

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

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



The best-known trade mark in the world

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

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MUSICAL INSTRUMENTS

List Price From \$20.00 to \$75.00

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Our new catalogue of foreign Double Records is ready for you on request.

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We will be glad to mail you catalogue in any language as per above.

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.

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

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

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

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

CONNECTICUT

Bridgeport F. E. Beach, 962 Main St.

FLORIDA

Tampa Turner Music Co., 604 Franklin St.

ILLINOIS

Chicago W. H. Sajewski, 1011 Milwaukee Ave.
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KANSAS

Topeka Emahizer-Spielman Furn. Co., 517-519
Kansas Ave.

MARYLAND

Annapolis Globe House Furn. Co.
Baltimore C. S. Smith & Co., 642 W. Baltimore St.

MASSACHUSETTS

Boston Katz & Hoffman, 9 Portland St.

MINNESOTA

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

MICHIGAN

Detroit J. E. Schmidt, 336 Gratiot Ave.

MISSOURI

Springfield Morton Lines, 325 Boonville St.
St. Louis Knight Mercantile Co., 211 N. 12th St.
St. Louis D. K. Myers, 8889 Finney Ave.

NEW JERSEY

Hoboken Eclipse Phono. Co., 208 Washington St.

NEW YORK

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

NORTH DAKOTA

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

OHIO

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

PENNSYLVANIA

Allegheny H. A. Becker, 601 Ohio St.
Harrisburg J. H. Troup Music House, 15 So.
Market Sq.
Philadelphia Harmonia Talking Machine Co., 1231
Arch St.
Philadelphia S. Nittinger, 1202 N. 5th St.
Pittsburgh C. C. Mellor Co., Ltd., 819 Fifth Ave.

TEXAS

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

WISCONSIN

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

Toronto Whaley, Royce & Co., Ltd., 227 Yonge
St.

Vancouver, B.C. M. W. Waitt & Co., Ltd., 568 Gran-
ville St.

Winnipeg, Man. Whaley, Royce & Co., Ltd.

The Talking Machine World

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Price Ten Cents

USED IN POLITICAL CAMPAIGN.

Republican State Campaign Committee in Kentucky Use Records of Prominent Men to Educate Voters—Employing the Graphophone to Good Purpose in This Connection.

(Special to The Talking Machine World.)

Louisville, Ky., Nov. 2, 1911.

The Republican State Campaign Committee, with headquarters in this city, realized the practical impossibility of covering the remote mountain districts by the personal presence of the more important figures in the campaign now in progress, consulted the Louisville store of the Columbia Phonograph Co. as to the feasibility of sending records of speeches by these men, made in their own voices, out to these districts, in connection with the moving picture outfits that they were sending out as a means of attracting interest to the meetings they desired to hold.

Means were devised at the Louisville store for making records desired, and under the direction of a representative of this store of the Columbia Phonograph Co. records were made by Judge Ed. C. O'Rear, of the State Court of Appeals, present Republican candidate for Governor; United States Senator W. O. Bradley, ex-Governor of Kentucky; Congressman John W. Langley, chairman State Campaign Committee; the Hon. Thurman B. Dixon, and ex-Congressman N. T. Hopkins.

Lack of time prevented the possibility of making gold moulded records, so original masters had to be used in every case. These were made upon the regular commercial blanks shaved down in size sufficient to be used upon the Columbia Twentieth Century graphophone. A sufficient number of records was made in each case to supply five outfits, covering as many different itineraries in the mountain districts of the State.

While the labor involved to all concerned was necessarily great, the results have more than justified it. In addition to the expected advantage of having good music as rendered by the Twentieth Century graphophones in connection with the moving pictures, enormous interest was excited everywhere by the fact that the prominent public men making these records, while unable to be on the spot in person, nevertheless were able to, and took the trouble to, send their sentiments on various questions involved in the campaign out to the people in their own living voices. The speeches as recorded in this manner have worn quite well, and have been reproduced with remarkable effectiveness on the Twentieth Century graphophone.

The reproductions of the various speeches were brought to the attention of the people by posters, and the entire scheme was so unique in Kentucky that it proved a most important factor in clinching votes for the various parties interested.

TO INCREASE CAPITAL TO \$50,000.

Condon-Autostop Co. Also Arrange to Increase Directorate—Many Prominent Men Interested—Well Equipped Plant Being Established—Exhibits at Prominent Shows.

The Condon-Autostop Co., 25 Broad street, New York, have applied for permission to increase their capital stock from \$50,000 to \$75,000, and they are now perfecting plans to establish a well-equipped plant for the manufacture of Condon-Autostops and other specialties at an early date. The directorate will also be increased from four to seven members, and the following gentlemen have become financially interested in the company. In addition to John F. Talmage, who is a director of the D. L. & W. R. R. Co., and Thomas M. Debevoise, of Rounds, Hatch, Dillingham & Debevoise, 62 Cedar street, Percy A. Rockefeller, 26 Broadway; P. J. McIntosh, director of the Chicago, Milwaukee & St. Paul Railroad Co., and other corporations identified with Rockefeller interests; Henry R. Taylor, Ogden H. Hammond, brother of John H. Ham-

mond; Oliver Gould Jennings, of the Signature Co.; E. T. H. Talmage and H. O. Havemeyer.

Plans have been formulated to overcome any delays in manufacturing and to perfect a complete organization in every detail.

Much interest was stimulated in the Condon-Autostop by exhibits made by the manufacturers at the recent Electric Show at the New Grand Central Palace, and at the Land and Irrigation Exposition, from November 3 to 12, at Madison Square Garden.

TO HANDLE VICTORS EXCLUSIVELY.

Standard Talking Machine Co. Sell Out Edison Business to Louis Buehn & Bro.

(Special to The Talking Machine World.)

Pittsburgh, Pa., Nov. 6, 1911.

The Standard Talking Machine Co. announce that they have sold out their entire Edison phonograph business to Louis Buehn & Bro., of this city and will in future handle the Victor line exclusively. In announcing the deal the Standard Talking Machine Co. state that their Victor business has grown to such proportions that justice can only be done to the line where it was handled exclusively. The increase in the business in both lines has taxed the facilities of the company for some time past and they considered the arrangement just made as the best solution of the problem.

TALKING MACHINE EXPORTS.

Figures for September Presented—Reports Show Increase as Compared With Last Year.

(Special to The Talking Machine World.)

Washington, D. C., Nov. 8, 1911.

In the summary of exports and imports of the commerce of the United States for the month of September (the last 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 September, 1911, amounted to \$252,293 as compared with \$210,245 for the same month of the previous year. The nine months' exportation of talking machines, records and supplies amounted to \$2,159,544.

EFFICIENT COLLECTING PLAN.

The System Adopted by a New York Merchant for Getting Money.

The best results on collections come from working on a systematic plan, which begins with a request for payment when an account becomes due and ends only when the money is collected, hammering away at regular intervals with form letters, when they can be used effectively, but discriminating carefully in their use, and changing the forms frequently. Work on collections begins with the monthly statements. All statements should be out not later than the fifth of each month, and it is possible to have them out on the third. When you get statements from the bookkeeper, divide them into three classes:

First—Those having items dated only during the previous month.

Second—Those having items dated in the second previous month.

Third—Those having items in the third previous month or prior.

The first class may go without comment, as they are not due and will not be due this month. The second class should be copied, name, address and amount, then sent out marked "Please remit." The copy will be kept until the twentieth, when you will write a form letter to those who have not paid. The third class you will associate with correspondence, either writing a letter to be sent

with the statement or noting the amount on correspondence and sending statement out without comment. During the last few days in the month it is a good plan to write on nearly all of your overdue accounts, then when the statement comes through you can rush it out without a letter and it will act on the customer as a reminder of the letter received a few days before.

The second letter is so worded as to express great disappointment or surprise at not having received the remittance asked for in the previous letter, and taking at all times the stand in a firm, courteous manner, that, as the amount is due, you are entitled to a remittance or an explanation. The third letter might call attention to the previous two, and notify that draft is being made through the bank with whom the customer does business. To provide this information, names of banks used by customers should be taken from incoming remittances and noted on the ledger.

NEW HOUSE IN JACKSONVILLE, FLA.

Opened by the Ransom Talking Machine Co.—Will Handle the Victor Line Exclusively.

(Special to The Talking Machine World.)

Jacksonville, Fla., Nov. 6, 1911.

Willis H. Ransom, who was formerly manager of the wholesale and retail talking machine business of the Carter & Logan Co., of this city, has severed his connections with this firm, to start out on his own hook, and has formed a solid company, to be known as the Ransom Talking Machine Co., with quarters at 23 West Forsyth street, which have been elaborately fitted up.

The new company will handle exclusively the Victor Talking Machine Co.'s products, including their high-grade Victrolas. This will be the only exclusive retail agency in this city, and the company will be prepared also to take care of all repair work and furnish all parts.

Mr. Ransom, although quite a young man in years, is old in experience in this line, having followed it the most of his life. It is safe to predict a bright future for the new company with such a valuable man as Mr. Ransom affiliated with it, and being a hustler, always wide awake and on the spot, he assures success for the new firm.

TO OCCUPY LARGER QUARTERS.

The Santa Fe Watch Co. to Have Handsome Talking Machine Department in Their New Building Which They Will Occupy on Jan. 1.

(Special to The Talking Machine World.)

Topeka, Kan., Nov. 8, 1911.

The Santa Fe Watch Co., who in addition to their immense business as jewelers and opticians are Western distributing agents for the Victor, Edison and Columbia talking machines, will occupy larger quarters in this city after January 1, having secured a lease of the building at 821 Kansas avenue. Improvements are now under way which will cost \$6,000, and which include a modern front, something different from anything yet seen in Topeka. It will be of Italian marble and plate glass. In other words, the entire store equipment will be most artistic. A. S. Thomas, the proprietor, in speaking of his latest move, said:

"I have just returned from Grand Rapids, where the Wilmarth Show Case Co. are making the fixtures for our new store, which will cost \$6,000. The entire room will be fitted by this firm.

"We will have the most modern talking machine parlors in the country. There will be a number of soundproof booths, and also a concert hall, which will be entirely devoted to talking machine concerts. The fixtures will be of mahogany. This will be one of the largest jewelry stores in this part of the country, and we expect to carry a stock which will probably be larger than any stock carried in Kansas."

TRADE IN SAN FRANCISCO.

Enormous Orders for Victrolas of All Styles and Prices—Dictaphones in Great Demand Among Railroad Authorities and Business Houses—Sherman, Clay & Co. Enlarge Talking Machine Department—Report Tremendous Demand for Victrolas—Edison Business Phonographs Used by Prominent People.

(Special to The Talking Machine World.)

San Francisco, Cal., Oct. 30, 1911.

Andrew G. McCarthy, secretary of Sherman, Clay & Co., who is chief of the talking machine and small goods department, reports that his company is overwhelmed with orders for the new Victrolas. The factory is far behind in shipments, and many orders remain unfilled here on account of no goods to fill them. The trade in the city, as well as outside is good, both in the wholesale and retail departments. The record business continues to grow. The demand for high class records received a stimulus by the recent visit of Madame Eames and De Gorgorza.

Eugene W. Scott, local manager of the Columbia Phonograph Co., states that business has improved decidedly this month, and that the improvement is not confined to any special locality on the Coast, but is widely distributed. The Dictaphone business, he says, continues to grow, and the month has resulted in sales to a large number of people. The Dictaphone is extensively used by the largest concerns on the Coast, among them the Southern Pacific Railroad, which has over 200 machines; the Pacific Hardware & Steel Co., who have fifty; the California Fruit Cannery, Baker & Hamilton and many others. General satisfaction with the machines is attested by the frequency of additional orders sent in by firms having them in use. The use of these machines is no longer confined to business houses, but has reached the law courts. A Dictaphone is in use at the Superior Court, and several court reporters have adopted it also.

W. S. Gray, Pacific Coast manager of the Columbia Co., is at present visiting the Northwest.

Babson Bros. are receiving satisfactory returns from their advertising campaign. Edison goods continue in steady demand, and the outlook for a fine holiday trade is bright.

F. K. Dolbeer, sales manager of the Edison Co., was a recent visitor to the city.

The Hauschildt Music Co. are doing a splendid business in its talking machine department. Mr. Simon, who was formerly the manager of this department, is no longer with the company. He is superseded by Miss Marie I. Smith, who was connected with the talking machine and small goods department of Benjamin Curtatz & Son, on Kear-

ney street. The department has been rearranged and decorated in splendid taste. Miss Smith says the business on the new Victrolas and the Columbia Favorite is most satisfactory. Record sales, also, are picking up. Miss Smith is the only woman at the head of a talking machine department in this city, and as a consequence, is receiving some good-natured joshing from the trade, but she delivers the goods, and doesn't try to rival the machines in vocal stunts either.

Mr. Wortley, manager of the talking machine department of Kohler & Chase, has not been long in his present position, but has, nevertheless, seen many orders for Columbia goods leave his department. He says they are selling machines faster than they can get them in.

George W. Lyle, general manager of the Columbia Phonograph Co., is paying his annual visit to the Coast. He is expected here next week.

Peter Bacigalupi & Sons are doing nicely with the smaller Victrolas. Their record sales are on the increase, and they say that general business is improving. The Edison Business Phonograph, distributed by this company, is holding its own and growing in popularity. At present a number of these machines are being installed at the offices of the General Electric Co. Sales to railroad people are also heavy. John D. Barry, the novelist and critic, who makes his home in San Francisco, is using an Edison phonograph for dictating, and finds it a great labor saver. The R. G. Dun Co., also, use this machine in their offices, as do several local editors. The use of the business phonograph for newspaper work is steadily growing.

The Girard Music Co., Oakland, Cal., are putting in a talking machine department.

The talking machine department of Sherman, Clay & Co. has done so well that recently the quarters had to be enlarged. A basket carrier for records has been installed for facilitating the business of the department. J. R. Scott, Jr., formerly in the office of Sherman, Clay & Co., is now one of the sales force of the talking machine and small goods department.

THE TRINITY OF SUCCESS.

All honest men do not succeed on a big scale, but no one ever built a business that endures without practising honesty, whether he was honest as a matter of morals or not. The world now generally recognizes that the surest way to cheat or deceive yourself is to cheat or deceive someone else. There is no feeling that so completely electrifies you or sends thrills of joy along the spine as the feeling that you have succeeded by being honest and by giving people a fair and just return for their money. So here is the formula for success: Honesty, a good article, a man with faith plus.

TOO MUCH RAGTIME FOR LUKIT.

Wilkes-Barre Man Comes Home with a Jag, Starts Talking Machine to Soothe His Nerves, Hears "Alexander's Ragtime Band," Becomes Much Peeved and Smashes Outfit—Must Pay.

(Special to The Talking Machine World.)

Wilkes-Barre, Pa., Nov. 6, 1911.

"Was Steven Lukit, of 41 Brooks street, justified in smashing a talking machine that grated on his harmonious ear?" was the question which Alderman Donohue had to settle in aldermanic court last week. The alderman said that he did not blame any man for destroying a machine that played ragtime continually, when the owner had a sense of appreciation for the grand opera selections. Lukit did not have any money and was compelled to furnish \$300 bail for his appearance at court.

Lukit purchased a talking machine from a local establishment so that he might satisfy his one desire, that of hearing good music. He selected records of the modern day fad, such as "Alexander's Rag Time Band," "That Mysterious Rag," "Casey Jones," etc.

He discovered after the purchase of the rag time melodies that his ear was better adapted to classical and operatic music. Besides that he was a foreigner, and although the tuneful strains of the dance music made his feet go, he could not understand the words and therefore could not have any fun in singing an accompaniment. He craved for records with tunes and words of his native land. These could not be secured.

He told the alderman that he became intoxicated last week, and when he arrived home he thought that music would be soothing to his nerves, besides being most entertaining. He placed a record on the machine and after a few revolutions of grinding it began "Come on and hear, come on and hear, come and hear," Lukit did not wait for the rest of the popular song. He understood enough to know what "come on and hear" meant, and was there to hear it. So aggravated was he that he kicked the machine to pieces, claiming that he had more music in his head than the machine gave forth. The battered horn was produced in court with the broken machine to prove that Lukit did his best to terminate popular music makers and make way for the more elevating classics.

Despite the alleged extenuating circumstances the alderman held that the dealer who had sold the machine was to be considered, and Steven declared that after he had paid for the damage he would leave Wilkes-Barre forever.

"Salesmanship," says an expert, "is the power to persuade people to purchase a product at a profit."

We Are Out For The Record of 1911

Not only to do the largest business but to give the dealers the best possible service. If you are an Edison or Victor dealer you need our *service* and we *certainly* want your *business*. Send us your next order and be convinced that our interests are identical.

Note: We have the goods when you want them, but do not delay ordering too long.

A HOLIDAY REMINDER

The difficulties experienced during the holiday seasons are still fresh in your mind. Will you not safeguard against losses of business for want of goods by ordering from the house with the goods?

Eastern Talking Machine Co., 177 Tremont St., Boston, Mass.

SIXTEEN YEARS AN EXCLUSIVE TALKING MACHINE HOUSE MEANS THE VERY BEST SERVICE



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



Victor-Victrola

No other instrument can compare with the wonderful Victor-Victrola. It combines the superb qualities of all other musical instruments in one.

The Victor-Victrola is perfect in design and performance. Its elegant and refined appearance and its wonderfully pure tone have won for it a place of honor in the most notable music rooms of the world.

The Victor-Victrola has elevated the talking machine industry to a new and dignified footing. It is the greatest profit and prestige creator in the music business today.

The Victor-Victrola's enormous sales have been something unprecedented in the musical instrument industry—and its career has only just begun. There was never a more golden opportunity for the aggressive dealer to share in the greater success and profitmaking era that is before the Victor-Victrola than there is today.



Victor-Victrola XVI
Mahogany or quartered oak \$200.
Circassian walnut \$250.



Victor-Victrola IX, \$50
Mahogany or oak.



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



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

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

Berliner Gramophone Co., Montreal, Canadian Distributors.

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

VICTOR DISTRIBUTORS:

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

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

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

From Olive Fremstad:

I think my records are magnificent. Your recording process is certainly a marvel of accuracy and faithfulness in reproducing all the original qualities of the voice. The general musical effect of your records is superior to anything else of the sort I have heard. I am notably hard to please in these matters, but I must say you are accomplishing some wonderful results.



Olive Fremstad

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

QUAKER CITY NEWS ITEMS.

Active Business with the Leading Jobbing and Retailing Houses—Opening of Opera Season Factor in Stimulating Interest in Grand Opera Records—Ellington Takes on Columbia Line—Buehn Becomes Exclusive Edison Line in Pittsburgh Through Purchase of Line from the Standard Co.—Gimbel Featuring Pooley Cabinets—Other Items.

(Special to The Talking Machine World.)

Philadelphia, Pa., Nov. 6, 1911.

The talking machine business in Philadelphia the past month has been very good. It was better than it was last October, and the trade generally is in the best of spirits. They report that goods are coming to them in a fairly satisfactory way, and that they are not as badly off as they were at the beginning of the month. There is still a shortage on the \$15 Victors, but in many instances other instruments are taken in their stead, and the trade hopes to be fully supplied with these instruments to fill all orders. They have been promised heavy shipments by the middle of the month.

There have been no new talking machine stores started in this city during the month, but a number of those at present in operation have been considerably enlarged, and the Philadelphia dealers have been able to establish a number of new agencies in various parts of the State.

The opening of the opera season in Philadelphia on Friday of last week the dealers expect will help them materially in the sale of opera records, particularly as both the Edison and Victor companies have gotten out an exceptionally fine list of November records, and the Columbia people have secured the services of a number of new operatic singers to make records for them. Not only is the opera season going to help the talking machine trade, but music of every class is in full swing here. The Philadelphia Orchestra concerts have been going on since the first of October, the Boston Symphony gives its first concert here today, and there are from three to four big recitals every evening.

The Columbia Phonograph Co. have entered the operatic field this fall with especial enthusiasm since they have secured the down-town box office at their store at 1109 Chestnut street. This week they have been advertising heavily, their ads. containing a large picture of Mary Garden, with the accompanying letter from the popular American singer:

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

The most interesting news that developed at the Columbia this week—at least so far as assistant manager Dorian is concerned—is the fact that

a little daughter arrived at his home last week. This makes one son and one daughter, the desired pair if nothing else materializes. She has been given the name Dorothy Grace Dorian—as beautiful a name, the fond father says, as is the little mite herself. Never anything more beautiful. She is the born image of the father, and the father is considered the handsomest man in the trade here—and this with all due respect to Apollo Henderson.

Carolina White has made a number of new records for the Columbia Co. which will be shortly announced, on an exclusive Columbia contract. Also Ellison van Hoose, the tenor. Mary Garden will make some new records in the course of the next week or so. The Columbia has a novelty in the way of some typical college songs of both Harvard and Princeton, as given by the Harvard Glee Club and the Nassau Male Quartet, of Princeton.

E. D. Easton, president of the Columbia Co., and Horace Sheble, the factory manager, were in Philadelphia last week. John A. Wachter, accompanied by his wife, big Columbia dealers in Allentown, R. B. Robinson, of the Wilkesbarre Columbia house, and Robert Schaffer, of Phoenixville, Pa., were recent callers.

Frank B. Ellington has taken over the business of his father on Spring Garden street, and he is going into the talking machine business more extensively than ever before. He has put in a good stock of Columbia goods. W. G. Linton, traveling salesman of the Columbia, has been doing some very good work for the firm in the State recently. The firm will give a concert on Friday evening at Clifton Heights in connection with the electricity show there by the Philadelphia Electric Company. On the 8th they will give a concert at the Luthern Church on Twenty-second street, above Columbia avenue, and on the 28th they will have a concert in the new Estey Hall, in connection with a fashionable charity entertainment.

The plans of the Columbia Co. are well under way for their minstrel show, which will be given on the 28th of December. It will be preceded by a dinner at Green's Hotel, and after the minstrels there will be a dance at the Columbia store. E. S. Ambler has joined the Dictaphone Co. of the Columbia, and is very enthusiastic over the prospects.

Louis Buehn & Bro., 825 Arch street, report that business in October was very good. It was quite as good as last year, but not very much better, as last year, it must be remembered, in October, they had some exceptional business on the business phonograph. Louis Buehn says that the indications point to a record breaking year, and that his firm will undoubtedly close the biggest year they have ever had, provided they will be able to get the merchandise. They have been experiencing considerable trouble in securing all the smaller type of Victrolas from \$75 down to \$15, but they are in very good shape on the higher priced. They have something new in the business phonograph—a new style cabinet machine. It is smaller, more compact and more ornamental, and Mr. Buehn believes that it will be an infinitely better seller than the old machine, which, however, has

always given perfect satisfaction. It sells for \$5 more than the old machine.

Louis Buehn & Bro. have bought out the Edison business of the Standard Talking Machine Co., at 800 Penn avenue, Pittsburgh, and have removed it to 713 Penn avenue, where they have been established for the past nine months. Their Pittsburgh business has been excellent and they are now the exclusive representatives of the Edison Co. in Pittsburgh.

The Bellak firm are doing very nicely with their talking machine business, and Manager Egan says that their October business this year was double that of last year.

W. J. Elwell, manager of the Heppe talking machine department, says that he finds almost the same conditions as last month. He has his pigeon-hole filled with orders for the small Victor machines and is unable to get within eighty per cent. sufficient to supply the demand. He says, "We are strictly up against it for those \$15 and \$25 machines. We must have them at once or we are going to lose a great number of sales." He reports that the Victor Co. have advised them of heavy shipments about the middle of the month, but Mr. Elwell does not believe it will be possible to supply nearly all the orders. It is likely, he thinks, that conditions will be the same as last year, and that the company will hold off and fill their orders again at the eleventh hour.

All of the rooms at the Wanamaker talking machine department are now fully furnished, and they look especially attractive. With their increased space and better facilities, they are sure they are going to almost double their last year's business, for October ran a high percentage ahead of last year.

Business has been good at Gimbel Bros.' improved department, and Manager Stewart is highly elated over the prospects. He says he feels sure that his firm are doing their share. The new hearing rooms are beautifully furnished, and it is not infrequent that they are all being used at one time, so largely has Mr. Stewart increased the talking machine business at the Gimbel house. Mr. Stewart says, "Business in October was more than we had anticipated, and I attribute it entirely to the new rooms. We are going to devote more of our time to the 10-inch records of the Victor, and we have given Buehn & Bro. an order to double and triple up on our orders. Gimbel Brothers have placed large orders for the Pooley record cabinets, made in Philadelphia, and which are readily salable here.

"Frank Stanton, of the Edison Co., was a visitor the past week at the Gimbel department, and he was delighted with the appearance presented since the new improvements were finished."

The Gimbel talking machine department has also a very fine display of small musical instruments, including all classes.

He who knows not, and knows not that he knows not, is a fool—shun him; he who knows not, and knows that he knows not, is simple—teach him; he who knows, and knows not that he knows, is asleep—wake him; he who knows, and knows that he knows, is a wise man—follow him.

