away, showing a slightly different construction.

The invention relates to improvements in sound boxes.

This invention relates to improvements in acoustic instruments, such as telephones, microphones, sound recording and reproducing machines and musical instruments in general. As applied to sound recording and reproducing apparatus, it relates more particularly to that part of the instrument which is generally known as the diaphragm, or the body which in the process of sound recording is thrown into vibration by the sound waves, and whose vibrations are traced and recorded by means of a stylus in the original record, while in the process of reproduction the diaphragm (as a general rule, the diaphragm of a separate machine), is thrown into corresponding vibrations by a stylus to which it is attached being made to follow the undulations in the record.

The invention also relates to the sound box in which the said diaphragm is mounted.

Figure 1 shows a folded strip of material from which the improved diaphragm may be made; Fig. 2 is a plan view of a modified form of diaphragm; Fig. 3 is a sectional view of the diaphragm, Fig. 4 a sectional view of the box, Fig. 5 is a sectional view of the box and Fig. 6 is a diagram to illustrate the way in which the surfaces or elements of the diaphragm are twisted; Fig. 7 is an elevation of a sound reproducing machine fitted with the diaphragm made in accordance with this invention and illustrates a convenient method of carrying the diaphragm and connecting it to the stylus bar; and Fig. 8 is a sectional detail of Fig. 7. Fig. 9 is a plan view of the machine shown in Fig. 7; Fig. 10 is a side elevation view partly in section of a modified form of sound reproducing machine provided with my invention; Fig. 11 is an enlarged view, partly in section, of the diaphragm and stylus bar mounting shown in Fig. 9; and Fig. 12 is a bottom plan view of the reproducer shown in Fig. 9.

Advertising must attract the attention of the passer-by, and, having done this, must hold him long enough to make him want the article or something like it and draw him into the store to inquire about it. After this, it is the salesman's business to see that he becomes a satisfied purchaser.

The Figures for February Presented—Reports Show Strong Gain in All Departments of Industry—Some Interesting Figures.

Washington, D.C., April 6, 1911.

In the summary of exports and imports of the commerce of the United States for the month of February (the latest period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following interesting figures relating to talking machines and supplies are set forth:

The total exports of talking machines, records and supplies for February, 1911, amounted to $244,000, as compared with $177,070 for the same month of the previous year. The eight months' exportations of talking machines, records and supplies amounted to $2,069,863.

HYMNS AND SERMONS VIA TALKER.

The Latest Innovation Introduced in the Presbyterian Hospital in Pittsburg, Pa.

An innovation for relieving the monotony and soothing patients has been adopted by Superintendent Margaret Woodside, of the Presbyterian Hospital, Northside, Pittsburg, Pa. It consists of a phonograph, which will render gospel hymns and deliver sermons to patients. The installation of this machine has proved a gratifying success. Each evening during the week days the phonograph is operated from 7 until 8 o'clock.

Sunday afternoon the phonograph service will begin at 2 p.m., and Superintendent Woodside expects the nurses will be there with their friends. A large number of those who are active in the Presbyterian church are also expected to be present to-morrow afternoon for the service.

AWARDED FIRST PRIZE.

The Porto Rican Agent of the Columbia Line Secures High Honor at the Insular Fair Recently Held in San Juan.

Gonzales Padin Hermanos, agents for the Columbia line in San Juan, Porto Rico, W. I., who exhibited the Grafonola Mignon at the recent Insular Fair, were awarded the first prize. This fair in the Porto Rican of its kind ever held in Porto Rico, and is described by a correspondent as of equal importance in the island as the St. Louis manufacturer, as well as native merchants and Exposition was in the United States. American planters, were represented.

TO HANDLE SMALL GOODS AND TALKERS.

Chicago, Ill., April 3, 1911.

On the return of Emil Simon, of the Simon Piano Co., Spokane, Wash., from the East, the other day, en route home, he announced he would enlarge his music instrument business by adding small goods and talking machines. Before leaving for New York he had made arrangements to engage a manager, who is a first-class small goods man, and he placed a substantial order when here. It is probable he will handle the Victor line as a dealer and probably may go in as a distributor.

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.
RAFAELLLE UREIN, Sergeant Major of the 7th Regiment (Gray Jackets') March-Meyer...


Barcarolle ("Radiant Night")—Franz Schubert.

'IWO FAMOUS SACRED NUMBERS BY

"Rosamunde"—Overture—Schubert.

Holy Ghost with Light—Reinhardt.

A FAVORITE MIXED QUARTET NUMBER.

"Rosamunde"—Overture—Schubert.

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