TALKS ABOUT BUSINESS BUILDING

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

TALK No. 4.

By way of brief review, let us here sum up some of the points in previous articles.

First, "BUSINESS-BUILDING" is the ART of securing Permanent and Profitable Patronage. Second, SUCCESS IN LIFE, COMMERCIALY, hinges there.

Third, Everybody is, or should be, a "BUSINESS-BUILDER."

Fourth, Everyone engaged in useful effort has something to sell—Service or otherwise.

Fifth, Salesmanship is the disposal of that which one has for sale at a profit.

Sixth, The key to this is SERVICE.

Seventh, MONEY IS EFFECT, while SERVICE is cause; just as HEAT is EFFECT, while FIRE is CAUSE.

Eighth, He who wants much heat of PROFIT must build a goodly fire of SERVICE.

Ninth, The SALESMAN in the World of Commerce are our COMMERCIAL INSTITUTIONS Each is a composite being.

Tenth, The power of the institution to persuade the buying public to PURCHASE ITS PRODUCT at a profit is in proportion to the SERVICE it renders.

Eleventh, This in turn depends upon the EFFICIENCY of each individual in the institution.

Twelfth, The SUCCESS of any INSTITUTION is the SUM of the SUCCESS of the UNITS in it.

Thirteenth, A house is known by the customers it gets and keeps. Everyone connected with the house has something to do with this.

Fourteenth, BUSINESS is MAN-POWER plus MONEY-POWER, but in final analysis it is all a

question of MAN-POWER, because MONEY is EFFECT, of which the SERVICE-RENDERING POWER of MAN is the CAUSE.

We now come to the important question, UPON WHAT DOES MAN'S POWER TO RENDER SERVICE DEPEND?

The answer is seemingly simple, but far-reaching:

IT DEPENDS UPON HIS OBEDIENCE TO, OR WORKING IN HARMONY WITH NATURAL LAW.

A LAW is a RULE of ACTION or CONDUCT. Men get together in legislative halls and make certain rules of action or conduct for the government of its citizens. You and I must live in harmony with these laws or else lose our rights of citizenship.

NATURE has made certain unwritten rules of action or conduct. We must either live in harmony with them or else lose our RIGHTS TO SUCCESS.

In the realm of man-made laws ignorance of the law excuses no man. It is just so in the realm of natural law.

Let me illustrate just what I mean by an example:

A young man told me he was in hard luck, having lost his job. I asked him how that happened. He said he had come to work late several times and the manager was cranky and fired him. I asked him why it was that he was late. Said he overslept. I questioned him what occasioned that. He replied that he had been out too late "with the boys."

Then I said to that young man, "You are not

a victim of hard luck. A natural law of success was made when man was made, which if put in writing would read, IF YOU WOULD BE SUCCESSFUL YOU MUST BE ON TIME."

"Thou shalt not be late," is a mandate of the Almighty.

If Blucher had not arrived on time Wellington would not have won the Battle of Waterloo; if Grouchy had arrived on time Napoleon would not have lost it.

If the aspirant for commercial success had not missed his train by being late he would have sold a big order; but since he missed it, a REAL SALESMAN was on the ground before him, and so the house of the aspirant lost the sale—was done out of PROFIT, and the aspirant himself missed his commission—did himself out of PROFIT.

"TRAIN-MISSERS" and "OUT-WITH-THE-BOYS" type of men are not the type that make the REAL SALESMAN—the BUSINESS BUILDERS.

NATURAL LAWS.

Great men and great institutions reflect nature's laws. The astronomer banks on this law. He can focus his telescope on a given point in the heavens and rest with faith, knowing the heavenly body scheduled to appear at a certain time will appear, because he knows Nature's laws of being on time.

Some seem to try to distinguish between NATURE and HUMAN NATURE. The HUMAN BEING is the apex, the pinnacle of nature; her HIGHEST CREATION. Man cannot violate natural law with impunity. If he does, he must pay the penalty in the subtraction from the otherwise possible TOTALITY OF HIS SUCCESS.

The penalty may be very slight. It sometimes is so slight that it is not noticed. The penalty is paid however.

Any one who violates NATURAL LAW in the BUSINESS WORLD to any degree is less successful than he otherwise would have been.

Violate enough of the LAWS of HEALTH, and one pays the PENALTY in DEATH.

Violate enough of the LAWS OF SUCCESS, and one pays the PENALTY in FAILURE.

Many obey the natural LAWS OF SUCCESS knowingly, consciously.

Many work in harmony with many of them unconsciously.

Millions violate many NATURAL LAWS OF SUCCESS; some consciously, many more unconsciously.

In number the NATURAL LAWS OF SUCCESS are many, but they can be boiled down to FOUR INJUNCTIONS.

The first of these four was given by Socrates several thousand years ago, when he said, "MAN, KNOW THYSELF."

Add to this SOCRATIC INJUNCTION these words, "and how to develop your SUCCESS QUALITIES," and the First of the FOUR INJUNCTIONS is complete.

I shall discuss this in TALK NO. 5.

CAN FIX A SELLING PRICE.

Owner of a Patented Article May Dictate to the Retailer, Court Rules.

Judge Ward in the United States Circuit Court on Nov. 3, upheld the right of the owner of a patented article to impose on retailers buying from him the condition that they shall not sell the article below a certain price.

The decision was given in overruling the demurrer filed by Charles A. Keene of 180 Broadway in the action which the Waltham Watch Co. is bringing against him for an alleged violation of the purchase contract in selling movements for less than its stipulated price. Keene received twenty days in which to file his answer to the complaint.

No matter how smart, or clever, or successful a man is he can learn a great deal by watching other people. Example is always more efficacious than precept.



Won't You Have a Lesson in Spanish?

It's so easy to learn by the I. C. S. system—and a knowledge of Spanish is so useful nowadays.

The I. C. S. system of language instruction by means of the phonograph makes easy the mastering of a foreign language, and appeals with compelling power to thousands. The dealer in phonographs who does not carry I. C. S. Language Outfits is neglecting a quick and sure way to increase his business. The new \$35 Language Outfit of the I. C. S. is a marvel. It represents the highest art in the teaching of languages, and embodies a method that has won the warmest praise of thousands qualified to speak authoritatively. The Spanish, French, and German Embassies at Washington, as well as the leading colleges, have cordially indorsed the I. C. S. method of teaching languages.

The I. C. S. Language Outfit consists of an Edison Gem Phonograph made especially for language work; small horn; headband hearing tube; oil can; and 25 Conversational Records teaching pronunciation guaranteed to be absolutely correct, with native intonation and inflection. In addition to these Conversational Records there are pamphlet-Instruction Papers teaching the theory of the languages. The new Outfit is at one and the same time the best and cheapest ever offered—the price being only \$35.

If you want to increase your business, write to-day for full particulars.

International Correspondence Schools

Box 918, Scranton, Pa.

EDISON

Window Displays and

You're heading right into the Holiday season. Have you thought about it? What about your Holiday window display? Have you thought about that? Now listen! In almost every case where an Edison dealer has invested in Edison window displays, we have received word right back that it did the work—brought the money home—paid for itself right off the bat with a healthy profit over and above.

Some Edison dealers use these displays from time to time, but most who start, *get the habit* and use them right along. It's a profitable habit—start it.



Thomas A. Edison
INCORPORATED

SON

Ready-Made Ads

Size up these ready-made Holiday ads, made especially for you—to co-operate with your window display and with the extensive advertising we are doing in national publications.

We furnish electros of these ads free to Edison dealers. The ads shown here are only a small part of an extensive series. Write us for the complete set of proofs and order electros by number.

Get your stock in shape to take care of the Holiday trade that this co-operative campaign is sure to attract. Write your Edison jobber today.



The greatest kind of Christmas present—
the greatest Christmas present of its kind, the

Edison Phonograph

a gift for ALL the family, a gift for ALL
the year, and for ALL the years to come

Think of the money that is thrown away on trifles at Christmas time—the candy that is eaten, the toys that are broken, the Christmas cards that are merely glanced at and thrown away. What have you to show for last year's Christmas?

Now think of the Edison Phonograph—the gift of a lifetime, that brings to every member of your family all of the very kind of entertainment *each* prefers—not merely for a day or a year, but for *always*. That's what makes the Edison the greatest kind of gift. The Edison brings you the four great advantages which you should look for in a sound-reproducing instrument, and which you will find only in the Edison—exactly the right volume of sound for your home; the sapphire reproducing point, which does not scratch or wear the records and lasts forever—no changing of needles; Amberol Records, which play twice as long as the ordinary records, rendering each composition completely, the ability to make and reproduce your own records, in your own home, just as true to life as the records made in our laboratory. That's what makes the Edison Phonograph the greatest gift of its kind.

Edison Phonographs, \$15.00 to \$200.00. Edison Standard Records, 35c. Edison Amberol Records (play twice as long), 50c. Edison Grand Opera Records, 75c. to \$2.00.

Let us demonstrate to you how Thomas A. Edison
doubled the entertaining capacity of the

Edison Phonograph



when he invented

Edison Amberol Records

—the record which plays twice as long

Then you will understand why so many good songs, so much good music of every character never appeared in record form until the Amberol Record was perfected.

Then you will understand how, when you own an Edison Phonograph, you can *now* have *all* of the very best entertainment of every kind.

Then you will understand how this one advantage alone makes the Edison Phonograph the greatest sound-reproducing instrument as well as the greatest musical instrument—even if

it had no other advantages. But it *has*: the sapphire reproducing point, that does not scratch or wear the record and lasts forever—no changing needles; exactly the right volume of sound for your home; home recording—the ability to make and reproduce your own records in your own home.

We will be glad to demonstrate these great Edison advantages to you. Edison Phonographs, \$15.00 to \$200.00. Edison Standard Records, 35c. Edison Amberol Records (play twice as long), 50c. Edison Grand Opera Records, 75c. to \$2.00.

59 Lakeside Avenue, Orange, N. J.

VALUE OF WINDOW DISPLAYS.

This Method of Exploitation, Which Is Being so Cleverly Utilized by the Victor and Edison Companies is One of the Best Means of Concentrating Public Attention on Talking Machine Goods—Comes in for Words of Praise from Well-Known Writer.

The splendid work done by the Victor Talking Machine Co., and more recently by Thos. A. Edison, Inc., in preparing and developing window displays for their dealers, has come in for words of enthusiastic commendation in The World time and time again. It is the sort of work that dealers should appreciate by co-operating to the extent of featuring these displays to the best possible advantage.

Many dealers are indifferent to the trade pulling possibilities of a properly prepared window display. This is due to either ignorance or indifference, and invariably such a class of men are not destined to exist long in the keen competitive battle that now exists in the mercantile world.

There are few industries where manufacturers are doing so much for the dealer—helping him along with ideas, literature, in fact all kinds of assistance—to develop his business and attract the public to his store, as in the talking machine field.

Now these efforts on the part of the manufacturers should win the heartiest support. And the suggestions should not be merely received by dealers but acted upon.

The plans of the Victor Talking Machine Co. in preparing special window designs for dealers has been adopted by manufacturers in other trades with great success.

Speaking of this kind of publicity in Printers' Ink the other day, Chas. W. Hurd, said:

"A few manufacturers—probably not more than six or seven in the whole country—have discovered a veritable gold mine in working up window displays for their dealers.

"They struck a lead in the perception that real selling thought can be put into window-copy, as well as into copy for the newspapers or magazines. It also dawned on them that variety is the source of window display, and then followed the conclusion that depending on occasional and one-idea cut-outs and window trims to do the work alone and unaided, is equivalent to sending a boy on a man's errand, and throwing away golden opportunity.

"Each of these manufacturers has therefore organized a permanent window display department

to work all the time and provide a fresh and continuous stream of ideas and suggestions to the dealer for making his windows pay, making them pay both dealer and manufacturer, and pay right up to the maximum.

"These departments are now regarded as indispensable, and it is beginning to be realized that this matter of window display, one of the most direct forms of advertising, is susceptible of great and almost limitless expansion. And there is good prospect that the pioneers will be able to enjoy the full fruits of their discovery for a long time to come, because there is room enough for many more, and it is still free soil.

"The first demonstration was made by the Victor Talking Machine Co., which started such a department two or three years ago and put in a high-salaried expert in charge. Then followed the Edison Phonograph Co., the Wire Goods Co., of Massachusetts, Swift & Co., the Chicago packers, and Grosset & Dunlap of New York, with possibly others not reported.

"Other national advertisers are only waiting, no doubt, to be convinced that the principle can be applied to their own lines of business, and there is little doubt that it can.

"Take, for instance, Grosset & Dunlap, the largest house in its field, which is the publishing of reprints of popular fiction at popular prices. There is no close comparison between the marketing of books and the merchandizing of talking machines; they are done in different ways; but they both fall under the same laws when they are being done through window display, just as all lines come together in the democracy of the newspaper or magazine pages."

Mr. Hurd then proceeds to explain the display plan adopted by Grosset & Dunlap in detail.

NEW DECALOGUE ON WHICH HANG BUSINESS LAWS AND PROFITS.

1. Thou shalt not wait for something to turn up, but thou shalt pull off thy coat and go to work that thou mayst prosper in thy affairs and make the word "failure" spell "success."

2. Thou shalt not be content to go about thy business looking like a loafer, for thou shouldst know that thy personal appearance is better than a letter of recommendation.

3. Thou shalt not try to make excuses, nor shalt thou say to those who chide thee, "I didn't think."

4. Thou shalt not wait to be told what thou shalt do, nor in what manner thou shalt do it,

for thus may thy days be long in the job which fortune hath given thee.

5. Thou shalt not fail to maintain thine own integrity, nor shalt thou be guilty of anything that will lessen thy good respect for thyself.

6. Thou shalt not covet the other fellow's job, nor his salary, nor the position that he hath gained by this own hard labor.

7. Thou shalt not fail to live within thy income, nor shalt thou contract any debts when thou canst not see thy way clear to pay them.

8. Thou shalt not be afraid to blow thine own horn, for he who failest to blow his own horn at the proper occasion findest nobody standing ready to blow it for him.

9. Thou shalt not hesitate to say "No" when thou meanest "No," nor shalt thou fail to remember that there are times when it is unsafe to bind thyself by a hasty judgment.

10. Thou shalt give every man a square deal. This is the last and great commandment, and there is no other like unto it. Upon this commandment hang all the law and profits of the business world.

JONES BECOMES MANAGER

Of the Dictaphone Department of the Columbia Phonograph Co.'s Branch in Louisville, Ky.

H. E. Jones, recently appointed local manager of The Dictaphone department of the Columbia Phonograph Co., in Louisville, Ky., whose photograph



H. E. JONES.

is shown herewith, will undoubtedly prove a strong asset to the selling force of the company. Mr. Jones' experience with kindred lines, extending over a period of some eighteen years, will benefit him greatly, as well as his firm. Three years in the office of the Trunk Line Association in New York gave him a wide working knowledge of railroad business along correspondence and accounting lines. Two years with James Clark & Co., a large subscription book house, as chief correspondent broadened his experience in the necessary system of handling correspondence, and three years in Cleveland with the Commercial Graphophone and the Dictaphone round out his experience to the point where he is entitled to claim considerably more than ordinary ability to originate and install effective and economical systems for handling this special line of office work. In addition to the above he was for some time a successful specialty salesman and for nearly a year manager of the Toledo, O., office of the Remington Typewriter Co.

The Dictaphone people are to be congratulated on securing Mr. Jones' services, and his many friends and well wishers prophesy his immediate success in the new position.

TALKING MACHINES AS XMAS GIFTS.

Nearly everyone has the holiday, gift-giving spirit around December, no matter how tight the pocketbook is held the remainder of the year. Of course, there are a few tightwads that only the Angel Gabriel can loosen their hold. You should be ready to gather in a goodly portion of this "coin of the realm" that is lying around rather loose at holiday time.

LOUIS BUEHN & BROTHER EDISON JOBBERS

713 PENN AVENUE

PITTSBURGH, PA.

Special Announcement!

¶ We have purchased the Entire "Edison" Stock of the Standard Talking Machine Co., of Pittsburgh, who have been in the Talking Machine business for so many years.

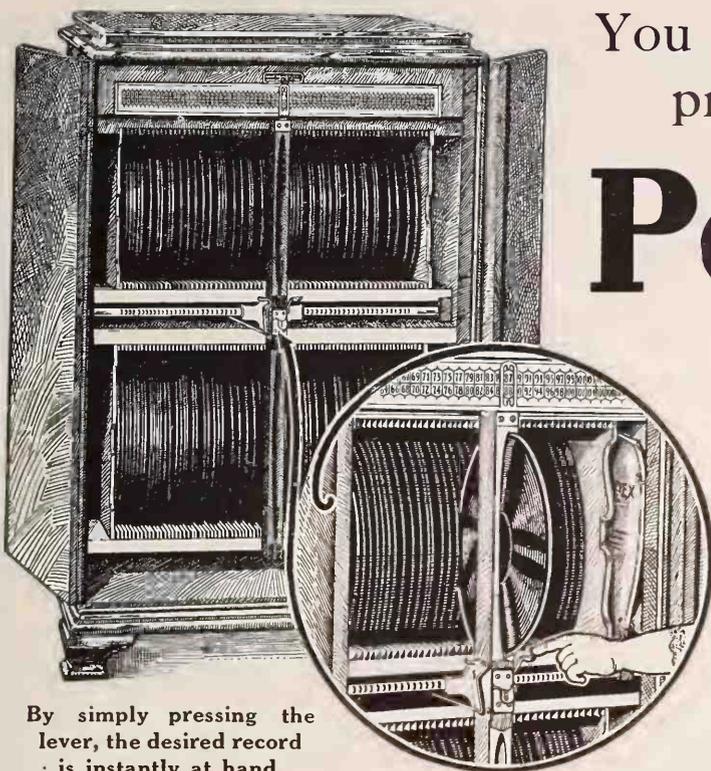
¶ Our service will be exclusively *wholesale*, and exclusively "Edison," and the facilities which we offer will create and hold the patronage of the live "Edison" dealers of *Pennsylvania, Ohio and West Virginia*.

¶ A "trial order" recommends our service. — "Buehn Service." May we have it?

LOUIS BUEHN & BROTHER EDISON JOBBERS

713 PENN AVENUE

PITTSBURGH, PA.



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

You cannot conceive the practicability of the

Pooley Filing System

Without seeing it in actual operation.

You be the judge and write us to send you a

POOLEY RECORD CABINET

on approval—test the working perfection of this Filing System—show it to your customers, and if you are not thoroughly satisfied with its salability you are at liberty to return it to us. Better take advantage of this liberal limited offer and write to-day.



POOLEY FURNITURE CO.

16th and Indiana Ave.,

PHILADELPHIA



Style No. 40



Style No. 50



Style No. 60

The TALKING MACHINE WORLD

For the makers & sellers of talking machines

EDWARD LYMAN BILL, - - - Editor and Proprietor.

J. B. SPILLANE, Managing Editor.

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

Boston: JOHN H. WILSON, 324 Washington Street.
 Chicago Office: E. P. VAN HARLINGEN, 37 So. Wabash Ave.
 Philadelphia: R. W. KAUFFMAN. Minneapolis and St. Paul: ADOLF EDSTEN.
 San Francisco: S. H. GRAY, 88 First St. Cleveland: G. F. PRESCOTT.
 St. Louis: CLYDE JENNINGS. Cincinnati: JACOB W. WALTER.
 London, Eng., Office: 1 Gresham Building, Basinghall St. W. LIONEL STURDY, Manager.

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SUBSCRIPTION (including postage), United States, Mexico, One Dollar per year; all other countries, \$1.25. England and her colonies, five shillings.
 ADVERTISEMENTS: \$2.50 per inch, single column, per insertion. On quarterly or yearly contracts a special discount is allowed. Advertising Pages, \$75.00.
 REMITTANCES should be made payable to Edward Lyman Bill by check or Post Office Order.

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

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

NEW YORK, NOVEMBER 15, 1911.

NOTWITHSTANDING the suits brought against the great business corporations by the legal department of the United States Government, trade continues surprisingly good, and it must be admitted that this country shows a stability that is reassuring in every particular. Business is standing up well under the strain and obviously the holiday trade promises well.

Four years ago if the Government suits had been brought immediately following the panic there is no telling what a period of business stagnancy and disaster we would have encountered before the sub-cellar of depression was reached, but now trade continues fairly active in all lines, and the nearer we approach the holidays the more apparent the stock shortage appears in the trade to which this publication directly appeals.

Unquestionably many sales of machines will be lost through absence of stock.

The wise ones will be pretty fairly safeguarded, but there are a lot of men who delay making their plans until a very late hour and they are going to suffer by reason of shortage of stock—that is now very plain.

THERE is too much wasted commercial territory in all trades, and so far as the talking machine industry is concerned the waste is glaringly apparent.

What we need most in the industry is men who appreciate the talking machine of to-day and who believe in its business future—men who will use modern methods to bring their retail trade to them and who are interested in something more than a superficial way in that which they have to offer.

It is the day when men who delve deeply into the science of business will succeed, and one does not have to go very far beneath the surface of the talking machine business to find that there is a vast amount of ignorance of business systems and methods and consequently a tremendous lot of wasted territory.

There is hardly a place in this great big country of ours where if men sit down calmly and figure out the enormous purchasing power of their local territory they will find that business opportunities are great and going to waste all about them.

The question of wasted territory is an important one for every business man to consider.

It is worthy of the closest analysis, and every man who takes up the question of territory and studies it in an analytical manner, will discover that there is practically an unlimited field all about him.

THE small towns afford great opportunities for talking machine sales, say towns of from five to ten thousand, but if a man has a store in a small locality simply puts a talking machine in his

window and expects people to fall over themselves in their haste to make purchases he is in a bad way.

He should be vaccinated with a little of the virus of common sense. There is business to be had in the small towns as well as in the larger ones, but work is necessary.

A man who is doing nothing in a big territory cannot hope to prevent other from coming in and utilizing the natural avenues of business distribution which he is wasting through ignorance and inactivity.

Holding down the business lid should not be permitted and a local agency is not worth anything to the jobber if a dealer is permitted to hold it without producing business—for it is the live representations which count, not the dead ones.

If a dealer is not doing what he should to develop local business other men should not be stopped from taking on talking machines, for results are expected—demanded.

In other words, the more we get the talking machine business down to a trade science the better it will be for all operating therein.

The more intelligent effort that we place upon the business the better results can be obtained.

There are in the retail talking machine business many men who have no knowledge of business system. They have improved somewhat, but it is unquestionably a fact that we have in the industry to-day a goodly number who are supposedly selling talking machines, but they are not making good, and, perhaps, in many cases they are keeping more aggressive men out.

They are wasting valuable territory—that is, territory which is not worked thoroughly and they need shaking up, and, in many cases, educating.

They show lack of appreciation of the things that are done for them and they do not realize that wasted territory means loss of business.

There must be a vast amount of educational work carried on by someone in order to bring such men up to a keen realization of the opportunities which are undeveloped all about them.

IT is all well enough to prate about the talking machine business being profitable, but it is not profitable unless the retailers make it so and they cannot sit idly by and expect trade to come to them.

It requires intelligent effort to win out nowadays—perhaps more intelligent effort than ever before in the history of this country.

One reason is because the great business houses are engineered by some of the brightest brains in the world. They surround themselves with a keen, intelligent staff.

They are looking to augment their working force with good brain material, and, as a result, competitors are forced to adopt similar methods so that the sum total of such efforts is far-reaching.

The little fellows must wake up from their business lethargy, else they will be ground out.

It is a question of wasted territory and business men of any stamp will not see rich territory unproductive.

It is only natural that the great talking machine houses should figure that a certain population in certain parts of the country should bring them certain business results, and if they find that that territory is held by a lot of indifferent and non-aggressive dealers it follows that there will be a shaking up, because there is no reason why this whole country should not be redistricted so that returns commensurate with the wealth and population of each district be secured.

Systematically blocking out territory works out in other lines, and why should it not in talking machines?

TAKE some of the greatest book publishing houses.

They plan their book campaigns with a mathematical precision that is admirable.

They block off states into districts and put in the hands of the departmental chiefs absolute power, but with positive instructions to produce results.

No territory can be dead with the business houses of to-day, because that means a decay will set in and we are too live as a people for one moment to submit to business decay.

It is true there are some men who are ready for it, but they have been commercially dead for some time, but they do not realize it and never will until they are carted out to the dumping grounds of all derelicts.

From Mary Garden:

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 Company won out, and here I am saying, like every one else that will hear them, that the Columbia Records are without a rival! They are so soft and musical, losing all that beastly metallic quality that mars the phonograph in general. My sincere compliments for their eternal success.



Mary Garden

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

TRADE STRONG IN CINCINNATI.

General Revival in Demand for Talking Machines and Records Cleans Out Stocks—John Arnold Believes in Billboard Advertising—Record Month for Columbia Co. Branch—Recent Visitors—Attractive Window Displays at Wurlitzer's—Scarcity in Some Styles of Victrolas—General Summary of the Month's News—Healthy Trade Conditions.

(Special to The Talking Machine World.)

Cincinnati, O., Nov. 8, 1911.

From all sources reports have been received this week of a genuine revival in the demand for talking machines and records. The sales last month were phenomenal. In some instances the question of keeping a stock on hand, particularly for records, was a serious one. The telegraph was used and goods sent by express to keep up with the situation.

John Arnold, Fifth avenue and Elm street, is seriously thinking of doing some more billboard advertising. He entered this field of publicity last summer and claims to have good results from that source. Arnold yesterday stated that the prospect for machine sales this season appears to be exceptionally bright. The feature of his business last month lay in the demand for records.

J. E. Poorman, Main street dealer, is happy over the October showing. The sales during the early part of the month were exceptionally good, but the end was not so good. Poorman has a very attractive display of talking machine goods in his show window. It is above the average in arrangement and showing.

Manager R. J. Whelen, of the Columbia Phonograph Co., advises that October business was ahead of any October in the history of the company, and October was simply a forecast of what November and December will be. The demand for the new types of \$15, \$25 and \$35 Hornless Graphophones is beyond their own expectations, and it has been keeping them hustling to keep up with the orders. The \$50 Favorite remains a real "favorite" and ties with the \$150 Grafonola-Regent Junior (table) for first honor on the list. This great demand is general from both retail and wholesale trade.

Manager C. G. McNeill, of the Dictaphone department, reports wide-spread enthusiasm over the new style A-6 and B-6 Dictaphones, and everyone who has seen them pronounce them the ideal office appliance. They are lovingly called by him the "vest pocket edition of the Dictaphone."

J. D. Westervelt, New York representative of the Dictaphone, spent several days at the Cincinnati store, talking over the present and future of the Dictaphone and planning for a big winter campaign.

Manager Ahaus has the following to say about the Aeolian's Victor department: "Business in the Victor department of the Cincinnati branch of the Aeolian Co., located at 25 Fourth avenue, West, was very good for the month of October, in fact, there was some trouble in supplying the demand for Victrolas, and have been compelled to back-

order styles 11 and 4, which particular styles we have been selling very fast. The Victor concerts will start Nov. 14, and will continue until next summer. We will produce more sales from this source than any other. It has been our experience that well-attended concerts seriously interest Victrola owners, and induce others to buy. One new feature will be the playing accompaniments on our big pipe organ for the Victrola. We expect some big advertising from this feature, and profitable results. Business looks good, and our new beautiful store is bringing the success desired."

The feature of the month at Wurlitzer's has been a magnificent series of window displays, the last of which was undoubtedly the most artistic and effective, consisting of a beautifully trimmed window showing a Vernis Martin Victrola and one each of the various instruments, both brass, string and woodwind, with appropriate cards mentioning the particular record upon which that instrument appeared as solo. Almost every instrument except the piano was shown, including such instruments as the Balalaika, etc. These windows have been very effective in bringing in inquiries.

Machine sales were very large, showing more than 100 per cent. increase over the corresponding month of 1910, and there is every prospect of still greater gains in the month of November. The unequaled facilities and the splendid selling organization that are behind the Rudolph Wurlitzer Co.'s retail department are responsible in the greatest measure for the big gains made. The greatest optimism pervades the whole force and a corresponding amount of energy and enthusiasm is thrown into the work.

The scarcity of the cheaper styles of Victrolas has been a serious handicap, which, however, has been overcome in a great measure by greater efforts given the sale of horn style machines. The \$15 Victrolas has already demonstrated its immense value to the Victor dealer, first in bringing in inquiries which resulted in immediate sales for large Victrolas, and secondly, in proving an entering wedge in the placing of the big Victrolas by the exchanges which are continually being made by the purchasers who, after using small machines for a few weeks, feel they would like to have a better instrument.

The new Victrolas have certainly rejuvenated the wholesale trade, and are being ordered in quantities which indicate the most prosperous year of the talking machine business. Reorders are coming in very fast, but the scarcity of the instruments has affected the showing that would otherwise be made by the Wurlitzer wholesale department. New accounts, whose purchases have covered samples of practically the entire line, have started this month with prospects of even more satisfactory business in view for November.

Study the goods you are selling, and this includes talking machines and records. Do not let a customer ask you anything that you cannot answer about your line. If he does, find the answer before the next visit and tell it to him. He will admire your persistence and be flattered by the importance you attach to his question.

THE EDISON LINE IN LINCOLN, NEB.

Some Views Showing the Handsome Quarters Occupied by the Sidles Phonograph Co. in That City—Manager Cole's Excellent Record.

We present herewith two views showing the window and demonstrating booths of the handsome new store occupied by the H. E. Sidles Phonograph Co. at Lincoln, Neb.



The interior woodwork of the entire establishment is in oak finish, with wall decorations in green and furnishings to match, all presenting a very attractive appearance. In the second picture the demonstrating booths will



be seen to the right. W. M. Cole, the manager of the Sidles Co., is making an excellent record with the Edison line in his territory, and looking after the interests of his dealers in a most complete way.

GEO. W. LYLE ON WESTERN TRIP.

George W. Lyle, general manager of the Columbia Phonograph Co., is on an extended trip through the West, touching at Cleveland, Chicago, Spokane, Seattle, San Francisco, Los Angeles, Salt Lake City, St. Louis and Pittsburgh.

Modern philosophers tell us that nothing has intrinsic value except what can be turned into energy. Gold has no value, silver has no value, goods have no intrinsic value except food, clothing and fuel—energy-producing products. So, technically, no man has more than his time and energy to sell, and no person has less than these.

The Talking Machine Trade in New England

THE MASSEY AUTOMATIC STOP

Is the Latest Invention of the Creator of the "Massey" Diaphragm.

(Special to The Talking Machine World.)

Providence, R. I., Nov. 8, 1911.

"Massey Automatic Stop" is the name of the latest invention of John H. Massey of this city. Like the "Massey" Diaphragm, the J. A. Foster Co., Edison jobbers, are the sole distributors of it.

The "Massey Automatic Stop" illustration, of which appears elsewhere in this volume, is a simple little attachment, and at the present time, is available only for the "Home" Edison phonograph. Very soon it will be furnished for all machines. The retail price is but 50c. being priced so low that every owner can take advantage of its use.

From their circular appears the following: "If you would have a perfect machine that will stop of its own accord, if you would save time, trouble and inconvenience, have a Massey Automatic Stop placed upon your machine."

FOREIGN TRADE IN BAGSHAW NEEDLES.

(Special to The Talking Machine World.)

Lowell, Mass., Nov. 7, 1911.

Back from an extended visit to New York, Philadelphia and other trade centers, W. H. Bagshaw and C. H. Bagshaw, of the big needle house of W. H. Bagshaw, were considerably elated at the big and growing demand for their talking machine needles. Not only did they visit these markets in the interests of talking machine needles, but were studying market conditions with a view of determining their increased facilities for 1912. They expressed themselves as being well pleased with the business outlook and predict a bountiful year for the entire industry.

What pleases the Bagshaw brothers most, however, is the growing sale of Bagshaw needles in foreign countries. They said: "When talking machine houses abroad and in other foreign countries, are able to purchase needles at a much lower price than ours; can get them quickly and as they need them, and then, instead, have these same houses send to Bagshaw of Lowell, Mass., paying a larger

price and cost of transportation—there must be one reason for it—needle quality and satisfaction. We are very gratified at this increasing foreign demand and are continually adding new customers. The Bagshaw combination of highest grade materials and scientific workmen produce a talking machine needle that stands supreme."

DEATH OF FRANK B. ROBINSON.

(Special to The Talking Machine World.)

Providence, R. I., Nov. 6, 1911.

The members of the Columbia staff in this city as well as at headquarters in New York, are deeply grieved at the death of Frank B. Robinson, who has been connected with the local Columbia store for the past four years. His death was very sudden, occurring last Thursday evening, after an illness of only four days and was due to double pneumonia. Mr. Robinson was greatly esteemed by all who knew him for his many estimable traits of character and his passing is greatly regretted.

WHY BARBER CAPTURES TRADE.

(Special to The Talking Machine World.)

Brattleboro, Vt., Nov. 4, 1911.

"No! we won't allow anyone to get away from us," is the comment of L. H. Barber, the well-known talker man here. Mr. Barber handles the Columbia, Edison and Victor, which is the reason for the "outburst." He is widely known throughout Vermont and is an aggressive dealer, not only in talking machines, but with pianos which he also handles.

HOW TO MAKE "OIL MONEY."

(Special to The Talking Machine World.)

New Bedford, Mass., Nov. 6, 1911.

Instead of making "pin money" as the term is used, dealers can make a bunch of "oil money" if they sell "Nyoil," a fine oil manufactured by William F. Nye, of this city. "Nyoil" is a combination of four oils, for lubricating, cleaning, polishing and preventing rust. It will not gum or chill and is put up in bottles retailing at popular prices. Dealers are invited to get the Nyoil proposition.

NEW MODEL OF NEW ART DIAPHRAGM

Now on the Market Has Made Quite a Big Hit With the Trade.

(Special to The Talking Machine World.)

Springfield, Mass., Nov. 7, 1911.

Quite a hit has been created by the introduction of the new model of the New Art Diaphragm, invented by W. W. Young, and sold by the Talking Machine Co., 218 Worthington St., of this city. This new model has a slit in it, which eliminates all chances for the blast effect and to quote Mr. Young: "Gives a rich, pure tone of tremendous power." The retail price of \$1 has not been advanced, although the cost of producing this one is considerably more than the other.

In order that the dealers may learn for themselves just how the New Art improves tone, a sample will be sent free by application to either Mr. Young or to the Talking Machine Co.

CRITICIZES THE PIANO DEALERS.

Claims They Handle and Push Talking Machines in an Indifferent Way—Plain Talk on an Interesting Subject.

(Special to The Talking Machine World.)

Boston, Mass., Nov. 7, 1911.

Quite an authority in talking machine circles makes a caustic criticism at the way some of the piano trade operate their talking machine departments. Here's the way he says it to The World man: "Funny as it may seem, there are piano dealers who propose to hold a line or lines just to catch the drop-in sales. They make no attempt at an energetic solicitation of business but simply care for the trade that comes to them. Thus a live man, who would push talking machines, is held up from entering the business, as only a certain number are allowed. The few sales that those few piano dealers get on talking machines would go to the talking machine or live piano dealer, anyway. These drones do no creative work; simply take the fish off another man's hook, and I for one, am in favor of getting together and eliminating this class of 'talking machine men.'"

SELLS A GOOD MANY MACHINES.

(Special to The Talking Machine World.)

Bradford, N. H., Nov. 7, 1911.

A. C. Caldwell reports the sale of a considerable number of talking machines. Although this is a so termed "small spot" Mr. Caldwell covers the tributary territory, which in the aggregate, nets him a good-sized sales volume.

AN ENERGETIC TRADE MEMBER.

(Special to The Talking Machine World.)

Newport, Vt., Nov. 8, 1911.

The Edison and Victor dealer here is Charles A. Clark. He is an energetic trade member and is pushing the business strongly for the holiday trade, and he intends getting it judging from his preliminary plans.

DEVOTE ENTIRE TIME TO TALKERS.

(Special to The Talking Machine World.)

Boston, Mass., Nov. 7, 1911.

Houghton & Dutton, the big department store, recently closed their piano department which had been in operation for several years. It is significant to note that their talking machine department, selling Columbia, Edison and Victor, is still hustling for business. Why the difference? It's hard to explain.

All work must bear a price in proportion to the skill, taste, time, expense and risk attending their manufacture. Those things called "dear" are when justly estimated, the cheapest. They are attended with much less profit to the maker than those which everybody calls "cheap."

What is P-E Service?

PROMPTNESS **E**FFICIENCY
PERFECT **E**DISON

Service

THAT'S

P-E SERVICE!

Our years of experience in handling exclusively the EDISON LINE, combined with our perfect system of filling accurately and completely all orders, the same day as received, should be a strong factor in bringing your orders to our house.

PERFECT EDISON SERVICE

The Synonym for

P-E SERVICE

Edison Jobbers Exclusively

The PARDEE-ELLENBERGER Co.

66 Batterymarch Street
BOSTON, MASS.

96 State Street
NEW HAVEN, CONN.

FROM OUR BOSTON HEADQUARTERS

324 WASHINGTON STREET, JOHN H. WILSON, MANAGER.

(Special to The Talking Machine World.)

Boston, Mass., Nov. 10, 1911.

In one of the windows of the Eastern Talking Machine Co. there is a scene arranged which is the talk of the town, because it shows such enterprise, besides being so cleverly arranged. Right next door to the company's Boston headquarters is the Tremont Theater, where "Madame Sherry" is now holding forth to capacity audiences. It is the first time this great metropolitan success has been seen in Boston, and as its fame had traveled ahead the large audiences are what might have been expected. Here is where the Eastern Co.'s place has an advantage, for the window in question gives advertisement to itself as well as the attraction next door by the use of a fine talking machine, with an exquisitely dressed woman standing close by. Her garb is that of the drawing room, and on a table close by lies her plumed hat and a rich outer garment of purple, which is the color of her whole get-up. The placard near by makes this announcement: "After the show play the hits and double your enjoyment of the performance." There is a list of the popular numbers, and as one gazes at the window one can almost hear the music of the opera being given next door. Truly, here is an example of enterprise.

Attractive Window Display.

C. S. Luce, who has managed the talking machine business of Kraft, Bates & Spencer, Inc., practically since it was inaugurated a few months ago, reports business as quite satisfactory. Mr. Luce has arranged one of the windows of the concern with a tasteful display of instruments and appurtenances and there are a number of features which hold the attention of passers-by. Mr. Luce plans to change the window frequently, thereby catching a continually new interest.

Talking Machine Men as Bowlers.

The "boys" of the Boston Talking Machine Co. and those of the Eastern Talking Machine Co. had a great time of it on the evening of Nov. 1, when at the Boylston alleys they entertained quite a party of their friends in a splendid, and in some respects a remarkable, exhibition of bowling. Those of the Talking Machine World's readers who are enthusiasts of this pastime please note in the record below the string rolled off by the Hon. "Fritz," 293—really something to be proud of. The gentleman, by the bye, is now known as "129," and his record is believed to have exceeded any exhibition of its kind in a long time. But, of course, the bowling wasn't the end of the evening's entertainment. The "boys" had to top off with something else, so they repaired to Charlie Wirth's—never heard of the place? Surprised. And there they all enjoyed—why, ice cream, of course. Here are the scores made by the bowlers:

Boston Talking Machine Company.				Eastern Talking Machine Company.					
Paker	80	82	83	245	Brown	86	93	102	281
Hager	66	62	77	205	Reed	80	78	75	233
Mullen	67	54	63	184	Fitzgerald	82	88	123	293
Cheney	64	58	88	210	Price	104	89	81	274
Roger	115	89	76	270	Chamberlain	86	91	91	268

Take on Talking Machine Line.

Still another house to take on talking machines is the Boston headquarters of the Grand Rapids Furniture Co., with which concern Arthur Erisman, the courteous, energetic manager of the Columbia Phonograph Co., has just closed a contract. From the day, almost, that the arrangement was made the Grand Rapids Co. found business good, and frequent large orders for goods give further proof of Mr. Erisman's far-sighted policy in looking after local trade.

Looks for Enormous Business.

Manager Silliman, of the Pardee-Ellenberger Co., reports that from all he learns from traveling men, especially those in the New England field, the trade from this time on promises to be enormous, and this becomes more or less of an established fact when one learns how far behind some of the concerns are in filling orders, a condition

that Mr. Silliman himself is beginning to experience. The headquarters of the Pardee-Ellenberger Co. have just received a large consignment of mahogany cabinets which customers cannot resist the temptation of purchasing. Guy R. Coner, one of Mr. Silliman's valued salesmen, has been having a very successful trip through the field lately, and further evidence of the progress of business with this concern is afforded by the enlargement of the stockroom and the shipping department.

Can't Get Enough Victor Machines.

H. A. Winkelman, of the Oliver Ditson Co., is one of the busiest men in the trade these days. His department on the second floor of this large house is admirably adapted in every way to meet the ever-increasing trade conditions, and Mr. Winkelman is more than pleased at the rapidity with which new names are being added daily to the list of customers of this house. Like all the dealers, this department is suffering from not being able to get enough of the low-priced Victor machines, for which there is a tremendous demand.

Boyle Bros. Fall in Line.

An interesting announcement of the month is that the firm of Boyle Brothers, perhaps the largest credit house in New England, has put in a line of Columbia machines. The firm have long had this plan in mind, but not until lately did they see their way clear to add this department, because the enormous business they do in other branches of housefurnishings and the like, it was thought, might prohibit taking on any other feature. However, an excellent arrangement was made and now this house is wondering why they did not engage in this line long ago, for from the very first the demand for machines has been exceptionally large. Recently they devoted one entire window to a talking machine display, and this proved as good an advertisement as they could have, for it was both accompanied and followed by inquiries and subsequent sales of machines.

Business Increase of 33 1-3 Per Cent.

The Columbia Phonograph Co. are experiencing the biggest business in the history of the concern, and that for October showed an increase of 33 1/3 per cent. over that of the same month a year ago,

and this increase reasonably could have shown up 50 per cent. had the factory been able to supply the goods asked for. But there is a very material and palpable evidence of the growth of the business at this house in the occupancy of a part of the rear portion of the floor above, which is reached by a stairway from near Manager Erisman's private office. On this floor are the dictating department and the bookkeeping departments, and to properly facilitate the increasing work several new employes have been added to the staff. These new quarters are well lighted, and in every way admirably adapted to their special purposes. At the present rate of growth it will not be long before Mr. Erisman will have to make still further additions to his Boston quarters. One interesting feature of the Columbia's output has been the large cash business, while its cash collections have exceeded anything that the Boston branch ever has known.

George W. Lyle, general manager of the Columbia Co. was over here from New York lately, and while here took occasion to pay a visit to his daughter, Miss Gertrude Lyle, who is a student at Dr. Dudley A. Sargent's school of gymnastics in Cambridge.

Dictaphone Grows in Favor.

The Dictaphone, which is a splendid seller at the Columbia Co.'s Boston quarters, has come into considerable prominence lately through its use in the grand jury hearing in the famous case of the Rev. Clarence C. V. Richeson, charged with the murder of Miss Linnell, about which the newspapers now are full. This device, which is getting to be very popular as a labor-saving device, has been in use by the district attorney's office for some time, but this present case has brought it more before the public than ever before. Several Boston authors and writers lately have made inquiries about the machine at the Columbia office, and a number of them have been sold to professors and instructors at Harvard University, Boston University and Institute of Technology. Manager Erisman also is in constant receipt of letters from all over New England asking specifically about the Dictaphone. The announcement of two new models of Dictaphones has proven interesting to the local staff.

Our large exportations of Talking Machine Needles show that up-to-date jobbers in foreign countries prefer Bagshaw Quality Needles to those of other makes which can be purchased at a much lower price.

W. H. BAGSHAW, Lowell, Mass.

From Lina Cavalieri:

I have just heard samples of the records I recently made in your laboratory and am charmed to find that you have succeeded in obtaining such accurate, natural and altogether life-like reproductions of my work. It gratifies me to know that my friends will have an opportunity to hear me on Columbia Records hereafter.



Lina Cavalieri

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

GOOD BUSINESS IN BALTIMORE.

Various Houses Make Excellent Reports Regarding the Business Situation—Low Priced Hornless Machines Make a Hit—Local Managers Visit Victor Factory—Operatic Records in Strong Demand—Cohen & Hughes to Advertise Victor Victrolas in Opera Programs—Other Trade News of the Month.

(Special to The Talking Machine World.)

Baltimore, Md., Nov. 6, 1911.

Everything is in excellent shape in local talking machine circles, judging from the glowing trade reports made by the various dealers of this city. All of them talk in the most optimistic vein, their only complaint being the apparent inability of the factories to ship enough machines to keep up with the continuous heavy demand. While the month of October, according to the dealers, has been the greatest for the same period of any recent year, from the way the present month has started in, November will be a record breaker in every department. The principal features of the local trade for October and the first week of the present month are the continued heavy demands for the \$15 and other low-priced Victor machines and for the Victor and Columbia operatic records. This last feature is due to the fact that the local operatic season opens this week.

Manager William C. Roberts, manager of E. F. Droop & Sons Co., and A. Thomas Gordon, who has charge of the talking machine department of the Kranz-Smith Piano Co., have just returned from an inspection trip of the Victor Talking Machine Co. factory. It was Mr. Gordon's first trip to the factory, and he is perfectly delighted with the results of his visit. Mr. Gordon reports the Victor business of his firm to be better than at any other time during the past two years and that the prospects for the holiday trade are extremely glowing.

Mr. Roberts reports both the Victor and Edison business to be in great shape at this time. He has had a great run on Victor operatic records, while the demand for Victor machines of all grades have been so pressing that he has had to call upon the Washington store of the Droops to help serve the customers. The wholesale end of the Edison business especially has picked up considerably during the month, according to Mr. Roberts. The firm have had such an increase in business recently that the office has been enlarged so as to take on a larger force to be in shape to properly handle the holiday rush. The firm have also purchased a 25-foot lot in the rear of the present store, which will be used to extend the dimensions of the present building. This addition will be converted into a spacious demonstration room on the first floor, while the upper stories will be used for the various other branches of the business. Mr. Roberts stated that Baltimoreans are great on having the talking machine demonstrated on the lower floor, and, consequently, it has become necessary to make extensions so as to properly look after the increase in business.

F. A. Denison, the new manager of the local branch of the Columbia Phonograph Co., is de-

lighted with the results of his first month in his new location. He says that business has been one great rush and that the holiday prospects are such that he fears the factory will be unable to keep him stocked up properly for the demands. As it is, Mr. Denison, like most of the other dealers here, complains about the insufficient deliveries from the factory to keep the demands fulfilled. This increase in the Columbia trade, according to Mr. Denison, is not confined entirely to the local field, but prevails all over the territory covered by the local office, which is gradually making inroads in sections never before heard from in the South. In consequence of the opening of the operatic season, the Columbia Co. have a large advertising space in the Lyric's grand opera program. This will be used later in the week in the local papers, because of the fact that Mary Garden, who sings for the Columbia records, will be one of the stars of the opening performance.

Cohen & Hughes have had a good run on the Victor records and various lines of machines, according to Manager M. Silverstein. Mr. Silverstein has just returned from a business trip out of town. The firm have signed up for the exclusive advertising of Victor Victrolas in the operatic programs to run the entire season of the grand opera. Cohen & Hughes are exhibitors at the Greater Baltimore Week Exposition at the Snellenburg store, Baltimore and Liberty streets. This show is to boost Baltimore and Baltimore-made products.

Manager Albert Bowden, of Sanders & Stayman, reports a good month for both the Columbia and Victor machines and records which the firm handle, while similar reports are made by Hammann & Levin regarding the Victor business.

RESTRAINED FROM CUTTING PRICES.

Still Another Instance Where the Courts Sustain the Edison Agreement—Comes Up in Kansas.

Dealers by this time should be aware that they cannot break agreements and cut prices in the talking machine field. Still, there are those who try. For instance, a restraining order has just been granted in the suit of New Jersey Patent Co. and Thomas A. Edison, Inc., complainants, vs. Bell Bros. Piano Co., John H. Bell and Olen W. Bell, defendants.

The defendants are in business in Lawrence, Kan., and have been recently offering for sale Edison records at cut prices. A letter of warning was dispatched to this concern, but they replied that they did not care to bother with any lawsuits, so guessed they would dispose of the stuff they had. As they continued offering goods at cut prices, suit was brought and a restraining order granted on September 1, 1911, by Judge Campbell. The hearing of the injunction motion came on for argument before Judge Pollock, of the United States Circuit Court, District of Kansas, First Division, who, after a discussion of the facts of the case, decided to continue the restraining order. Judge Pollock's order is reprinted herewith:

"This cause coming on to be heard on the 2d day of October, 1911, upon the motion of com-

plainants for preliminary injunction and the order to show cause heretofore granted, and the parties appearing by counsel, and the court being fully advised in the premises,

"It is hereby ordered, adjudged and decreed, That the temporary restraining order heretofore granted in this action enjoining and restraining Bell Bros. Piano Co., John H. Bell and Olen W. Bell, the defendants herein, and each of them, and their associates, officers, attorneys, servants, clerks, agents and employes from selling or offering for sale any Edison Standard records at less than thirty-five cents each, and any Edison Amberol record at less than fifty cents each, or any of said records in violation of the notices upon the record cartons, be continued in full force and effect upon the parties to this action, and their employes, until the further order of this court duly entered in pursuance of law. John C. Pollock, Judge."

OUR FOREIGN CUSTOMERS.

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

(Special to The Talking Machine World.)

Washington, D. C., Nov. 10, 1911.

Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past four weeks, from October 15 to November 6 from the port of New York:

OCTOBER 15.

Boma, 5 pkgs., \$129; Buenos Ayres, 6 pkgs., \$495; 206 pkgs., \$12,520; Chemulpo, 4 pkgs., \$226; Colon, 11 pkgs., \$453; Guayaquil, 3 pkgs., \$210; Havana, 19 pkgs., \$1,291; Liverpool, 3 pkgs., \$137; London, 376 pkgs., \$11,489; Mazatlan, 12 pkgs., \$274; Naples, 2 pkgs., \$120; Port Limon, 16 pkgs., \$537; Rio de Janeiro, 17 pkgs., \$943; 21 pkgs., \$1,389; Santos, 3 pkgs., \$427; Singapore, 18 pkgs., \$437.

OCTOBER 22.

Berlin, 77 pkgs., \$1,786; Callao, 5 pkgs., \$365; Colon, 11 pkgs., \$429; Guayaquil, 7 pkgs., \$350; 8 pkgs., \$501; Havana, 16 pkgs., \$1,535; Iquique, 9 pkgs., \$242; Liverpool, 2 pkgs., \$210; Manila, 79 pkgs., \$2,918; Montego Bay, 4 pkgs., \$106; 4 pkgs., \$174; St. Johns, 6 pkgs., \$183; Valparaiso, 2 pkgs., \$277; Vera Cruz, 94 pkgs., \$3,306.

OCTOBER 29.

Acajutla, 11 pkgs., \$360; Cape Town, 17 pkgs., \$450; Guayaquil, 5 pkgs., \$140; Havre, 9 pkgs., \$382; London, 14 pkgs., \$940; 270 pkgs., \$7,589; Montevideo, 63 pkgs., \$3,182; Para, 6 pkgs., \$413; Porto Plata, 15 pkgs., \$332; Rio de Janeiro, 71 pkgs., \$7,779; Savanilla, 2 pkgs., \$154; Vera Cruz, 348 pkgs., \$9,245.

NOVEMBER 6.

Antwerp, 18 pkgs., \$339; Azul, 7 pkgs., \$123; Berlin, 28 pkgs., \$613; Calcutta, 7 pkgs., \$191; Demerara, 5 pkgs., \$133; Havana, 4 pkgs., \$218; London, 189 pkgs., \$689; Rio de Janeiro, 5 pkgs., \$105; Santos, 69 pkgs., \$2,534; Samarang, 18 pkgs., \$775; St. Johns, 8 pkgs., \$108; Surinam, 9 pkgs., \$251; Tampico, 10 pkgs., \$1,801; Trinidad, 15 pkgs., \$944; Valparaiso, 4 pkgs., \$120; 6 pkgs., \$411; Vera Cruz, 78 pkgs., \$3,428.

A Perfected Entertainment Circle

(Have you seen the extraordinary list of new numbers for this month?)



Ada Jones



Alva York

These are a few of the men and women whose names mean most in the field of phonograph entertainment, engaged to sing and talk U-S EVERLASTING RECORDS.

Each month a list of numbers unequalled in variety and perfection is rendered from the classics and the modern popular airs—opera, ragtime, instrumental, as well as vocal; spoken as well as sung. The actual monthly average of new U-S RECORDS is far higher than any ever attained before.

The mechanical features of EVERLASTING RECORDS, making the name an actual fact, the artistic qualities, so closely duplicating the original, are too well known to be here repeated.

The selling points, making the U-S Proposition the liveliest in the field for the live dealer, may be completely had for the asking. We urge you to write for our plans, outlining our liberal dealer co-operation.



John McCloskey



Will Oakland

THE U-S PHONOGRAPH CO.

Associated with

THE BISHOP-BABCOCK-BECKER CO.

1013 Oregon Avenue, Cleveland, Ohio

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

229 Cedar Street, Milwaukee.
Washington & Causeway Sts., Boston.
Broadway & Beaver Sts., Albany.
10th St. & Sherman Drive, Indianapolis.

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



Allen Hinckley



Chas. D'Almaine



Joe Brown



Cal Stewart



Bohumir Kryl

From Constantino:

In the course of my career as a singer I have made records for several organizations similar to your own, but never before have the results been so completely gratifying. I am so greatly pleased in fact that I have decided to sing exclusively for the Columbia Phonograph Company in future. The vitality of the voice is absolutely preserved and the tone-quality cannot be mistaken.



Constantino

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

ACTIVE TRADE IN DETROIT.

Noticeable Tendency on Part of Public to Purchase Higher Priced Outfits—Talking Machine Dealers Very Busy—Many Schools Using Talkers—Room for More Exclusive Stores Downtown—J. Ludwig Music House Take on Columbia Line—What Various Houses Are Doing to Capture Business—Grinnell Bros. After Small Town Trade.

(Special to The Talking Machine World.)

Detroit, Mich., Nov. 10, 1911.

The talking machine business in Detroit seems to be rising steadily to a higher plane. A few years ago \$60 was top price. Now, with most of the dealers anyway, \$50 is a low price.

People are beginning to look upon the modern talking machine in the same light that they do pianos or automobiles. Like pianos, they are purchased with a view of making them part of the fixtures of homes, not as toys, as formerly. And, in Detroit, at least, the automobile has reduced the value of a dollar mightily. Paying \$1,000 to \$2,000 for an automobile has become a commonplace matter in the city where three-quarters of all the motor cars in the world are made. So paying one-tenth of that sum for a high-grade talking machine does not look like much of an event, especially when they can be bought on time, whereas most motor cars are sold for cash.

Traveling salesmen in all lines of business say they find Detroit the one bright spot on the commercial map just now. The talking machine dealers seem to be getting their full share of the prosperity. Every demonstrating room in every store is occupied the majority of the time every day. The lower-priced machines, the \$15, \$25 and \$40 Victrolas, and the Columbia Ideal and Lyric sell themselves. The salesmen have to put their fine efforts only on the higher-priced instruments. Comparison of superiority and easy terms are the only arguments needed.

Talking machines are getting into the public schools largely. They are wanted there because they educate pupils to the higher class of music—if the right sort of records are selected. The principals make certain of that. The effect of the presence of talking machines in schools is seen in the class of sheet music the pupils purchase for their pianos at home. They call less for the popular, light stuff and more for the pieces which show them the actual possibilities of music. The talking machine does not supersede the piano in the schools. They are used in the halls and auditoriums, while there is a piano in every room.

The business seems to be largely spontaneous, too, for with the exception of the Max Strasburg Co., who are heralding their new Victrola shop, the talking machine dealers are doing little advertising in the local dailies. Every talking machine sold seems to create a demand for several more. It is a sort of endless chain. The sale of a machine and the demonstrating it gets in a private home is better advertising than a barrel of printer's ink in a daily paper. What an advertisement can say is limited. The talking machine itself "shows" people, and many who never thought of visiting a

talking machine store now go to see, hear and purchase.

While there are hundreds of suburban stores which carry talking machines and phonographs, there are not enough big exclusive talking machine stores downtown. The business is growing faster than the accommodations made for it. The dealers all have engaged additional help this fall, and still they cannot keep pace with what the public cuts out for them.

The J. Ludwig Music House has opened up with a line of Columbias. This store is located on Woodward avenue, next door to Grinnell Bros., who have the State agency for the Victor and Edison lines. It is on the second floor, however. Mr. Ludwig has just fairly gotten under way. He is planning an advertising campaign to let the public know the location of his store.

The Max Strasburg Co., "The Victrola Shop," had a wonderfully good October, especially in view of the fact that it was the store's first full month of existence. The additional demonstrating rooms in the basement are completed, finished in white, with plate glass.

The Detroit branch of the Columbia Phonograph Co. is adding new city agents every day. S. E. Lind, than whom there is no more accomplished talking machine salesman in town, has that branch of the business in charge. Not a day passes but he lands at least one big order, to say nothing of the ordinary sized ones. The up-State business continues to show well.

Grinnell Bros. are finding the small towns nearby especially rich fields. Heretofore it has been seldom that an exclusive talking machine store could be established in a small city. The custom was to put "talkers" into almost any old kind of a store as a side line. But within a year or so the business

has advanced so that merchants in small towns place orders that would do credit to a big city dealer. As an example, a merchant in Monroe, Mich., who formerly handled talking machines as a side line and dropped them a while ago, came back this week with an order for almost a thousand dollars' worth of goods. Talking machines will be his leaders hereafter. Whatever else he carries will be side lines.

The Doran Phonograph Co. are the only dealers who report much call for horn machines. The others say the old style machines are being thrown in the shade since the recent introduction of hornless machines selling at from \$15 to \$40.

LOYALTY AN ASSET.

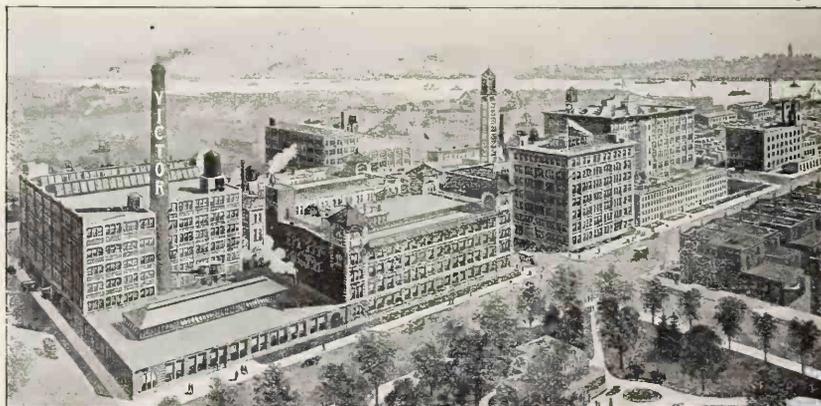
How often have you heard in the social hour a remark passed by some young person derogatory of the firm that employs him:

"I work for that skinflint company Brown Bros. They're as hard on you as they can be. I believe they'd split a cent in two, rather than add it on your salary."

And the crowd titters over the jesting judgment passed upon Brown Bros. by one of the young men who pretends to work for them.

We know not what salary the jester is receiving, but almost any sum is a little too much for him. Unless he has a clear understanding of his own situation, with reference to the financial interests of his firm, he should refrain from passing any such kind of public judgment, and least of all when he is the only representative of his firm in the society. The difference between the ten-dollar-a-week men and those whose salaries are double and treble is as much a question of loyalty as one of ability.

LATEST VIEW OF VICTOR TALKING MACHINE CO.'S PLANT



Just about the time that one becomes thoroughly impressed with the real magnitude of the plant of the Victor Talking Machine Co., and has the proportions firmly set in his mind, a couple of additions are made to the group of buildings, and the calculations are set at naught. The accompanying cut gives the latest bird's-eye view of various buildings that go to make up the plant of the

Victor Co., and is taken from a true-to-life painting by Richard Rummel, the great American bird's-eye view artist. The view shows the plant exactly as it appears, with the exception that the shipping department, occupying two buildings, which is two blocks distant, is brought in close proximity to the other buildings for the purpose of harmonizing the general effect.

THE ART OF PERSUASION.

An Article Illustrating the Importance of Knowing Just How Far to Carry This Faculty in Making a Sale—Some Opinions Gleaned from a Series of Interviews with Veteran Talker Men Upon the Subject.

When John Doubtful calls upon you, Mr. Dealer, and wants a talker, you are naturally "up against it." He is, of course, from Missouri, and makes it a special point to acquaint you with that fact at once.

"I've been reading the talking machine advertisements in the leading magazines for months," he remarks chestily, "and I've arrived at the conclusion that paying two hundred dollars for a machine is all rot. Why, look at this!" He yanks a sheet of paper from his vest pocket and shakes it in your face. "This company actually admits that they are giving you a genuine musicalo for twenty-five dollars, don't they?"

You are obliged to admit the truth of the statement.

"Well, there you are! Why in thunder should I pay two hundred dollars for a musicalo when I can get one for twenty-five, eh? They all sound the same, anyway."

While this learned declaration is in progress you are sizing up Mr. Doubtful. You find him to be well tailored, bedecked with jewels of great price and smoking a rare cigar. Therefore John D. may be trying a game of bluff. He is apparently waiting for you to go off into a flowery oration upon the superiority of the expensive instrument in order that he may again show you what his absorption of the magazine ads has done for him. He, perhaps, really thinks he wants a cheap instrument. He has delved just far enough into phonographic lore to believe all talking machines are alike except in price. You know he desires an expensive outfit, and by exercising your knowledge of the art of persuasion, you will sell it to him.

First, have one of your clerks set up a twenty-five dollar machine beside one that sells for two hundred and play the same record on both in turn. Let this demonstration speak for you. The less you say the better. The machines will do your talking.

"Huh!" scoffs Mr. Doubtful after he has listened awhile. "I don't see much difference in the music. The big one has a nifty case though. I suppose it would make some show in my music room."

"In what wood is your music room furnished?" you may ask, casually.

"Circassian walnut," comes the proud answer, "and it cost me a pretty penny, too."

"We have a musicalo in the store right now with a Circassian walnut case—"

But why continue. You sell him the highest priced instrument on the market and a large assortment of expensive records, and you have done this by knowing when *not* to persuade.

Mr. Dealer, it seems to me that it is much easier to oversell than to undersell. When a man of moderate means goes into a "talker" shop nine times out of ten the dealer will endeavor to load him up with a machine costing much more than he is comfortably able to pay for, and, believe me, this is a great mistake. The talking machine has developed into such a wonderful instrument during the past few years that a satisfactory outfit can be had at almost any price, and a dealer should endeavor to sell his customer the outfit he thinks best suited to his financial station. This will prove mutually advantageous, because if the purchaser is not burdened with a weight of debt at the start, he will be able to buy new records from time



"A SATISFIED CUSTOMER IS A VALUABLE ASSET."

to time, and it is the records that make your business profitable, Mr. Dealer, for it is from them that you derive your regular dividends.

There is no customer so valuable as the one who is satisfied. Very often people who are not well acquainted with the talker think that only the very best will do, and place themselves, through ignorance, of course, in a position where they really expect to pay more than they can afford. When these folks come to see you, persuade them to purchase a moderate priced machine. Show them how well the little fellows sound, and make it clear to their minds that you want both their trade and their money, but not all at once.

Explain to them the fact that every month brand new supplements come to them from the companies' laboratories bubbling o'er with the latest hits from the great play houses, the newest marches from the world's most famous music masters and peals of laughter from the funniest of

living comedians, and they will thank you for your advice, and in the end will become your staunchest friends, and staunch friends in the talking machine business are invaluable, for they bring their friends to you. "Go to John Smith, for he will deal fairly with you as he did with me," will be their counsel in reply to all inquiries.

It is mighty hard, I know, to resist making a big sale, but when you feel reasonably sure from your customer's appearance that he is buying beyond his means it will pay you to persuade him into more conservative channels.

Many dealers with whom I have talked regarding this subject have assured me that this is true, and I simply pass the news along to you. Do with it as you will.

Every dealer should acquire this art. Rather persuade toward conservatism than extravagance.

Sell your customer according to his means, using persuasion if necessary.

Under no circumstances persuade a customer to buy what he does not want.

A satisfied customer is a valuable asset, for he will persuade others.

Sooner lose a customer than persuade him falsely.

In exercising your art of persuasion never get reckless with the truth.

On all occasions be courteous and diplomatic.

Never allowing your persuasive qualities to grow rusty.

HOWARD TAYLOR MIDDLETON.

LACK OF ORGANIZATION.

Necessary That There Should Be Organization and Co-Operation in Business to Succeed.

In these days of colossal business interests it is often said that organization is the crux of most successes that are made in either the industrial, commercial or financial world. All business men know that the lack of organization is the direct cause of failure because the architect's plans, drawn for business building, cannot be carried out without an adequate organization.

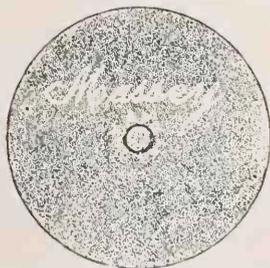
Lack of capital retards development, but it is rarely ruinous. It means additional work and slow growth, which is often discouraging, but healthy. Lack of competent men is the crying need of the times.

Throughout all business circles we find the same wail of woe. Lack of an organization. Lack of co-operation. Lack of interest in work. Men are plenty who are looking for "snaps." Men are few who like work; who really enjoy building up business; who are eager to demonstrate business capacity. Such a man never need to think of the

(Continued on page 20.)

MASSEY

DIAPHRAGM



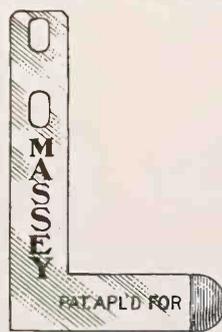
Still making its big showing in sales!

Jobbers and dealers who were skeptical are being convinced of its merit.

"Little but oh my!" is the old saying, and

it goes here when referring to the Massey Diaphragm.

AUTOMATIC STOP



Something new, and entirely unique in trade circles.

It is simple in construction and positive in results.

You can attach it to your phonograph by simply removing two screws and placing the attachment over the holes.

The Massey Automatic Stop saves time, trouble and inconvenience.

Very low in price—but 50 cents.

Possibilities are big for retail sales.

J. A. FOSTER CO., Edison Dept., Distributors

∴

PROVIDENCE, R. I.

LACK OF ORGANIZATION.

(Continued from page 19.)

financial end of it. That flows in naturally and inevitably, "as the night follows the day."

This is an age of combinations and organizations; men should find their place in the scheme of things. There is a wide open door for industry and ability, which are two separate and distinct talents, and one may win without the other, but with the odds are greatly in favor of industry.

GRIST FROM THE EDISON MILL.

Wilson in Optimistic Vein—Dyer on Short Vacation—P. H. Cromelin Visiting from Europe Record Committee Organized—Great Work in Producing "Gypsy Love" Records—World Man Threatens McChesney.

Quite a cheerful reply was given to The Talking Machine World representative by Carl H. Wilson, general manager of Thomas A. Edison, Inc., Orange N. J., when seen the other day, it being: "Our business is good: fall orders have been good—a big increase over last year's business."

"When do you expect to announce the line of Edison disc machines?" queried The World man.

"We are getting along entirely satisfactorily," answered Mr. Wilson, "with the disc product. It is coming up to every expectation, and the cause of the delay in getting it out has been due to our wanting it absolutely perfect when it does come."

Mr. Wilson is eminently pleased at the future outlook for the Edison line and was gratified at the big holiday trade, which already is quite under way.

Frank L. Dyer, president, has hied away for a couple of weeks in search of recreation. "Where" is a secret, as Mr. Dyer does not care to be disturbed with business details.

Paul H. Cromelin, managing director of the London, England, headquarters of the National Phonograph Co., is at the plant of Thomas A. Edison Inc., for a few days.

On the record end the Edison Co. have organized what they term the "Record Committee," of which C. E. Goodwin, manager of the salesmen, is chair-

CEYLONESE TAMIL MUSICIANS AND THE PHONOGRAPH.



We present herewith an interesting photograph showing a band of Ceylonese Tamil musicians listening to the reproduction of a song which they had just recorded on an Edison phonograph. The photograph was made by Messrs. S. K. Lawton & Co., Edison dealers in Manipay, Jaffna, Ceylon, and shows that phonographs and talking machines are appreciated even in that far-off country.

The picture is a very remarkable one, because it conveys an idea of the keen interest which these Ceylonese musicians are manifesting in the record which they have just made, and their anxiety to hear every sound is evident in their bearing.

The phonograph, like the newspaper, is helping day by day to diffuse knowledge and enjoyment, and bind all races closer together.

man. The object of the "society" is to improve the quality of records. Commenting on this, Mr. Goodwin says: "We have some exceptional talent in view, having completed arrangements in particular with one prominent star that, when the announcement is made, will create a sensation."

The trade are still talking about the wonderful feat of the Edison Co. in marketing, simultaneously with the initial New York performance, records covering the production of the light opera, "Gypsy Love," of which five were manufactured. The trade within a short distance of New York, particularly had a big sale of these, and the event makes a new epoch in fast record making and marketing.

F. K. Dolbeer, sales manager, who has been on a six weeks' tour of the West, is expected home on the 13th or 14th of this month. Mr. Dolbeer had a very interesting trip, made a bunch of Edison enthusiasts and, from the last word from him, had a pleasant journey.

L. C. McChesney, advertising manager and the power behind the advertising throne—the man responsible for the good Edison copy—speaks optimistically and has nothing but good words for the balance of this season. Some time The World man is going to write a summary of the McChesney personality as he sees it, which, on account of the subject, will be enjoyable reading.

BUILDING UP A LARGE TRADE.

How It Can Be Made Possible by Catering to the Public's Whims and Wishes, Says a Writer in System.

Human beings are not like merchandise, nor are they to be handled like merchandise. Dealing with the purchasing public is a problem in personality, and it is through the point of contact, wherever it may be—at the counter, through correspondence or wherever service may be rendered—that the favorable impressions are created which ultimately constitute one of the firm's greatest assets.

When a purchase is made, the buyer will be either satisfied or dissatisfied with his purchase and the treatment he receives. The article taken away may give satisfaction, while the treatment given the customer before he finally makes his purchase may drive his future trade away. The impressions which coalesce into a firm's reputation, like those which make up reputation of an individual, are formed by what may seem the merest trifles.

At the very least a policy should be adopted which more than meets the public half way. To

begin with, the attitude of inviting and encouraging the public to make known any dissatisfaction with either treatment or goods goes a long way in inspiring confidence. Once a dissatisfied customer makes his grievance known, he offers opportunity for the merchant to make a lasting impression as to his fairness and squareness. Of course, no merchant can afford to give the purchaser in every instance all he asks for, but he can afford to show liberality to such a degree that his store will have an atmosphere of cheerfulness, courtesy and service. When the public has learned through experience that the name of a house is synonymous with the treatment that gives satisfaction, even though a clerk does fall down occasionally, the house is not blamed. Rather the clerk is blamed for being out of harmony with the house and the incident does not cause the customer to feel resentment.

The wisest policy is for the merchant to put the basis of settlement up to the customer and to approach as nearly as possible the buyer's idea of what a fair settlement would be. After all, this is but a matter of reciprocation; the merchant must show as much confidence in the public as he expects the public to have in him. He is virtually putting himself in the customer's place and getting the customer's viewpoint. He is putting himself in a position to treat the customer as he would like to be treated under the same conditions.

Lastly, it is well to consider that however excessive and unreasonable the demands of a customer may seem, in the vast majority of cases he is perfectly sincere in his complaint, and any concession that can rationally be made is in the long run sound business policy.

THE WADE FIBRE NEEDLE CUTTER.

Wade & Wade, 1227 East Forty-sixth street, Chicago, are the manufacturers of the Wade Fibre Needle Cutter, which is illustrated elsewhere in this issue. This cutter is in the form of a pair of pliers, and the ease with which it is handled and its accuracy of operation are among the strong points made in its favor. The cutting blade is made of best Swedish tool steel, scientifically tempered and ground, and easily resharpened, although this is seldom necessary, and the firm freely offer to replace all Wade cutters proving defective in workmanship.

The cutter was invented by and is made under the personal supervision of S. O. Wade, who, since the introduction of the fibre needle, has devoted much time and inventive skill to the perfection of devices for the re-pointing thereof.



"TIZ-IT"
(Trade Name)

Improved All-Metal Ball-Joint Horn Connection

For all Types Straight Horn EDISON Phonographs
Send for descriptive circular and price list.

Retail Price, 50 Cents
(Regular discounts to the Trade.)



STRAIGHT-TUBE "TIZ-IT"
(Trade Name)

For Edison Triumph, Idelia and Alva Phonographs

equipped with Model "O" Reproducer and Cygnet or Music Master Horn.

This Connection Completes the Equipment!

Retail Price, 75 Cents
(Regular discounts to the Trade.)

Manufactured by
Kreiling & Company
North 40th Avenue and
LeMoyno Street
CHICAGO, U. S. A.

Established 1856.

WURLITZER

Fifty-fifth year.

Many Victor and Edison Dealers

acted upon our suggestion in last month's Talking Machine World and sent their orders to Wurlitzer.

They found the Wurlitzer Victor and Edison service all that was claimed for it.

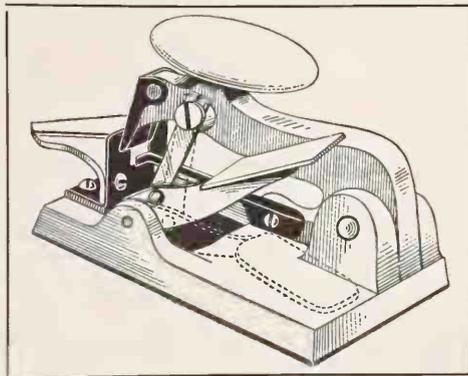
The Wurlitzer Victor and Edison stocks are as nearly complete as the Victor and Edison factories can make them.

No order is too small and none too large to receive the full measure of careful, conscientious Wurlitzer service.

Right now, at the time when it means most to get the goods promptly, we want you to give this Wurlitzer service a try-out.

At Last — A Satisfactory Fibre Needle Cutter!

THE
"IDEAL"



\$1.75

REGULAR DISCOUNTS
APPLY

The Ideal Fibre Needle Cutter is used to re-tip Victor Fibre Needles, and each needle can be re-pointed from twenty to fifty times, making Fibre Needles fully as cheap as those of Steel, saying nothing of the vast economy of preserved records retaining every goodness for an unlimited time.

The Ideal Cutter is a practical tool, made up in the finest manner from the best materials, and will last for years, needing no sharpening or re-

newing of the blade, which can be easily taken off by the removal of only a single screw, if such is necessary.

Thousands of needles can be re-pointed perfectly, the act of sharpening the blade or knife being automatically accomplished while re-tipping the needle.

When placed in the Cutter the Fibre Needle stops automatically to prevent more than the absolutely necessary cutting away of the point.

The Rudolph Wurlitzer Co.

CINCINNATI

CHICAGO

☞ TWO POINTS OF SUPPLY; ORDER FROM THE NEARER

From Alice Nielsen :

As I listen to the records it is impossible to believe that they are the result of a mechanical contrivance. My voice sounds as if it must come from a living being and not from any instrument. Undoubtedly the Columbia Graphophone is the most perfect of any talking machine in the world; in fact, I consider it so incomparably superior to any machine yet invented that until one has listened to its reproductions one has no accurate notion of the wonderful accomplishments that modern science has made in reproducing the human voice.

Alice Nielsen

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

RECORDS SHOULD BE FEATURED.

Some Very Timely Words on This Important Subject by Louis F. Geissler, General Manager of the Victor Talking Machine Co.—Dealers Sometimes Overlook That the Record Department of Their Business Can Be Made More Profitable Than Even That Devoted to Machines.

Louis F. Geissler, general manager of the Victor Talking Machine Co., Camden, N. J., in a recent talk said: "My prophecy is that the talking machine business will be absolutely beyond the capacity of the Victor factory during the years of 1911 and 1912; but there is an illimitable field for the sale of records." In this connection he addressed some very timely remarks to dealers on educating salesmen to sell records, which are worthy close observation and consideration, as follows:

"Your salesmen are entirely too anxious to book the large initial sales. The machine buyer comes to you voluntarily, but the record buyer has to be coaxed and educated. Don't look upon this end of the department as "easy" and delegate it to incompetent help. One of our travelers observed in a recent letter: 'Salesmanship in the record end of our business is a lost art. Without salesmanship, nothing commercial can succeed. While this matter may be argued pro and con, the logical sequence is that salesmanship is essential to the development of our record sales.' In carefully compiling data in this matter of late, I find there is less and less salesmanship employed each year in the disposal of our records. For instance, in the city of "Blank" to-day (I am not citing this city as an exception, but merely as an example), we have such a small number of real salesmen participating in record sales as to be hardly worthy of mention.

"In the majority of instances, boys are utilized in attending to consumers' orders for records. By this I mean that their duties cease with picking the records from the stock racks, wrapping them up and turning in a memoranda of those sold. The bulk of our record business is done along these lines to-day. We can little realize the danger of this business until we actually participate in the retail selling end. Boys, 16, 17 and 18 years of age are to-day coming in contact with consumers, who should be confronted with real live salesmen. These boys answer the purpose, so to speak, only for those customers who have been educated by some firms to the fact that they need only present a list of records, take them home with them, trying them out at their leisure and returning the majority.

"This 'approval plan' will not sell one-tenth the records that the proper waiting upon customers in your stores will accomplish. Customers should be compelled to listen to records under the careful guidance of salesmen. Salesmanship should be demonstrated and employed in every instance where a consumer contemplates the purchase of records.

"If customers are allowed to follow their own inclination in the selection of records from cata-

logs or bulletins you are deprived of your opportunity to personally work off your over stock or to call their attention to hundreds and hundreds of most excellent records already in our catalog which are fully as good as any that we are issuing to-day. If this inattention is permitted, the power and profit of your convincing arguments are entirely lost.

"The record end of your business is, and should be, made far more valuable than your machine business.

"In what is the most money invested? In a piano or in the musical education that follows to make that piano of value in a home; in the automobile or in the tires, gasoline and oil, up-keep and entertainment that follow the ownership of an automobile; in the gun or in the ammunition that you fire through it after its purchase; in the camera or the films that you purchase for use therein; in the safety razor or the blades that it requires; in the purchase of shoes or the cost of keeping them polished; in the wine glass or the wine that you fill it with; the sausage machine or the beef which you grind through it?

"These are practical, prosy—even homely—illustrations, but they absolutely demonstrate our point.

"Pay your salesmen a small 'premium' exclusively on their record business (it will influence their machine sales just as well) and watch your record sales jump.

"Induce them to take the record selling end of the business seriously; to educate themselves; familiarize themselves with our catalog; pass your record customers along especially to these expert record salesmen, where they can get good intelligent service, and you will double your record sales in three months' time.

"A willingness on the part of your salesmen to do more physical labor even at the cost of a little less smiling and talking about the weather will put more money into your tills."

TRADE NEWS FROM THE TWIN CITIES.

The Talking Machine Co. of Minneapolis Hold Formal Opening—Archie Matheis Leases Large Store—Hoffman in New Quarters—Metropolitan Music Co. Getting After Victor Business—Other Items.

(Special to The Talking Machine World.)

Minneapolis, Minn., Oct. 22, 1911.

Archie Matheis, the well-known talking machine dealer, who has been successful both in the jobbing business when he was in charge of the department of Koehler & Hinrichs of St. Paul, as well as his own store, which he has been operating at 238 Nicollet avenue of Minneapolis, has leased a large store, 20 x 90, in the Meyers Arcade Building, located on Nicollet avenue, at Tenth street, in the very heart of the most exclusive Minneapolis trade. The store is beautifully decorated and fitted with fine fixtures and is considered to be about the finest store of its kind in the twin cities. Oriental rugs and Victrolas as well as Amberolas will be in each booth and these are much larger than the ordinary and will be ventilated with fresh air electric fans and sound-proof. Many palms and other decorations give the store

a home-like as well as a sunny atmosphere; beautiful show windows, and a space that will be used for concerts and recitals will surely make the store a popular place, to which added the long experience of Mr. Matheis should point to the immediate success of the venture. He will continue to run the store known as the little talking machine store on lower Nicollet avenue, where he has been established for a number of years.

Charles Rindfish, who is manager of the talking machine department of Koehler & Hinrichs of St. Paul, report the sale of many 40/10 accounts and says that business is starting up with a rush much earlier than usual. He has the department in fine condition and deserves success, as he is always courteous and a hard worker.

George Mairs, the well-known manager of W. J. Dyer & Bro., of St. Paul, has a smile that wont come off. This is an indication that he is making good and showing a good increase in business and looks forward to a big season's business.

Arthur Magoon is again in charge of the talking machine department of the New England Furniture Co., who will sell the Victor line only. Trade is picking up with them and he looks for a good season's business.

C. A. Hoffman has moved in a new location on 814 Nicollet avenue and fitted up a beautiful department that should bring him good results. This will make two talking machine stores in this end of the town being one block from the new store of the Talking Machine Co.

The Metropolitan Music Co. are going after the Victor business this fall. They have room fitted up on the fourth floor of their building and being located well in the city should get their share of the business.

The Talking Machine Co. of Minneapolis had their formal opening on Wednesday, November 1. The store was very beautifully decorated with bunches of flowers, numerous large palms and the recital in the afternoon as well as the evening was attended by a packed house, and everyone was pleased with the new store, and Mr. Matheis has given to Minneapolis a store that the city can be proud of. He has two stores, and they are the only exclusive talking machine stores in the Twin Cities. A Harry Lauder recital will be given on Friday evening, November 10. Mr. Lauder will be in Minneapolis on November 12. This is a new departure in Minneapolis, to give concerts of the artists as they appear, who make records for the talking machine companies. Mr. Matheis will give a Tetrizzini recital in the near future, as well as review the grand operas that will appear in the cities during the coming month.

HOW SUCCESS COMES.

Success comes to the person who is willing to do a little more than he is paid for doing. To the person who is glad to have others succeed. To the person who feels himself a part of the business concern, who feels a pride in its well-being, and who determines his own little part must be well done. To the person who can remember and forget; remember his duties and forget his grievances.

CHARLES BOBZIN NOW IN CHARGE

Of the Talking Machine and Music Roll Departments at Aeolian Hall—Mr. Bobzin's Capacity for Organization and Result Production—What He Has Already Accomplished in the Music Trade Industry.

Charles Bobzin is now manager of the talking machine and music roll departments of the Aeolian Co., 364 Fifth avenue, New York. By the time this appears he will have occupied that chair for a month, and from the beginning showed the value of his experience and management.



CHARLES BOBZIN.

But in the past when Charles Bobzin entered new spots—and only a few of the highest—he didn't seem to do a great deal for some time, as far as physical activity was concerned. But inside—the mental, as the occults term it would be found a busy-bee hive of great industry. Plans were being evolved, campaigns created, distribution policies outlined, and various problems judged; then when

everything would be in position—like a general advancing upon a city—you found Charles Bobzin reaping the achievements of his efforts. His study and skill solved intricate and vexatious business puzzles—success followed logically.

To just a few of The World readers who might ask: "Who is Charles Bobzin?" the writer replies: "Bobzin is a musical executive of the highest order; he knows music and musical merchandise thoroughly; knows how to purchase and exploit goods, wholesale and retail; for the past few years he was general manager of the Oliver Ditson Co., Boston; before that, with houses equally as great."

In his new chair Charles Bobzin has the well wishes of friends and associates for even better glory than has been his good fortune in the past.

GERMAN RULES OF BUSINESS.

Ten Commandments Which Are Said to Contain Secrets of Success.

The recent progress that Germany has made in commerce and industry, particularly of the domestic order, is a matter of record. This progress—the large amount of German goods sold—has amazed foreign publicists to such an extent that some have declared that the figures shown could not possibly demonstrate a real and permanent state of trade, for German advertising had revealed no proportional increase. The secret is said to lie elsewhere, or rather in another species of publicity, which gives a practical illustration of the motto of "The Three Guardsmen": "One for all and all for one."

The German idea is embraced in a set of Ten Business Commandments, which the commercial houses are sending out into every household in the Fatherland. They are printed in all of the newspapers, they are issued in pamphlet form, and every business house, wholesale and retail, big and little, is handing them out to every customer and inclosing them in every letter. Here is a translation of these new "Ten Commandments of German Business":

1. In all expenses keep in mind the interests of your own compatriots.
2. Never forget when you buy a foreign article that your own country is thus made poorer.
3. Your money should profit no one but Germans.
4. Never profane German factories by using foreign machinery.
5. Never allow foreign eatables to be served at your table.
6. Write on German paper, with a German pen and German ink, and use German blotting paper.
7. German flour, German fruit, and German beer

alone can give your body true German energy.

8. If you do not like German malt coffee, drink coffee from German colonies.

9. Use only German clothes for your dress and German hats for your head.

10. Let not foreign flattery distract you from these precepts, and be firmly convinced, whatever others say, that German products are the only ones worthy of citizens of the German Fatherland.

It is reported from Berlin that an American has just secured a set of the Commandments, and on arriving in America it is his intention to have 1,000,000 copies printed with the substitution of the word "America" or the "United States" wherever "Germany" appears, and distribute them throughout the West through the medium of his bank and other industries. He also hopes to get every board of trade and chamber of commerce to take the matter up and start the movement along national lines. An explanation of what Germany is doing with such marked success is to be printed beside the commandments, in order to excite interest in them.

CONDUCT "TALKER" DEPARTMENT.

Landay Brothers, Victor jobbers and dealers, are conducting the talking machine department in the new department store of the J. L. Kessner Co., at Sixth avenue and Twenty-third street, New York. The Victor line is being handled in its entirety. The management for Landay Brothers is in the hands of E. Gottschalk, who was recently connected

with the talking machine department of R. H. Macy & Co., New York.

THE ABUSE OF CASH TERMS.

Chas. E. Meek, of the National Association of Credit Men, makes the following remarks in the latest issue of the Bulletin which may apply to piano men in both wholesale and retail domains. He says:

"You feel a little less confidence in yourself every time you let the man who makes a payment from five to fifteen days late, take advantage of the special discount given for ten days' cash. You acknowledge to yourself this injustice to your house has more than an individual significance. You feel that every time you let the short payment go through you are suppressing a vital business principle, stunting its development, and therefore hurting every man engaged in the game of business. Just argue the matter out, and see if you can justify your action on good moral or business grounds, and then say whether the preaching about fighting a really big business abuse is all "poppycock." If you decide that it is not, write the National office for information as to what the association has been trying to do to end the abuse of cash terms."

If you are a good merchant the biggest investment you have is not in stock, but in the goodwill of your customers.

IMPROVE YOUR SYSTEM

AND

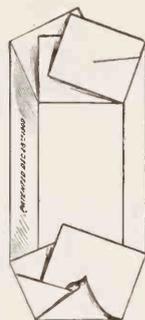
INCREASE YOUR RECORD SALES

BY USING

THE BLACKMAN CYLINDER RECORD TRAY

(Patented Dec. 28, 1909.)

A Record Tray With Record Label for Less Than One Cent



The BLACKMAN Folding Trays for Cylinder Records are shipped FLAT and can be FOLDED into STRONG TRAYS in a few seconds, as shown above. This tray, with Rapke Label, makes a handsome looking record stock and a system you can't beat. The labels act as Silent Record Salesman and the customer can point to the record he wants to hear. Adopt this system and your sales will not only increase but it will never take more than a few minutes to make up a Record order.

THE BLACKMAN FOLDING TRAY USED IN THE SYRACUSE WIRE RACKS enables you to carry a large stock in a small space, and also use the Rapke Label. We furnish wire racks at regular prices, either wall or revolving style, with opening to accommodate Blackman Trays. Write for prices.

NET PRICES TRAYS ONLY
(Subject to Change.)

No.	Hold	Net per 1,000.	Weight per 1,000.
2	2 Records.	\$6.00	60 lbs.
3	3 Records.	7.50	75 "
4	4 Records.	9.00	87 "
5	5 Records.	10.50	105 "
6	6 Records.	12.00	116 "

NOTE.—Price less than 1,000, same rate.
In deciding FREIGHT or EXPRESS refer to above weights, and allow for packing.

NET PRICES RAPKE LABELS

Prices Rapke Labels with Edison numbers and titles, Domestic Selections No. 2 to 9721, which includes December, 1909.....\$3.50
Per month, thereafter (postpaid), payable in advance (2 min. and 4 min.)..... .22

FREE SAMPLE of Tray with Label to any Dealer or Jobber who writes on business letterhead.
SPECIAL DISCOUNTS TO JOBBERS

Above prices are RESTRICTED and quoted f. o. b. New York. Dealers are requested to buy through their jobber if he will supply them, If not we will sell direct.

Manufactured by

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, Pres. "THE WHITE BLACKMAN" 97 CHAMBERS STREET, NEW YORK

TALKING PICTURES AND THE DRAMA.

An Interesting Summary of the Development of the Motion Picture and Its Union with the Talking Machine Written by Robert Grau in the Scientific American.

It was my pleasure to be among those in the audience at Keith's Union Square Theater, in New York, one evening in July, 1894, the eventful night when the motion picture was first revealed to American theatergoers. It is true that an inferior device under the name of Eidoloscope had previously made a feeble effort to introduce, also in a Keith theater (in Philadelphia), the effects which were destined ultimately to change the theatrical map, and to create the most lucrative field of endeavor in the history of public entertaining.

The advent of Lumière's cinematograph was announced with much advance advertising, but public interest was not aroused. The theater was only fairly filled on the opening night, but an idea may be had of the success from the fact that the theater which had, up to this time, played to average weekly receipts of about \$3,000, found its "takings" increased within a single month to the unprecedented average of \$7,000 a week, though the cost to the management was probably not over \$100 a week for the machine itself.

Inside of a year the cinematograph was installed in every vaudeville theater in America, and hundreds of new establishments came into being. Thus was inaugurated the vaudeville craze which, as it progressed, brought into being many new devices, such as the biograph and the vitagraph. In a few years no theater was without its machine.

In 1902 the "store" theater came into existence, and of these there were at one time nearly 30,000 in this country. New York city had more than 600 alone. An illustration of the vogue of the motion picture is best shown by the statement that one of the earliest endeavorers in this field, Marcus Loew, started in the Harlem district, about five years ago. To-day this man is immensely rich. He has about forty theaters of his own, the majority of which are of the first class, such as the American, Plaza, Majestic, Yorkville and Lincoln Square theaters, in New York. Hardly a week goes by that Mr. Loew does not add a theater to his list. He has now in the course of erection two magnificent amusement places, involving a cost of nearly a million dollars.

About four years ago William Fox, a man yet in his early thirties, opened the first "store" theater in Brooklyn; his success was so great that within a year he had a dozen similar resorts, where moving pictures were the sole attraction. In 1907 this man bought the lease of the Dewey Theater, on East Fourteenth street, paying a rental of \$50,000 a year. He then secured the Gotham Theater, in Harlem, the Star Theater, on Lexington avenue, and the Family Theater, on 125th street. He also has several theaters in Brooklyn. Despite the enormous rentals and the low price of admission, Mr. Fox has made a fortune in the short space of four years, and last year amazed his colleagues by leasing the Academy of Music, paying a rental of \$100,000 a year for a building which cost its owners but three times as much.

Although Messrs. Keith and Proctor have seven theaters of costly construction in Greater New

York, but one of these, the Fifth Avenue, is used for the type of vaudeville for which they are supposed to stand; all the rest, including the Union Square Theater, where the cinematograph was first seen, have reverted to the camera man, and Mr. Proctor has a score of theaters in the smaller cities, besides those in which he is affiliated with Mr. Keith.

For several years the various manufacturers of films have been sorely tried to keep up with the demands for new subjects. The public patronage has grown to such an extent that millions of new theatergoers have been created. To hold this patronage and prevent its being absorbed by the regular theaters, has been the aim of all concerned in this vast industry.

Some of the world's greatest players have posed for the film makers, many of whom have stock companies under the direction of famous stage directors and producers.

For several years efforts have been made to create a perfect synchronism between the moving picture and the phonograph, in order that stage presentations of plays and operas could be reproduced.

The spectacle has already been presented of a famous stage idol, appearing in a theater of high prices of admission, while but a stone's throw away a perfect counterfeit presentation both as to voice and action could be seen for five cents.

Three of the greatest factors in the field of motion photography, including Thomas A. Edison, who invented also the phonograph, have announced recently that all of the problems for an absolute synchronism were either solved, or near solution. Mr. Edison has prophesied that the day is near when the working man will present himself in front of a moving picture theater, deposit his dime, and witness a reproduction of scenes from grand opera, such as are presented at the Metropolitan Opera House in New York.

I have already been privileged to hear and see almost an entire act of Donizetti's "Lucia de Lammermoor," including the famous sextette, as sung by Caruso, Sembrich, Plancon and others. Although perfection has not yet been achieved, no great wrench of the imagination is necessary, in order to predict that another year or two at most will witness the attainment of absolute synchronism.

The serious side of this situation lies in the ultimate fate of the player and singer, and by the same token of the manager and producer.

We know that Caruso has earned almost as much money from the preservation of his vocal records as in grand opera. Yet there are those who have deplored the fact that the penalty is being paid in a slight deterioration in the illustrious Italian's voice.

I yield to no one in my appreciation of the benefits to be derived from the phonograph, and have often wished that it had come into being in time to have preserved the voices of Malibran, Jenny Lind and Adelina Patti, in her prime.

But if even one year less of Caruso is the penalty which music lovers will have to pay in order that future generations may have preserved for them his vocal records, this price is hard to yield to.

It will be of interest to the reader to learn that in Paris such eminent celebrities as Mme. Bernhardt, Jane Hading, Mme. Réjane and Mounet-Sully have been induced to pose for the moving picture camera. One French firm pays fabulous sums in order that it may raise the level of its achievements.

The possibilities of a perfect synchronism in effect of the two great Edison devices (for it must be understood that it was Edison who made possible the motion picture of to-day) are beyond all conception. Through this great advancement, the "Passion Play," as presented at Oberammergau, could be brought to our doors, and that, too, at a not very distant date.

It is already on the cards to present before American audiences scenes from grand opera, as presented at the Grand Opera House, in Paris; Covent Garden, in London, and La Scala, in Milan. Thus grand opera novelties, which would probably not be heard in this country for years, will have presentations within the year of their Euro-

1866

NYOIL

FOR

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

A fine polish for varnished surfaces on cabinets, etc.

It Absolutely Prevents Rust.

NYOIL

Now Sold Everywhere By All Hardware Men

WILLIAM F. NYE
NEW BEDFORD, MASS.

1911



pean premieres; also the great Kiralfy spectacles are now being reproduced, in order that the tremendous barrier of transporting to America over 1,000 persons may be overcome.

The film companies are capitalized in the millions, and there is not the slightest indication that any retrograde movement in this field will be permitted.

The great problem which presents itself is the effect that modernism may have on the actual player and singer, but after all, it is the latter element which has made possible the great progress in the moving picture industry, for they are induced to accept the liberal payments offered.

Recently \$50,000 was offered to Caruso for the sole right to take his vocal records, and this sum was merely a bonus for exclusive privileges. Mme. Adelina Patti, when in this country on her last tour, refused an offer of \$100,000 for a similar privilege, and this, too, at a period in her career when she was no longer the Patti of old.

The writer believes that the motion picture theater of the future will be conducted on a far more important basis than that of the present. Already the "store" theater is passing away, and the tendency is to secure regular theaters. In all the larger cities, large and commodious establishments are being erected and millions of dollars of invested capital are available at every turn. The effect on the regular theaters has already been appalling. 8,000 each, and all created through the really tremendous expansion in the field whereof I write. The attendance is enormous. It is not too much to assert that 100,000 persons attend these theaters daily in the Quaker City. In Boston the situation is quite similar; while in the smaller cities a singular state of affairs has come about. In what are called "one-night stands" the moving picture has solved the problem of the local managers, who have not hesitated to cast the legitimate attractions to oblivion and turned their "opery" houses into "nickelodeons" and "bijou dreams." Heretofore the local manager would get one or two companies a week for his public's entertainment, and he had a hard time to pay his way. To-day, by the simple process of installing a moving picture machine and engaging a few minor acts of vaudeville, he is able to entertain from two to three thousand persons each day, at an average price of admission of ten cents. The expenses are small; the profits are huge. I have in mind a little town near New York, with a population of 30,000. Up to two years ago it was impossible to attract a paying audience with anything. To-day the one theater available gives three performances daily! Hardly a week goes by that less than 60 per cent. of the population does not enter this theater at least once; while it is an absolute normal condition to find as many as 1,000 persons waiting in the lobbies and on the sidewalks at 9 p. m. for an exodus of the seated audience, so that they may enter and witness the second show.

The public created by all this procedure is con-

Daily Stock Book

Keep accurate account of merchandise received and sold. Specially made for Pianos, Gramophones, Records and Small Goods. Made by a man in the business, for his own use. 100 double pages. Board covers.

You Need This, Mr. Dealer.

\$1.50 Prepaid.

Money back if not pleased.

GRIEVE

323 Portage Avenue, Winnipeg, Canada.

From Jose Mardones:

I am very greatly pleased with the the Columbia Records of my voice and congratulate you upon their excellence. I have decided to make records exclusively for your company after hearing those recorded so far.



Jose Mardones

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

stantly being educated and gradually becomes more exacting in its demands, hence the advent of the "talking" picture, with all the enhancement which it promises to bring, should result in a general uplift, together with much benefit to the masses who must naturally appreciate any effort which will make possible for them to see and hear for ten cents that which has heretofore cost from fifty cents to two dollars.

It remains yet to be seen how nearly science and artifice have served to duplicate the original interpretation in music and drama. Mr. Edison has promised that the counterfeit will be almost perfect.

Always leave your "prospect" in such a frame of mind that you can go back to him again.

HANDSOME DISPLAY CARDS

For Window Use, Recently Added to Victor Co.'s Advertising Service Prove Popular and Effective with the Dealers.

One of the recent and valuable additions to the Victor Co.'s advertising service for the benefit of the dealer is the series of special window show-cards, 20 x 30 inches in size and designed to call the especial attention of the public to some par-

PRAISE VICTOR THEATER.

Success of Miniature Theater Commented Upon at Length by Printers' Ink.

The cleverly conceived and arranged miniature theater which has produced such wonderful results for the many dealers in Victor talking machines who have co-operated in local exhibitions was the subject of a three-page story in Printers' Ink, the well-known magazine for advertisers, in the issue of November 9. Under the caption of "How Miniature Theater Tells Victor Story," and with appropriate comments, was published the description of the Victor miniature theater and its method of operation substantially as it appeared in a recent issue of The Talking Machine World, together

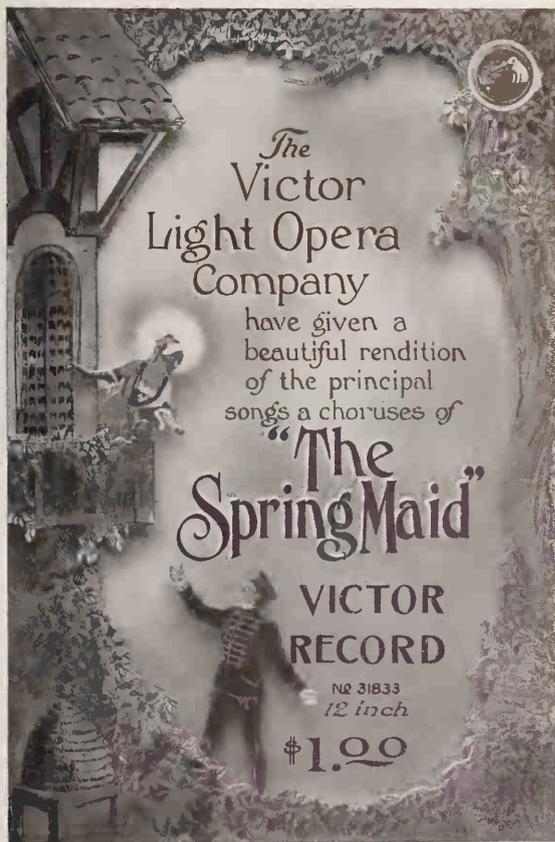
with illustrations of the theater, recently prepared window displays and attractive advertising cards.

PREPARING FOR OLD AGE.

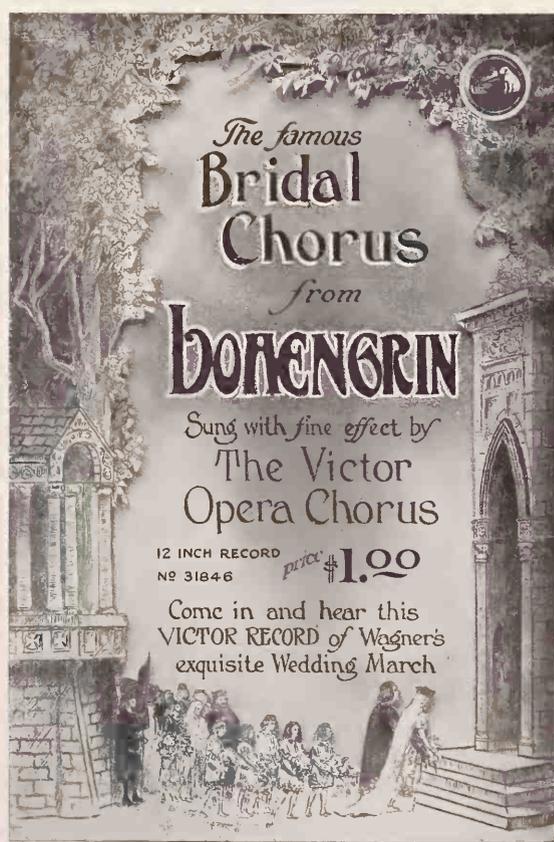
Life is divided into epochs. In all but one of these life periods we are dependent on others, and if 'old age or the "rainy day" comes along without our having made provision for it we find our declining years tinged with bitterness and often saddened with neglect or want. Nothing makes an old man grow old with sweetness better than to have a reasonable bank account. It makes them so much more welcome in the homes of loving relatives. Often it is the one who has given a whole life to the service of others that is thrown in the scrap heap.

ticular record or series of records. The cards were first introduced with the September supplement, and the first one referred to the "Pink Lady" waltzes. The Blue Danube Waltz was featured on the card, accompanying the October supplement, and the Grand Opera Medley from Carmen, the November supplement. Each month a new card will be prepared, and by that plan the dealer will be afforded the opportunity of keeping his window display fresh, up to date and interesting.

The cards are sold to Victor dealers, through the distributors, for 50 cents each, which is only a fraction of the amount that the dealer would have to pay if he had the same grade of work done on his own account, and the majority of the live dealers have placed standing orders for the cards, to be delivered each month. The accompanying cuts illustrate two attractive cards that will be issued with coming supplements, and give an excellent idea of their elaborate character.



VICTOR CO. DISPLAY CARD.



VICTOR CO. DISPLAY CARD.

THE LONG DISTANCE METHOD OF TRAINING SALESMEN.

How Sales Materials Can Be Collected, Classified and Used to Promote the Efficiency of the Men in the Field A New Work for the Advertising Department.

By S. ROLAND HALL, of the International Correspondence Schools, Scranton, Pa.

A short time ago six large national advertisers received the following request:

"Would you mind telling what six objections or obstacles your salesmen get up against most frequently and with what argument or tactics they overcome those common hindrances?"

Two of the six advertisers did what it was expected that some would do: they replied that they did not see that their interests would be served by giving such information.

Three others made surprising replies. In effect, the three said what one said: "We don't know. This will be an interesting question for us! We will investigate and when we have secured the information we will see that you get it."

It seemed remarkable that a progressive advertiser should not know just what his salesmen have to fight most frequently. Such information is important for the advertising department to have for its own work. But the answers made it appear that there was lack of thoroughness or co-operation between the advertising and the saleswork—a co-operation that is highly important in view of the conditions in the sales field.

Large selling organizations, from the insurance companies down, are harassed by depletions in their ranks of salesmen. In one selling organization numbering twelve hundred men nothing is thought of having to put two hundred new men in during one month. As would be supposed, many of the men put into this organization have to be replaced because they do not make good. Others get better jobs, go into business for themselves, or just migrate, the salesman seeming, by nature, to be of the migratory disposition.

But the stern fact is that when a competent salesman leaves his employer he not only makes work for the employer in training another man for the place, but he carries off a real asset of the employer with him in his knowledge of the business, of the obstacles that he has met, the arguments with which he met them and the particular selling information or methods with which he was able to win certain customers.

A certain amount of change in large selling organizations is inevitable. For that matter, a certain amount of change is healthy; it brings new blood. But the acquaintance that the released salesman takes off with him is largely lost. The time spent in "shaping up" the new salesman is an unprofitable period. It is something like breaking in

a new stenographer or a new bookkeeper. It is not easy to estimate the amount lost in sales efficiency by constant change in the make-up of the sales force, but there is no escaping the fact that much of salesmanship success comes through personality, it must be conceded that much also comes through knowledge of the business that the salesman represents and that knowledge does not come in a day, a week or a month. It is highly desirable, therefore, to lengthen the average time of employment.

How can the change in the sales organization be reduced to a minimum? That's the question that large concerns have been trying to settle. Some settled it long ago by having an efficient training school at the home office and by having all candidates go through a course of preparation there before being assigned for field duty. It was found that the better prepared the new salesman was the more likely was his success and that successful work meant that his period of employment averaged longer. Furthermore, the training school enabled the sales manager to determine the men who would not make good and made it possible to let them out before putting them into actual relations with customers and allowing them to make costly mistakes.

But not all concerns find it possible to maintain a large, efficient training school at the home office as a central base of supplies for the sales organization. Territory at a long distance from the home office may be in charge of a sales manager who wishes to pick his own man when a new one is to be put on. That manager or superintendent may be a man who can impart to others what he knows of his employer's business; or he may not be able to do it. Anyhow, his time may be limited and the chances are that, if he is trusted entirely with the training work, after a few days he is likely to give the new salesman a price list and tell him to go out and do business. With such little preparation, it is common for a man of really good qualities to become discouraged at his inability to convince prospective patrons and throw up the job.

What can be done to improve this condition? House organs, "ginger" letters, sales manuals, etc., have been used, and they help.

The International Correspondence Schools are answering the question by taking a dose of their own medicine and preparing a comprehensive correspondence course of the I. C. S. business for the

education of a field force of 1,200 men; by maintaining a training school at each of the thirty-three district headquarters and by requiring candidates to put in four to five weeks of study on the course and of general training under the superintendent before starting to work.

The superintendent secures likely candidates by advertising for them and the company pays the candidate \$2 a day while he is preparing himself.

The titles of the pamphlet text-books that make up this specialized course in salesmanship give an idea of the ground covered:

The International Correspondence Schools.
Technical Education.

Comparison of the I. C. S. with Other Educational Systems.

I. C. S. Textbooks.

The I. C. S. Method of Teaching.

I. C. S. Salesmanship.

Prospect-Creating Methods.

Enrolment Methods.

Collection Methods.

Psychology of I. C. S. Methods.

These pamphlets prepared by capable writers at the home office, give the training-school man a knowledge of what he has to sell and how he can sell it that no superintendent could possibly give him in such comprehensive form. Besides, knowing that the new man will get the comprehensive knowledge down pat in his study of the lessons, the superintendent is free to give his time to heart-to-heart talks, demonstrations, etc. The pamphlets range from 32 to 100 pages, and each has a set of examination questions that cover the principal points treated in the instruction.

The candidate prepares thorough written examinations and sends his work in to the home office just as other correspondence-school students do. The lessons are corrected under the direction of the head of the School of Advertising and returned with comments. A special staff of instructors do this work more effectively than the average superintendent would do it and at less cost. Besides, the home office is the center for authentic information bearing on the company's work.

The results so far accomplished indicate that this new method is the forerunner of many similar systems of training. Already the I. C. S., encouraged by the success of the plan in training candidates for jobs, are extending the work and are requiring even the most experienced of the field force to study the course.

And experience shows that the instruction must be prepared by writers of the home office rather than by the sales managers of the field. It is a writing job, and the sales manager who can write well is rare. It affords one more opportunity for close relationship between sales and advertising manager, for before the proper matter can be writ-

25c. to 35c. A WEEK IS ALL IT COSTS

TO ILLUMINATE

A PYRO ^{ONE} _{LIGHT} ELECTRIC SIGN

The most economical and attractive outside publicity device ever made

A Ball of Fire by Night

A Handsome Ornament by Day

Lettering on both sides, that can be plainly read up and down the street for blocks away

Send for our new illustrated catalog and price list to-day. It will pay you.

EDWARD C. PLUME COMPANY

417-421 South Dearborn Street :: :: :: CHICAGO, ILL.

SPECIAL ASK FOR INFORMATION CONCERNING OUR NEW UP-TO-DATE ADVERTISING SERVICE FOR MERCHANTS.



ten data as to the needs must be drawn from the field.

The daily correspondence, if the business is one in which much correspondence is carried on with prospective buyers, will afford a great deal of good material and suggestions. And if the salesmen themselves are quizzed, they can give much more light on what sales ammunition is needed. The arguments and methods of the best men can be collected for more general use. Then it is up to the advertising department to lay out and prepare the instruction.

It is a little singular that just at the time when the training school just described was being worked out the Curtis Publishing Co. was making plans for a training school of its own. The object of the Curtis Company, however, is not particularly to train salesmen, but to train all new employes—the scheme being much like that of the Larkin Co., which regularly maintains a school for the training of all home office help. However, the Curtis course will include salesmanship.

The idea of training by mail in specialized salesmanship is certain to grow. It is not exactly a new idea, for book publishers undertook to do something of this sort many years ago, only they did not undertake the work in a thorough way, did not require examinations from candidates and finally grant a certificate of proficiency, as the I. C. S. are doing.

Think what an attractive proposition those who want salesmen and agents can offer if they can give a really valuable course of training in the art of selling and then give employment to the candidate if he does well in his work. Help Wanted—"We teach you free and then give you a job" sounds well.

The Oliver Typewriter Co. has for some time followed a vigorous policy in the instruction of salesmen, but in reply to a letter from the writer the company states that up to this time no comprehensive printed course of instruction has been prepared.

Announcement has just been made that the New York Edison Co. will expand the educational work it has been doing for some time among its employes—that hereafter all men entering the contract and inspection departments will be put through a well-laid-out course. The employes will receive wages during the study period. It is stated that the school will be conducted on the 'university plan' and will consist of text-book study, lectures, recitations, quizzes and examinations—that politeness and patience, as well as technical subjects, will be taught, and that diplomas will be awarded. There is no mention of possible extension by the correspondence plan; apparently such extension is not needed by the concern.

A Wonderful Invention.

The Magnetic Reproducer; conveys sound through electric current any distance. Attach this invention to the talking machine and you have the finest quality of tone and volume equal to any band or orchestra; just the thing for moving picture shows, theaters, etc; special territory given dealers; write at once. Music Production Co., 5228 Michigan avenue, Chicago.

Agents Wanted.

To sell Victor and Edison Talking Machines on \$1 weekly payments in Wilkes-Barre and surroundings; must be straight, honest and sober. Write Landau's Double Stores, Wilkes-Barre, Pa.

For Sale.

Up-to-date Edison stock; every record in catalog and full supply of all late-type machines; everything new; will sell at bargain. Parks Music House Co., Hannibal, Mo.

For Sale.

\$15 wire improved disc record racks, holding 2,000 disc records, for \$5; \$12 cylinder racks, holding 500 records, \$4, perfect order; needles, per 100,000, \$19; horns, 75c.; cases, \$1.25; records, 10c. and 15c. Knight's, 215 North 12th street, St. Louis, Mo.

THE QUESTION OF EXPENSE.

The Item in the Sales Manager's Account That Presents Many Problems—The Advantage of the "Dry" Selling Campaign.

Sitting in his luxurious office, with his able assistants at his beck and call, the sales manager reigns supreme.

I wonder if he really does know that in all probability the principal cause of that "gray" around his temples, premature as it is, is the "selling cost," or if he honestly believes that it was caused by "early piety."

If he is sincere in his search for the true percent selling cost, he knows, as you and I know, that much of that selling cost is unnecessary. It is the expense account, the everlasting, everworking expense account, which could well join in with the "Little Brook" in saying:

"Men may come and men may go, but I go on forever."

The expense account has worked overtime for years and it is high time the unlimited expense allowance for "promiscuous entertaining" should be put on short hours. No good union allows its members to work night and day.

The "unlimited" expense account has worked hard and been worked hard for years from time immemorial, and on its historic report sheets are recorded many cigars that were never smoked, dinners that were never eaten, and yes, shame be it, drinks that were never drank—in the interest of business at least.

To-day many salesmen put in an expense account, whether they invest the money for the business or not, writes Thomas C. Underwood in a recent magazine article. They go on the same principle as the gas company, which sends bills for "gas consumed" whether the gas is burned or not.

They are in the same class as the water companies (not the water wagon) which send bills for water used while the family is in Europe and the house is hermetically sealed.

Many a time has a salesman gone on a three days' trip to "Podunktown," railway fare \$6.25; hotel bill, three days, at \$3 per day; actual expenses, \$15.25. Expense account as paid by your firm, \$27.35.

Much of this excessive expense is absolutely unnecessary and in many instances it is absolutely fictitious. If the money is spent for drinks and cigars, has it accomplished the required end?

After consuming innumerable "high balls" and "rickies" at the expense of the house, in company with a shrewd buyer (who in many instances has a stronger stomach and steadier head than the salesman), is the salesman in better shape to get business? Does he land the big and profitable business by the liquid or smoke route? No, I guess not.

In many instances perhaps it is a good idea and advantageous to have the prospective buyer at a dinner table with a delicious and well cooked, nicely served dinner before him. I can hear you say "that the way to a man's heart is through his stomach."

Whatever road you take to Rome, and all roads lead to Rome, still of choice and expediency you will not choose the road that is flooded. If you wish to reach Rome to do business—you will choose the "dry" road rather.

The most progressive advertisers to-day are using high-class novelties, something of merit, something rather for personal use or for use on the desk. These carried by the salesmen go farther, cost less and make a more lasting impression than either the "high ball" or the too often tendered cigar.

"Your family plays the piano later every night," said the visitor.

"Yes," answered the suburban resident; "we're trying to keep the people next door up so that they will be too sleepy to mow the lawn in the morning. And they're trying to mow the lawn so early that we won't feel like playing at night."—Washington Star.

Mr. Dealer:

WHY do you lose sales on fibre needles?

Here are two reasons!

1st. THE customer was not aware that the arm on the sound-box must be changed to fit the fibre needle.

2d. THE customer promised to bring the sound-box in to have the arm changed, but either forgot to do so, or had the arm fixed by another dealer.

ALL of the above means loss of profits to YOU.

GET OUR FIBRE NEEDLE ATTACHMENTS FROM YOUR JOBBER AT ONCE, and when your next customer comes in for FIBRE NEEDLES, just say

The Fibre Needle Attachment

is only 50 cents, therefore enabling you to use fibre needles without changing the arm on your sound-box.

IT WILL PAY YOU TO PUSH THE FIBRE NEEDLE ATTACHMENT, as it will mean

IMMEDIATE SALES AND IMMEDIATE PROFITS



The Fibre Needle Attachment.

TAKE NO CHANCES

get some from your Jobber AT ONCE.

Talking Machine Supply Company

400 Fifth Avenue, NEW YORK

IMPORTERS OF HIGH GRADE NEEDLES

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

(Get our Catalog.)

To Business Men

Business men in every line admit the value of good trade papers.

A trade paper must be original—it must contain a variety of matter including news service—technical information—in fact it must crystallize the entire news of the special business world, and be a helpful adjunct to every department of trade.

Scan the columns of the Talking Machine World closely and after you have completed an analysis of the contents of this publication see if you can duplicate its value in any other trade!

The World is a help to the talking machine business.

It exerts an healthful optimism.

It wields an influence for the good and every man who sells talking machines, no matter in what part of the universe he may be located, should receive this publication as regularly as it is issued. He is missing a vital business point if he fails to do this.

Thousands of dealers not only in the United States but in every country on earth consult the pages of the World regularly.

They draw from the World pleasure and profit.

The talking machine business has a brilliant future, and this publication is doing much to enlarge the business horizon of every retail talking machine man in the world.

To receive this paper annually costs but \$1.00. All foreign countries \$1.25.

EDWARD LYMAN BILL

1 MADISON AVENUE, NEW YORK

TO RECORD HISTORY.

Modern Historic Records Association Incorporated to Record History Faithfully by Means of Talking Machines and Moving Pictures—The Plans of Campaign.

Justice Bischoff in the Supreme Court last week approved a certificate of incorporation of the modern Historic Records Association, the formation of which was announced in The Talking Machine World last month. The directors named are Alexander Konta, Herbert L. Bridgman, Geo. A. Plimpton, Dr. George F. Kunz, Charles R. Lamb, John G. Agar and Joseph Rowan. The association will make its headquarters at the National Arts Club in Gramercy Park, and its first meeting will be held late this month.

Some of the objects of the association are the preservation of historical records, the employment of the phonograph and the use of moving picture machines for securing records of important events and the duplication of records for educational use. The list of incorporators includes Justice Victor A. Dowling, Major-General Frederick Dent Grant, Oswald Garrison Villard, A. B. Hepburn, Melville E. Stone, Gen. Thomas H. Hubbard, Dr. William Milligan Sloane, Robert C. Ogden, John G. Agar, Col. David L. Brainard, John Cotton Dana, John De Witt Warner, J. N. Larned, John Purroy Mitchel, Dr. Smith Ely Jelliffe, E. M. Cravath and Charles F. Lummis.

The old libel that history consists of "lies agreed upon" may be forever disproved if the plans of the association are carried to full fruition. The foundation principles of the association, whose prime mover is Alexander Konta, is the self-evident fact that "light and sound waves never lie." Mr. Konta, whose proposal to treasure up to a life beyond life upon films and wax cylinders the very form and pressure of our modern civilization has won instant approval, filed in court on Wednesday the papers of incorporation of the new society.

Everywhere in the documentary evidence of past events is confusion. Their pictorial records are defective. Descriptions of historic personages, made by the old historians and portraitists, rarely agree and are often irreconcilable. The living voices of men of past generations are forever silenced. Neither we nor our children's children can hear the sound of Lincoln's voice or see Napoleon in action. But posterity in its remembrances of things past may summon back the voices and the prominent figures of this and succeeding generations.

Mr. Konta has gathered for his time-conquering enterprise many associates whose names should be, and will be, we think, cherished by posterity. As the Times says, they are librarians, historians, journalists, and men of the professions. They know that when important documents are missing, when copies of the same important papers contradict each other, when chronicles of history are lost or its episodes are unaccounted for, time is set back and the progress of mankind impeded. Print, the photographic plate, the phonographic roll, and the kinoscope have superseded the goose-quilled manuscripts of the fallible copyists of old. But our modern paper is perishable; the new society will do well to return to parchment. Above all, the making of fireproof depositories has reached a perfection that guarantees to the men of the present the preservation of their records intact for centuries or milleniums. The time is ripe for the founding of the new association just incorporated. It should be an influence in the future.

BUSY TIMES WITH U-S PHONOGRAPH CO.

The U-S Phonograph Co., 5-7 Union square, report excellent business prospects for the coming year. General trade conditions in New York are far ahead of the company's anticipations. John Kaiser, manager of the recording department, 602 Sixth avenue, recently returned from the factory at Cleveland where they are working both night and day shifts, in an endeavor to supply the increasing demand.

Several changes are to be inaugurated in the U-S machines between now and December 1. Con-

templated improvements which will be of great interest to the trade.

A catalog of indestructible records, containing a list of the new selections to November 1, has recently been issued. Each selection is featured in a small way, including half-tones of the artists. It is alphabetically and numerically arranged.

MAKES GRATIFYING REPORT

H. N. McMenimen Finds Talking Machine Houses Enjoying a Fine Business—Where the Pooley Cabinet Is Featured Splendid Results Accrue—Why Quality Products Win.

"Business conditions in the talking machine trade are in excellent shape, and the prospects are for a business of unusually large proportions this winter," said H. N. McMenimen, who was seen in New York last week, after a return from an extended trip in behalf of the Pooley record cabinets.

"Wherever I visited I secured orders from progressive jobbers for our new cabinets, as well as many complimentary words regarding them. The orders already in hand are keeping our plant so busy that the building originally erected for the production of these cabinets has been found inadequate, and we have had to encroach on the manufacturing quarters of the Pooley Furniture Co. in order to fill demands.

"It is noteworthy that dealers have become so interested in the Pooley cabinets and so enthusiastic over the practicability of the Pooley filing system as demonstrated in these products, that they have taken especial pains to bring them to the attention of the public by means of special demonstrations in their windows and on the showroom floor. The results have been most satisfactory and the purchasing public has become keenly interested in the especial features set forth in these cabinets and which appeal to the public so convincingly.

"There is no question but that in the home the handling and care of records is always a matter of deep consideration which can only be solved by such a system as is incorporated in the Pooley cabinets—a system so complete as to satisfy the needs of all.

"It is worthy of note that such well-known talking machine establishments as John Wanamaker and Gimbel Bros. have been bringing these cabinets to the attention of their clientele by striking illustrations and descriptions in their large advertisements in the daily papers, while H. A. Weymann & Sons, Philadelphia, Pa., recently made a special display of the Pooley cabinets in their window with a competent man in charge to bring their special features to the attention of passers-by. The window was surrounded at all times, and the result of this display was that orders for a vast number of these products were secured by the Weymann establishment.

"We are now supplying our trade with machines just as the orders were received, and those who recognized at an early date what a good thing the Pooley cabinet is are profiting by their good judgment in placing orders when they did.

"I have always believed that a quality product, whether in talking machines, cabinets or horns will command a big support from the public, provided the product is meritorious. Money is not the consideration when a value is presented. This is again proved by the tremendous demand for the Pooley cabinet, which at once attracts the talking machine user because of its convenience, completeness and the originality of its filing system."

FACILITATES RECORD FILING.

Echo Album Offers Filing System of Units That Expands in Proportion to Increase of Record Library.

The question of filing disc records with a view to preserving them in the best possible manner and at the same time being readily accessible for use, is of interest to talking machine owners. The new Echo Album has been found to give general satisfaction in this connection. The unit consists of sixteen pages strongly bound and with holders that permit only the center of the record and the

label to show. A numbered index is supplied with each album. The desirable feature of the Echo system of disc record filing is that it can be readily extended in proportion to the increase in the number of records and there is no waste filing space demanding to be refilled. The Echo Albums fit practically all filing cabinets after the slats are removed, and can also be placed in Victrolas to replace the cases with which they are already equipped. Details in the company's advertisement elsewhere in this paper are worth looking over.

MEANING OF CONFIDENCE.

It is a great thing, confidence. You must have it if you would be happy. You must believe in yourself and your proposition, if you would go to bed light-hearted and arise properly girded for the fray.

If you worry over the criticisms of the world—if you fear your competitors—if you allow business depression to depress your nervous system—you'll be miserable.

Have confidence in yourself and in the future of your country and your business.

Laugh at setbacks—they're only temporary. If defeated, smile grimly and come up again. The next time it may be the other fellow who will take the mat.

Believe in your star and it will be a lucky one. Look the world square in the eye. If it's friendly, smile and hold out your hand.

Smile, plod, stick, fight, win—Ad Results.

ENORMOUS PROFITS

for YOU in selling our special DISC CABINETS

Mahogany especially adopted for Victrola IX, X, XI.

Capacity Disc Records	List Price	Special Price to Jobbers & Dealers
120	\$16.50	\$5.50
150	18.50	6.50
180	22.50	7.50

WITH DOORS OR DRAWERS
Equally Wonderful
BARGAINS IN
CYLINDER CABINETS
(Not less than two sold in one order)
ORDER NOW FOR
CHRISTMAS BUSINESS

Neal Clark & Neal Co.
643-645 Main St. BUFFALO, N. Y.

Columbia Graphophone "Premier" \$50



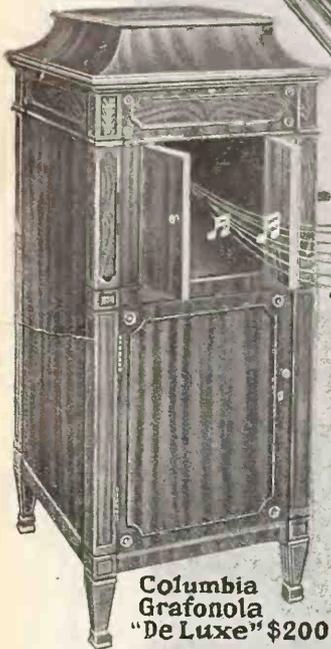
Columbia

Phonograph Company

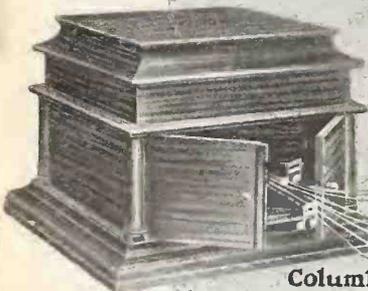
Columbia Hornless Graphophone "Lyric" \$25



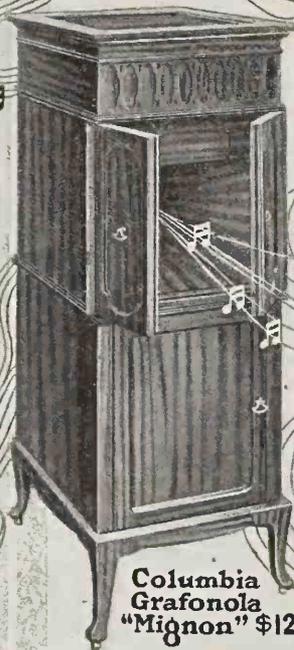
Columbia Grafonola "De Luxe" \$200



Columbia Grafonola "Favorite" \$50



Columbia Grafonola "Mignon" \$125



Columbia Grafonola "Regent Junior" \$150



1—Nordica. 2—Fremstad. 3—Mary Garden. 4—Alice N. 9—Lipkowska. 10—Baklanoff. 11—Amato. 12—McCormack. 13—Bon...

It's a magnificent line of product—instruments and... But the product to be sold is no more important to the demand in front of it.

The demand for Columbia product is as unmistakable... And the Columbia Phonograph Company's selling plan is in the most direct way, and with the greatest possible profit... 45 Columbia distributing branches throughout the world... manufacturer.

Discounts—The Columbia line offers you altogether... Protection against unfair competition—both in the... Liberty to handle any line of merchandise that will... merits.

Stock for the holidays now; don't wait, as your customers...

Columbia Phonograph Co., Gen'l

Creators of the Talking Machine Industry. Pioneers and Leaders in the... Largest Manufacturers of Talking Machines in the World... where we are not only...

Columbia

Serves the Dealer!



5—Zenatello. 6—Bonci. 7—Cavalleri. 8—Constantino.
14—Emmy Destinn. 15—Sammarco. 16—Anselmi. 17—Mardones.

ds, both.
n who sells it than the selling policy behind it and the
as the demand for pure food.
y is designed to enable the dealer to meet that demand
ntry, making a direct connection between dealer and
e biggest profit for the amount invested.
ter of price-cutting and overlapping territory.
ce money for you—for the Columbia is sold on its

ers do, until the holidays are almost here!

Tribune Building, New York

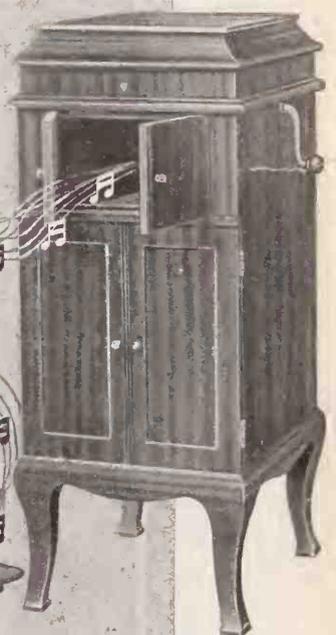
Talking Machine Art. Owners of the Fundamental Patents.
Dealers Wanted: Exclusive selling rights granted
ely represented.



Columbia Graphophone
"Improved Champion" \$25



Columbia Grafonola
"Baby Regent" \$100



Columbia Grafonola
"Nonpareil" \$150



Columbia
Hornless Graphophone
"Ideal" \$35



Columbia Grafonola
"Regent" \$200



E. N. BURNS RETURNS

From a Six Months' Trip to South American and European Trade Points.

Edward N. Burns, vice-president of the Columbia Phonograph Co., General, and manager of the export department, returned Saturday, October 28, on the Kaiserin Augusta Victoria, from six months' sojourn in Europe and South America. He visited the principal cities on the continent and spent considerable time at both Buenos Ayres and Rio de Janeiro, South America. Mr. Burns returns much benefited in health and well satisfied with the results of his trip.

NEW KEY HOLE ESCUTCHEON.

The Victor Talking Machine Co. this week sent out the following communication which is of interest to dealers:

"Experience has shown us that the bearing of the winding keyhole escutcheon used on the Victrolas IV and VI is not long enough, which causes the winding shaft to break off in the key in some instances. We have, therefore, adopted an escutcheon for these two types with a longer sleeve giving greater bearing surface. All instruments on the market or in the hands of purchasers should be equipped with this new escutcheon, part No. 380-A, N. G. A supply of these escutcheons will be in the hands of all distributors in a few days. Kindly make application to your distributor for whatever quantity of them you actually need and they will be sent to you 'no charge.' Do not wait until your customers are annoyed by breaking their winding shafts; put on new escutcheons immediately on all your machines in stock and also on all of these styles sold to date, thus saving the possible necessity of supplying new shafts and keys."

DICTAPHONE USED AT FAMOUS TRIAL.

The interest of the entire country is now centered in an important trial which is taking place at Los Angeles, having been started on October 11.

We refer, of course, to the trial of the McNamara brothers on a charge of dynamiting in connection with the plant of the Los Angeles Times (the Times Mirror Co.) on October 1, 1910.

The Dictaphone is playing a very important part in this trial, in the first place, the Times Mirror Co. are users of the Dictaphone and enthusiastic endorsers of the system. In the second place, and referring to the proceedings now started, the Dictaphone is being used by both the prosecution and the defense, the prosecution as represented by the entire District Attorney's office, and the defense as represented by Davis and Rush and Job Harriman.

In addition to this the official reporters who

will handle all of the trial from beginning to end, Williams, Conlee and Doyle, will use Dictaphones in getting out the transcript of all the testimony and court proceedings during the trial.

SERVES TO PREVENT RECORD WEAR.

Velvet Tone Needle Balance Regulates the Pressure of Needle Against the Record Groove and Improves Tone.

A specialty sold in connection with Victor talking machines and which has given most satisfactory results to those using it is the Velvet Tone Needle Balance, which fits all models of Victor machines and Victrolas and serves to reduce the pressure of the reproducer on the record, and consequently reduce the wear on the latter. With the Velvet Tone Needle Balance in use the needle presses against the record groove with just enough force to guarantee a first-class reproduction without danger of the sharp needle wearing away the edge of the groove. It is claimed by the manufacturer, A. D. Macauley, Columbia, Pa., that the original cost of the Balance is saved in a very short time through the longer life of the record. The device is handled by the majority of the jobbers.

BEKA RECORDS FREE FOR INDIA.

(Special to The Talking Machine World)

London, Eng., Nov. 4, 1911.

We are just informed that Beka records are now free for the Indian market. Up to the present the Beka Record Co. had an arrangement with an Indian house for the exclusive sale of Beka records in India. This arrangement has now been terminated. Messrs. Beka's new Indian catalog, containing over 3,000 numbers in Indian, Hindustani, Burmese and various other dialects, is just appearing and can be obtained on application. This, no doubt, will be of great interest to the English trade with Eastern connections, who have hitherto been unable to obtain Indian records.

PAUL H. CROMELIN HERE FROM EUROPE.

Paul H. Cromelin, managing director of the London (Eng.) headquarters of the National Phonograph Co., is at the plant of Thomas A. Edison, Inc., Orange, N. J., for a few days.

Frank L. Dyer, president of Thomas A. Edison, Inc., has hied away for two weeks, and will aim to seek a little rest from his multitudinous duties.

"I asked her to marry me, and she gave me a supreme court answer."

"What kind of an answer is that?"

"Said she would give me six months to readjust myself so as to be acceptable."—Puck.

MRS. CLARK MAKES ADDRESS.

(Special to The Talking Machine World.)

Chicago, Ill., Nov. 12, 1911.

Mrs. Frances Elliott Clark, in charge of the educational department of the Victor Co., was in Chicago last Saturday, and in the afternoon gave a talk on "The Victor in the Schools" before a gathering of school principals of Northern Illinois at the Art Institute. Of course, her talk covered the multitudinous uses to which the Victor machines and records are being put in various departments of educational work, but it was especially interesting on account of the demonstration of kindergarten songs and marches timed to the beat of the metronome. These records will shortly be issued by the Victor Co. Mrs. Clark will address a meeting of supervisors and principals at Rock Island this week.

A TIMELY PUBLICATION.

Further proof of the enterprise of John Wanamaker, Philadelphia, Pa., in attracting the attention and consideration of music lovers is demonstrated in the issuance of Opera News—a publication which contains comments upon the latest musical productions both in the operatic and concert field. Of course, emphasis is placed on the records of those artists handled by the Wanamaker talking machine department. The Opera News, from a literary standpoint, is most praiseworthy. It keeps recipients in touch with the "stories" of the various operas presented—in fact, *en rapport* with musical matters generally.

NEW VICTROLA CATALOG.

The Victor Talking Machine Co. have just sent out a very artistic catalog containing illustrations and descriptions of their full line of Victrolas from style IV to the Vernis Martin Victrola XVI. The text matter is the same as that which is used in the large Victrola catalog and which has been such a successful missionary in converting readers to an appreciation of the merits of the Victrola.

The special committee of the United States Senate to investigate the election of Senator Isaac Stephenson, of Wisconsin, is using the Edison business phonograph in its work. Several machines are on duty constantly and the official reporters are enthusiastic in their praise of the machines. They were provided at the instance of O. C. Irwin, who represents this division of the Edison interests in Milwaukee.

A CHOIR WITH NO BASS.—At the Chapel of St. Peter in Florence there is a choir of birds, the only one of its kind in existence. The birds—three hundred in number—are all in separate cages, which are arranged in rows on both sides of the altar. The leader is a girl, who has had the birds under her own personal training for over two years. The whole of the musical part of the service is most exquisitely rendered by them. The leader starts each hymn by whistling the first few notes, and then the birds take it up, in obedience to the movement of their instructor's hand.—Tit-Bits.

Needles Free To Prove Quality

"THE BEST THAT MONEY CAN BUY"

Playrite
TRADE MARK

NEEDLES

"THE NAME TELLS WHAT THEY DO"
Best for VOLUME, TONE and LASTING QUALITY. PLAY RIGHT from START to FINISH. PRESERVE RECORDS and can be used on ANY DISK MACHINE OR RECORD. Packed only in RUST PROOF packages of 100. RETAIL, 10c. per 100; 25c., 300; 75c., 1,000.

Melotone
TRADE MARK

NEEDLES

"GIVE A MELLOW TONE"
REDUCE VOLUME and DON'T SCRATCH. Make records last longer. Can be used on ANY DISK MACHINE OR RECORD. No special attachments needed. PACKED only in RUST PROOF packages of 200. PRICE, 25c. per package.

FREE Samples of "Playrite" and "Melotone" Needles to Dealers or Jobbers who write on business letterhead. Special prices to Jobbers and Dealers. Write now. Dealers are requested to buy from their Jobber. If he won't supply you, write for name of one who will

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, President

97 CHAMBERS STREET

NEW YORK CITY

60 YEARS' EXPERIENCE

PATENTS

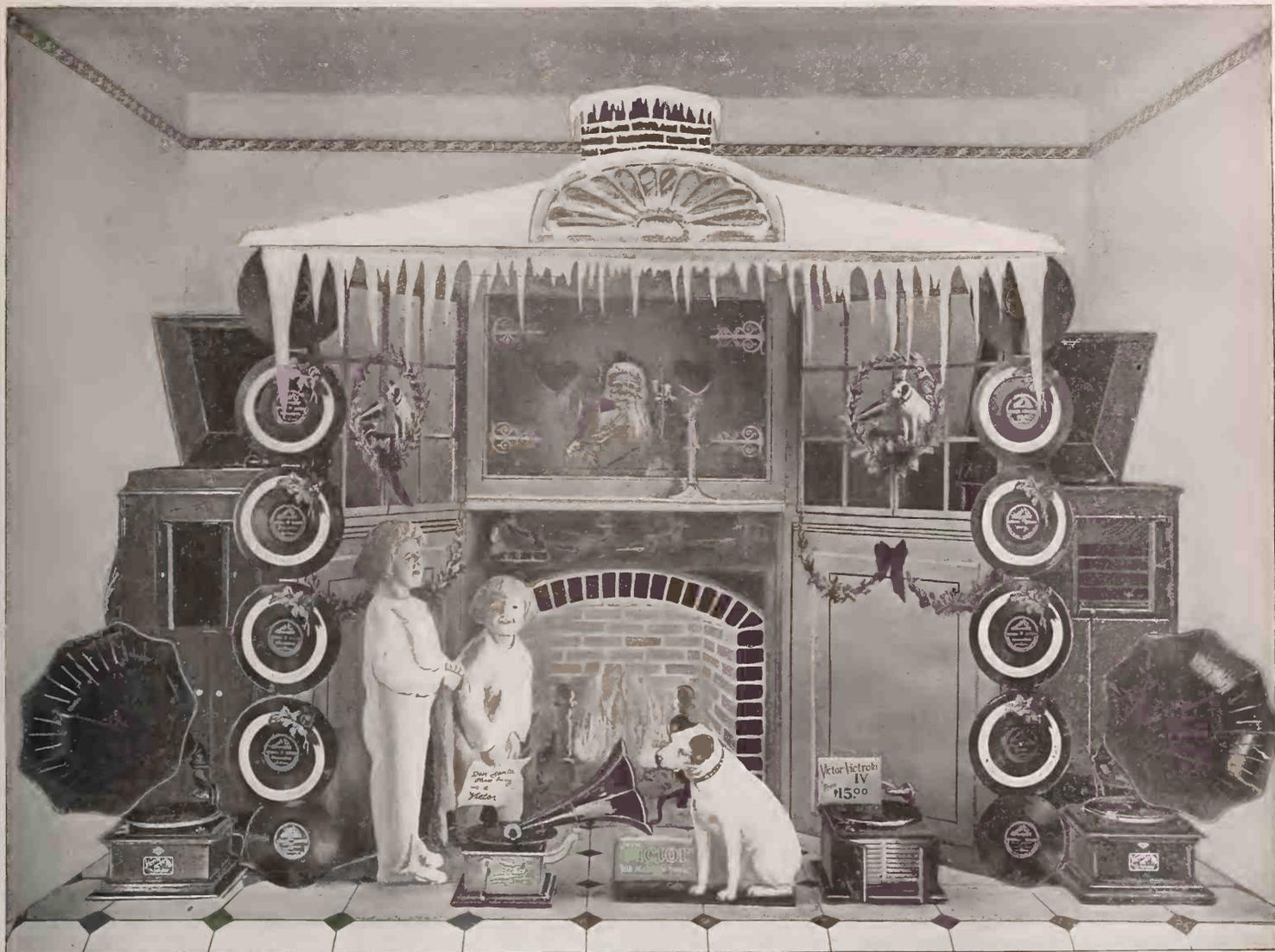
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DESIGNS
COPYRIGHTS & C.

Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. HANDBOOK on Patents sent free. Oldest agency for securing patents. Patents taken through Munn & Co. receive special notice, without charge, in the

Scientific American.

A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, \$3 a year; four months, \$1. Sold by all newsdealers.
MUNN & Co. 361 Broadway, New York
Branch Office, 625 F St., Washington, D. C.

VICTOR TALKING MACHINE CO.'S CHRISTMAS WINDOW DISPLAY.



VICTOR MINIATURE THEATER

Has Been Attracting the Attention of Large Audiences at C. C. Mellor Co.'s Recital Hall.

(Special to The Talking Machine World.)

Pittsburgh, Pa., Oct. 30, 1911.

The C. C. Mellor Co.'s recital hall in this city has been filled to capacity every day this week owing to their featuring the Victor Theater, a miniature production of the Metropolitan Opera House, in New York, which is under the management of Ernest John, the capable Victor lecturer and demonstrator. These concerts have done much to convey an idea of the possibilities of the Victrola in a musical and vocal way. The admission to the hall has been by card, and every one

who attended went away enthusiastic over the delightful entertainment provided. As a result of these popular concerts the talking machine department of the Mellor establishment has been kept busy and a new interest generated in the Victor talking machine.

R. Montalvo, a successful young talking machine dealer of New Brunswick, N. J., has purchased the business of Edward S. Mack, another talking machine dealer of that city.

J. N. Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, spent a few days last week at his summer home, at Brightwaters, Bay Shore, L. I., which he is closing for the season.

LATEST COLUMBIA ARTISTS.

The Columbia Phonograph Co. General, announce the first series of records by Mme. Rosa Olitska, the famous operatic contralto. In the near future the first Columbia records by Bernice Di Pasquale, Carolina White and Ellison Van Hoose, the well-known tenor, will be announced. The importance of the above series will be appreciated by admirers of these famous artists.

A SAFE MOTOR CAR.

The car had wheezed slowly along, until finally Jobleigh grew impatient.

"Look here, my good man," he said to the demonstrator, "I don't want an old snail of a car like this. I want some speed."

"But just think of the economy of a car like this," said the demonstrator.

"Economy?" retorted Jobleigh. "Where does the economy come in? It costs just as much to run as any other car, doesn't it?"

"Yes," replied the demonstrator, "but think of what you'll save in fines."—Harper's Weekly.

The Roosevelt Hospital of New York, is a recent purchaser of seven Dictaphones, to be used in the surgical ward to receive dictation of operations and instruction to nurses for the care of the patients after leaving the operating rooms.

Dictaphone branch offices have been opened in Montreal and Toronto. The former will be under the management of J. H. Wilson.

We Want One Good Live Dealer In Each Town To Sell The Morse Clarifier

We are doing considerable advertising in such papers as the Saturday Evening Post, Collier's, Literary Digest, Popular Mechanics, Scientific American, Leslie's Weekly, Associated Sunday Magazine, Everybody's, Cosmopolitan, etc., from which we receive numerous replies. We want one good dealer in each locality to which we can refer our inquirers, asking them to call on the dealer in their locality for purchase or demonstrations of the Morse Clarifier.

What the Morse Clarifier is:—

It is a remarkable little device made to fit in tube be-

tween reproducer and horn of Phonographs. It renders the sound loud, clear and life-like and eliminates that metallic effect which is more or less common to all phonographs. Fits any make machine and can be attached in a minute. Retail for \$1.00.

Guaranteed absolutely satisfactory or money refunded. We furnish dealers with circulars. Any dealer wishing to try out the device will please send 50 cents in stamps or coin at our risk. If same is not found absolutely satisfactory money will be refunded promptly.



Morse Brothers MANUFACTURERS and DISTRIBUTORS 458 Lumber Exchange, Minneapolis, Minn.

From George Baklanoff:

From the manner in which you have recorded my voice, I am convinced that you have discovered the secret of absolutely perfect recording. I could scarcely believe that I should ever hear my voice so faithfully and naturally reproduced. Your Company deserves great commendation for its success in popularizing Grand Opera and music of the higher class in America.



George Baklanoff

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

INSURE GOODS IN TRANSIT.

Comparatively Few Merchants Realize the Great Simplicity of Present-Day Methods of Insuring Merchandise While in the Hands of Carriers and the Comparatively Low Cost of Such Protection.

There are few questions which touch the merchant's pockets so closely as those connected with transportation. For, in the course of a year, his expenditures for freight and expressage are apt to make quite a formidable total. That is why merchants everywhere are following with considerable interest the work of the Interstate Commerce Commission in regard to freight rates, the fights against the methods pursued by the big express companies and other efforts looking to a square deal for the one who pays for such transportation. The fact that it has been found necessary to establish a special Court of Commerce to handle matters of this character indicates in itself how prominent a part transportation problems are beginning to assume with the business men of the country.

Surprise would be general were the extent and number of the claims made against transportation companies for goods lost or damaged, and for over-charges and other "errors," to become public. Yet it must be conceded that these claims owe their number and extent, in a degree at least, to the omission on the part of many merchants to give this important feature of their work the careful attention it deserves. Day after day, for example, highly valuable goods are forwarded by express *without their value being declared* at the time of shipment, merely because the shipper has received no definite instructions to declare their value, and because he thinks that if he voluntarily did so his customer would balk at the higher rate of expressage thus entailed.

Not infrequently retailers have expressed to us surprise that the wholesaler "had the temerity" to declare the value in such cases of his own volition. Other retailers have assumed an attitude just the reverse, expressing indignation that the wholesaler had shipped to them by express high-priced goods *without having declared* their value at the time of shipment. Then, again, we know of instances where retailers, when returning valuable goods, have been criticised by the wholesaler because they did not have the value of the goods declared in the express receipt covering the return shipment. So far as we can learn, however, no American court has yet held any merchant—retailer or wholesaler—liable for his inability to *guess* that the consignee in the case wanted the value declared.

The best way to look at this matter of declaring the value at the time goods are sent by express is to regard the declaration as a species of *insurance*. As to a shipper's obligations in this connection the law is very plain.

Under ordinary circumstances one who ships goods to others is not bound to insure them, unless he has been explicitly instructed to insure those particular shipments, or has received general instructions from the "customers" that all

shipments to the latter are to be insured, or unless through other facts connected with previous dealings with his "customers" he, the shipper, is in a position to know that certain shipments to such "customers" are to be insured by him. Apply these rules to express shipments, and it is plain that the merchants who want the value of their goods declared by the shipper ought to instruct him to that effect.

Every merchant who has not yet done so ought to make up his mind as to whether he wishes goods shipped to him "insured," or not. And having made up his mind he should act accordingly.

In addition to the method of insurance effected by declaration of value—which applies mainly to express and water-borne shipments—transportation insurance can be obtained from reliable insurance companies that make a specialty of issuing policies covering merchandise while in the hands of transportation companies, and at rates within the means of any merchant. Thus for \$25 one can obtain a yearly policy covering shipments up to a total value of \$100,000. Not only is there little trouble attached to the obtaining of such policies, but the proposition is further simplified by the fact that *each separate shipment does not* have to be insured. After payment of the yearly premium, the policyholder has nothing to do until one of his shipments goes astray or is damaged. Then he notifies his insurance company, giving them the needful documents, and the insurance company makes good the loss, thereafter making the claim on the carrier—with all that involves.

Policies of this character, as a writer in the Dry Goods Economist pertinently says, can be obtained which not only cover the goods while they are actually in the transportation company's care, but take care of them while on their way from the wholesaler's establishment to the railroad or steamboat and after they have left the carrier's hands and are being carted to the retailer's store.

NEW DEALERS HANDLE VICTOR LINE.

V. W. Moody, of the New York Talking Machine Co., reports sales of equipment and stock to the Lenox Talking Machine Co., a new store which will be opened in the near future on 145th street by Alphonse Brochier and Charles De Thuin. The store will cater exclusively to French trade. Both Mr. Brochier and Mr. De Thuin have been in the music trade for many years and their success in the new enterprise is assured. Mr. De Thuin is especially well known in the park organ and orchestration field. The new store will handle the Victor line in its entirety.

Another new store, announces Mr. Moody, is the International Phonograph Co., at 101 Essex street. Joseph Mayers is the proprietor. Mr. Mayers has been identified with the trade for a number of years, formerly handling the Victor line at 108 East Houston street.

"The fellow who can't has one advantage over the fellow who can—some one else will do the 'canning' for him."

NEW STYLE DEMONSTRATING ROOM

Adopted by the Music Store, Tucson, Ariz., with View to Giving Home Atmosphere and Conditions.

The accompanying illustration shows a new and interesting departure in the general arrangement and furnishing of separate rooms for the trying out of talking machines for the benefit of customers. The room is in The Music Store, Tucson, Ariz., of which H. J. Efsker is president and manager and C. E. Rule secretary and treasurer, and is furnished with hickory furniture of rustic design



NOVEL DEMONSTRATING ROOM IN TUCSON, ARIZ.

and with a view to closely approximating the actual conditions of the home. Mr. Efsker states that the new style of demonstrating room has been found much more effective in every way than the ordinary plate glass booth. The Music Store handles the Columbia line, and only recently forwarded an order for \$2,000 worth of Columbia machines and records for the purpose of being prepared to meet the demands of the holiday trade.

REPOINTER FOR FIBER NEEDLES.

In order to supply the trade with a satisfactory cutter or repointer, the Victor Talking Machine Co. have just issued an improved fiber needle cutter which enables the user to repoint fiber needles from six to ten times.

The principal features of this new cutter are its six razor-edged shearing blades, which can be used consecutively as each edge becomes dull, the guide which eliminates all waste in cutting, a tray to receive the old point that is cut off, and a solidity in construction that insures a lifetime of service by the modest purchase of new blades or the re-sharpening of the old blades.

They were discussing the relative position of various countries as musical centers. Germany seemed to have most votaries, much to the evident displeasure of one excitable Italian, who wished his own country to carry off the palm. "Italy is turning out the most musicians and always has turned out the most," he cried. "Ach!" exclaimed a German present, "can you plame her?"

SCIENTIFIC MANAGEMENT.

Methods of Eliminating Friction and Lost Motion in Busy Offices and Stores—Minutes Coined Into Dollars.

"New ideas" are almost always old ideas put in a more terse, more clean cut, more forcible way. The latest is "scientific management." It is a principle that is vaguely felt by all business men and in most businesses vaguely applied. But it can only be for the general commercial good that it should be formulated and recognized as a business essential of a definite practical character capable of definite practical application.

The principle might be thus stated: There is always a best way of doing routine work, and it is the immediate business of the executive to discover it, formulate it, and make it standard. Usually this is left to the initiative of the workman or clerk or of the foreman or head clerk. But the "new idea" makes this a function of the executive.

A certain firm required all its shorthand typists to fill in a printed schedule of the number of letters they took down; the letters, post cards, telegrams, memoranda, etc., they typed; the odd bits of envelope addressing and parcel wrapping they carried out. Graded marks were awarded for each kind of work and from that it was deduced what should be the normal day's work of a typist and how much it cost the house to send out a letter, post card or parcel.

Naturally such a test revealed a big difference in the capacities of different typists. It was then the business of the executive to study the quickest ways of working without extra expenditure of energy and have the slowest workers instructed.

But a research of that kind goes further, and, as an authority says, it may show that the fault lies not with the typist, but with the planning of the office. Perhaps some of the subordinates waste too much time in moving about to find papers or collect memoranda.

It may also disclose the point that the fault lies with one of the minor executives. Instead of reading through his morning's pile of letters by himself, and when he has decided on the answer to each calling in the stenographer, he has the wasteful business habit of keeping the stenographer idle while he reads through each letter in her presence. I have seen two men with a similar pile of letters to answer spend respectively about a quarter of an hour and over an hour in dictating.

Small time wastages, trivial in themselves, mount up astonishingly in the course of a year.

Some firms take the step of standardizing their letters. Printed instructions are drawn up by the executive as to the exact way in which names and addresses shall be typed, the letter spaced out and the ending worded. Rules are given as to capital letters, punctuation, and so on. Further, the general tone of the letters is outlined, so that there shall be a broad house policy running through all of them. Each stenographer and each writer of letters is required to study the printed instructions.

That is scientific management.

The specific applications of the broad idea are endless. There is a best way of doing every peice of routine work in factory, office or shop, and the scientific manager makes his business to study the routine in detail, once and thoroughly, and by talking matters over with his subordinates arrives at the right way. If he himself cannot spare the time he briefs an expert from outside to make the investigation. Then the right way is made the standard way until such time as improvements are suggested.

It might be added that various styles of business phonographs are also beginning to be considered essentials in systematized offices where time saving is a real object.

TAKEN OVER BY COLUMBIA CO.

The Dictaphone branch at Boston, formerly run as the Dictaphone Sales Co., an independent organization, under the management of H. G. Kilbourne, was taken over by the Columbia Co. November 1

and will be conducted by them at 174 Tremont street, their Boston branch, in the future, with Mr. Kilbourne as the local manager.

PREPARING TO RENDER SERVICE.

Blackman Talking Machine Co. Report That Dealers Are Getting Ready for Record Holiday Trade—Specialties in Strong Demand.

The Blackman Talking Machine Co., 97 Chambers street, New York, state that the prospects for the holiday trade are excellent and that the expectations of the dealers for a lively season seem about to be realized. The live dealers are making sure of being prepared for the demands of their trade by placing their orders well in advance and having the goods delivered as soon as possible. Even when the stock and service of the jobber are of the best it is frequently impossible for him to render prompt and satisfactory service to the hesitating dealer at the last moment. The thinking retailers are beginning to understand that disappointments in the securing of stocks of machines and records a fortnight or so before Christmas are due to the dealers' lack of foresight rather than to the jobber's neglect. It is the boast of the Blackman Talking Machine Co. that they have never disappointed one of their regular dealers at holiday time, and they are prepared to hold to that record this year, even though urging early placing of orders to avoid delays.

The various specialties of the Blackman Co., including the "Cleanrite" brushes for cylinder and disc records the "Playrite" and "Melotone" needles, and the Blackman folding record trays equipped with Rapke labels are in increasing demand as their respective merits are appreciated by the trade and the talking machine owners, and many dealers are featuring the specialties strongly in connection with their holiday displays. With the permanency of the talking machine assured, the owner of such a machine is generally desirous of securing such specialties as will add to the excellence of the effects and the long life of the records.

THE TRAVELING SALESMAN.

The World's Greatest Civilizer—A Personal Link Between the Sections of the Country.

The traveling salesman is the world's greatest civilizer. Time was when the traveler with his goods to sell was the only peaceful messenger carrying information from one people to another. He was not only the merchant, but the teller of interesting information. His ships or his camels brought the luxuries from the East and took back the merchandise of which his own people stood in need. The appearance of his caravan was welcome.

The modern traveling salesman is no less the missionary of peaceful progress, says Office Appliances. He is the personal link between all sections of our country. He opens the gateway to new markets; nations and navies back him with their guns, and yet, at the same time, the salesman is the most powerful peace arbiter in the world. He is the apostle of commerce—the scout, the proselyte, the messenger, upon whose reports commercial policies are determined. The salesman finally will be the man who will put an end to war, not so much because war is brutal and horrible, but because it is bad business always.

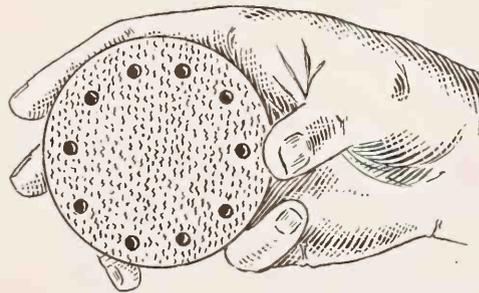
The traveling salesman deserves a warm and cordial reception. He has something to say worth while or he would not have called. In his opinion he has that which may be of use to the man upon whom he calls, and his opinion is worthy the consideration of an audience and careful attention. If the auditor must say no, then he must; but often will he say ycs, and thank the salesman for having put the goods up to him. Whether the goods are what is wanted or not, a good salesman always leaves something worth while if the man who listens has ears and judgment.

By all means, give the salesman the glad hand. It will pay big dividends.

The longer you put off doing a thing the bigger and harder it looks.

We want to hand you a sample of the New Art Diaphragm!

It's a big seller with those who are pushing the New Art. Put one on a machine and note the vast tonal improvement—full, rich and powerful. The New Art fits both Edison and Victor and is easily adjusted.



Here's Our Proposition to Dealers:

Get one for nothing—simply your business card—and "test" it. Wholesale prices go with this New Art. We know you'll order many more. The selling field (retails at a dollar) is unlimited. Send for that sample now.

THE TALKING MACHINE CO.

Sales Agents

SPRINGFIELD :: :: MASSACHUSETTS

From Xaver Scharwenka:

I could never have imagined that such perfect results could be obtained in the recording of the piano as you have effected in the records I recently made for you. You have my heartiest congratulations and deserve the commendation of all lovers of pianoforte music.

Xaver Scharwenka.

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

NEW MODEL DICTAPHONES.

Metal Cabinets Serve to Greatly Reduce Size and Weight of Machines—Some of the Improved Features Herein Referred to.

The Columbia Phonograph Co., General, sole distributors for the Dictaphone, announce that two new models, to be known as Type A, Model 6, and Type B, Model 6, are now being shipped from the factory and, owing to the many new features and

or clarophone, designed to afford more comfort to the operator, and a new form of cylinder holder. An improved pedestal is furnished with the new machines, although where it is desired to place the machine directly on the desk the pedestal may be dispensed with and an allowance made to the purchaser on that item. The new machines will be manufactured in two types for the present, one of the types being designed for the use of the dictator and the other for the typist. It is expected that

Music Box Co., Rahway, N. J. The tone qualities are superb, and the tune discs include a large repertoire of classical and popular numbers that always win the public.

Dealers can handle these instruments to advantage, and with substantial profit during the holiday season, and they form an excellent line for musical merchandise men to place emphasis on from now until after the new year. It is only necessary to write the Regina Co. to receive such information as will, we are sure, interest the dealers in taking up these machines for consideration.

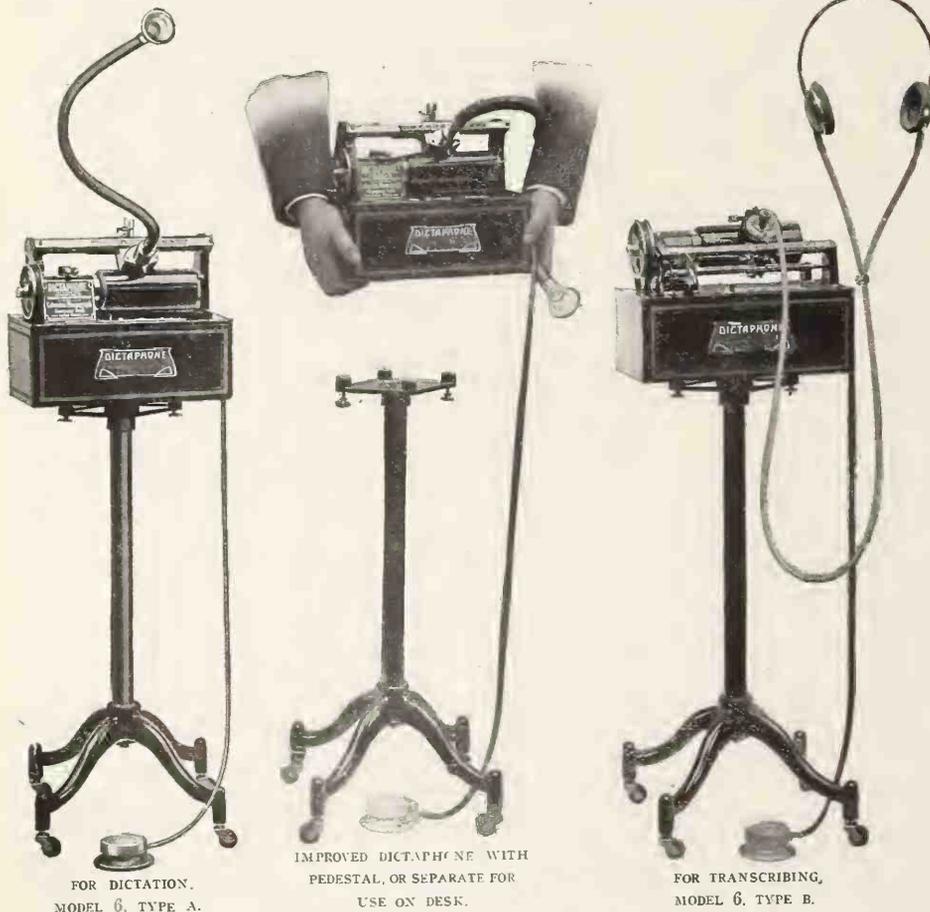
TRADE SECRET BUGABOO.

Real Progress Made When Business Man is Broad Enough to Add to Sum of Human Knowledge—Some Old Fogey Ideas Regarding Competitors.

Keeping trade secrets under lock and key may sometimes have ample justification, but in many instances it is either bluff or small-mindedness. An English manufacturer was recently visiting America and called on one of the leading manufacturers in his line. The American invited him to go through his factories with him. The Englishman was astonished and said: "Why, really, would you take me through? I hardly hoped for that." So they went through and saw every new kink down to the latest detail, and discussed policy and plan as they went along. It was a revelation to the Englishman. He knew now that his own plant was behind the times in many important things. As he took leave he was more grateful than he could say, and as if making a confession of something he was ashamed of, said: "Really, now, that's more than I should have done for you. And yet you have so much more that is worth keeping secret than I have."

The American manufacturer smiled and said: "A few of us still hold that policy of secretiveness, but as a rule we believe that a free exchange of ideas is the true spirit of the age. Our own ideas grow by exchanging them with others, and we learn something from every visitor." It is certainly hopeful for the progress of any industry when the medieval idea of secret arts gives way to the modern idea of considering new discoveries the rightful property of all. In many lines of manufacturing we find conventions of experts telling each other everything they know, and letting competition rest on the varying skill in using that knowledge, says Printers' Ink. Whoever refuses to contribute his share to the sum total of human knowledge sooner or later finds that his monopoly of secrets is out of date and the world is going on without him. Advertising clubs, are doing much to foster the spirit of exchanging real ideas and information, but many of the older generation of advertisers are still clinging to the obsolete fetish of "inner circle" wisdom.

The world's prizes are invariably for the patient, the plodders, the men who can hang on, and this is as true in industry as in invention, in life as in literature, in business as in science. The whole history of mankind sums up its advice in one word STICK.



FOR DICTATION,
MODEL 6, TYPE A.

IMPROVED DICTAPHONE WITH
PEDESTAL, OR SEPARATE FOR
USE ON DESK.

FOR TRANSCRIBING,
MODEL 6, TYPE B.

improvements, are well worth the close attention of the dealers.

The new models are in metal cabinets 12 inches long and 6 inches wide, which represents a great saving in space over former models, and the fact that the cabinet bed plate and main frame are of aluminum means a reduction of about 50 per cent. in the weight of the outfit. The controlling devices are conveniently grouped on a small metal plate and within range of the fingers on one hand. The cabinet is handsomely finished in black enamel, with gilt lettering, and harmonizes perfectly with the furnishings of the most luxurious offices. Among the interesting features of the new machines are an improved foot control, a perfected hearing device

the new models will make a strong impression on business men in general, who will appreciate their space-saving qualities as compared with the old style and more bulky oak cabinet machines. The accompanying illustrations serve to give an excellent idea of the general appearance and the compactness of the latest Dictaphones.

REGINA LINE FOR HOLIDAYS.

Music Boxes Should Prove Big Sellers If Pushed by Dealers.

When considering Christmas presents, there are few instruments that appeal to the purchasing public as the Regina music boxes, made by the Regina

FROM OUR EUROPEAN HEADQUARTERS

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

Demands of the Dealers for Stock Indicates That the Season's Trade is Developing Rapidly—Threats of Fresh Strikes Worry Business Men—Increased Cost of Raw Materials—New Copyright Bill Now Before the House of Lords—Annual Report of Gramophone Co. Shows Substantial Advance Made During the Past Year—Tetrazzini Journeys to Gramophone Plant to Sing for Employees—What is Offered in the New Record Lists—Present Condition of Russell Hunting Co. Affairs—A Move to Prevent Cheque Frauds—Conditions in Bavaria—The Success of the Edison-Bell V. F. Disc—Claims Privilege of Setting Own Prices on Goods—Other Interesting Trade News of the Month Worthy of Record.

(Special to The Talking Machine World.)

London, E. C., Nov. 1, 1911.

The talking machine season here is now well in hand, and when I say that dealers have commenced to buy in earnest it will at once be realized that trade is developing apace. Orders are simply rolling in, and the only apparent difficulty manufacturers experience is found in their inability to supply fast enough. The day is all too short. In some factories night shifts have been organized, and by this means it is expected that when the great rush-time occurs, during November and just prior to Christmas week, ample stocks will be on hand to meet the huge demand. As far as my inquiries go in trade circles this satisfactory condition of things would seem to be fairly general, even the smaller concerns being literally up to their eyes in orders. Factors are, of course, proportionately busy, and have about as much as they can handle to execute orders from dealers for all the leading makes of machines and records. With the dealers themselves sales are increasing each day now, and the nearer we get to Christmas, the greater the public demand for talking machine products. Undoubtedly trade is in a most flourishing state, and it is safe to prophesy that, given settled conditions in the labor world, this season will reach, if not eclipse, the boom year of 1907.

Business Men Fear Another Railroad Strike.

There is only one disquieting aspect of the season's prospects which calls for some mention here. We hear an echo of the great railway strike of last August. The government commission then appointed to consider the situation recently issued its report, the tenets of which have caused profound dissatisfaction among all grades of railway employees owning allegiance to one or other of the trade unions, who repudiate the commission's findings. What the result will be is difficult to say, but many business men view the outlook with some alarm. Another strike is threatened. It may materialize; it may not. But the uncertain situation to-day has engendered a little nervousness which might easily develop into something more serious unless a definite settlement of outstanding questions is arrived at between the masters and their men.

Increased Cost of Raw Materials.

One result of the recent strikes in shipping and transport services generally has been an increase of price in raw materials. The masters were forced to pay higher wages and concede other benefits which they could ill afford to do, and the inevitable sequel predicted by business men has resulted. Transport charges have been raised considerably, and consequent upon this the factory consumer of raw materials finds that the extra freightage is added to the cost. In the musical instrument trade pianoforte manufacturers contemplate increasing the retail and wholesale price of their instruments, and in some quarters this increase has already been announced. As yet no suggestion has been mooted to increase the price of talking machines, and there really seems no call to, for the present at any rate.

Copyright Bill in House of Lords.

Having now reassembled, the House of Lords will shortly proceed to adjudicate upon the Copyright bill. It is not anticipated that they will amend the act to any radical extent, if at all. After it has passed through the Upper House and received the Royal assent, the act becomes law as from the first of July next year.

Annual Report of Gramophone Co.

The annual report of the Gramophone Co. is a truly remarkable document, disclosing as it does the paramount fact that while the talking machine trade is subject to considerable fluctuation, His Master's Voice shares are ever a safe investment. The report for the 30th of June last, to be presented to the meeting on the 31st inst., states that the result of trading is a credit balance of £184,749 (being £29,000 more than previous year), to which must be added the amount brought forward of £679,135, making a total of £863,884. There has been transferred to reserve in respect of patents, good-will and trade-marks, £482,847. The bonus of 10 per cent., less income tax, paid on the ordinary shares for the year ended June 30, 1910, absorbed £17,083. Interim quarterly dividends have been paid on the ordinary shares at 10 per cent. per annum, less income tax, to June 30, 1911, and there has been written off against decrease in value of investments £2,800. It is proposed to pay a bonus of 10 per cent., less income tax, on the ordinary shares for the year. The meeting will also be asked to authorize the payment of interim dividends on the ordinary shares at the rate of 10 per cent. per annum, less income tax, and on the preferred shares at the rate of 5 per cent. per annum, less income tax, by quarterly payments, for the year ending June 30, 1912. Depreciation, at adequate rates, has been written off the warehouse, factory buildings, machinery and plant, warehouse furniture, fixtures and fittings. The trading results during the past year show improvements, and at the same time there have been reductions in the working expenses. A transfer of £482,847 has been made from profit and loss account to a reserve account, which amount represents the total value hitherto assigned to good-will, patents and trade-marks. The increase under the heads of land and buildings and machinery and tools are mainly in respect of extensive new offices erected at Hayes and the increase of manufacturing facilities foreshadowed last year. The statement of net assets irrespective of patents, trade-marks and good-will) of the company, and of the foreign companies and branches owned by the company, as at June 30, 1911, shows a total of £868,736. The company's investments in first-class securities remain unchanged.

Tetrazzini Sings for Gramophone Co. Employees.

In fulfilment of a promise made upon the occasion of her visit in July last to officiate at the foundation stone-laying ceremony in connection with the Gramophone Co.'s new cabinet factory, Mme. Tetrazzini journeyed specially to Hayes, on the evening of October 31, to sing to and gladden the hearts of something like 2,000 employees, many of whom were accompanied by their "better halves." At the time we fully reported Mme. Tetrazzini's previous visit for the purpose mentioned, when she was accorded such an enthusiastic British reception as to move her to words of delight and a promise to sing again to the company's work people.

A special train for members of the press and other visitors was requisitioned by the Gramophone Co., and the journey from Paddington to Hayes was made in quick time. Upon arrival at the factory we found a vast audience assembled in the huge polishing room of the cabinet factory, and when Mme. Tetrazzini made her appearance it was the signal for tumultuous cheers and enthusiastic hand clapping. Madame looked very chic, and it was obvious that the vociferous reception offered caused the great prima donna much pleasure. Having kissed her hands several times

to the audience, she commenced singing that well-known aria "Caro Nome," from "Rigoletto" (Verdi), followed at intervals, during which M. Jacques Renard contributed Schubert's "Ave Maria" and other solos upon the cello, with "Aprile" (Tosti), Polonaise "Mignon" (Thomas), "Spring Is Coming," and "The Last Rose of Summer," the last two being beautifully rendered in good English, and, as may be imagined, arousing her audience to a great pitch of enthusiasm.

During the evening Mme. Tetrazzini was the recipient of three beautiful bouquets, two of which were handed up by one of the employes on behalf of his comrades.

It was the men's night without a doubt, and the great prima donna seemed quite to enter heartily into their spirit, and having in mind the enormous fees she can command, the men fully recognized the privilege which she graciously conferred by redeeming a promise made on the spur of the moment to come and sing to them without monetary consideration of any sort. Upon her departure she was greeted with cheer upon cheer, the route to the station being lined by the company's employes and the village inhabitants, who turned out in great numbers. Everyone thoroughly enjoyed a most delightful evening, and Mme. Tetrazzini's gracious act will live long in the hearts of all.

An Important Statement.

To our regret a statement was inadvertently published in our last issue announcing that litigation was impending between two prominent firms in the English trade, and that the subject of such litigation was the well-known Swan-neck tone arm. This statement we are now told is incorrect, no action having been taken. We sincerely trust that the paragraph in question will not have had the effect of unsettling any members of the British trade.

New Statement of Russell Hunting Co. Affairs.

In the matter of the Russell Hunting Record Co., Ltd., a further statement of affairs has been issued by the Board of Trade. This statement discloses on the debtor side that monies received amount to £1,479 10s. 6d.; from which the following creditor payments have to be deducted: By Board of Trade and court fees, £14 18s. 11d.; by law costs of petition, including costs of any person appearing in the petition whose costs are allowed, £76 7s. 9d.; allowance for preparing statement of affairs, £21. Total costs and charges to date, £112 6s. 8d. The balance available for dividend is therefore £1,367 3s. 10d., but we understand that this will be mostly taken up by the preferred creditors, among whom is the government on a claim of £500 for taxes, etc. We believe there are other probable liquidation costs to be included, which will further reduce the small credit balance. In any case there is not likely to be anything for the unsecured creditors. Creditors and contributories can obtain any further information on application to the liquidator, Edward E. Johnson, 4 Queen Victoria street, London, E. C.

Microphonograph Co. Move.

The Microphonograph Co. have removed from Goswell Road to "Kelvin House," 1 Richmond Crescent, Barnsbury, London, N., from which address the well-known "Seymour" products will be supplied.

New Records Attract Much Attention.

The issue of six beautiful Gramophone records representative of the art of that great pianoforte master, Ignace Jan Paderewski, has occasioned an amount of interest seldom met with in talking machine circles. It is generally conceded that if anything was needed to set the seal of confusion upon the few remaining critics who persist in their refusal to recognize the Gramophone as a scientific musical instrument capable of faithfully interpreting the art of the greatest living vocalists and instrumentalists of the day, then surely Paderewski's

FROM OUR LONDON HEADQUARTERS—(Continued.)

recognition and personal indorsement of His Master's Voice records is the most convincing tribute thereto. It is scarcely necessary to say that the records themselves constitute the finest pianoforte recording ever attempted.

Other special issues this month include selections from the latest musical comedy successes, the "Mousiné" and the "Spring Maid." In the monthly supplementary list attention is drawn to three new artists who have made Gramophone records for the first time. They are Albert Chevalier, known the world over as the greatest exponent of coster songs ever; Gervase Elwer, a tenor eminent in the oratorio world, and Billy Merson, who is hailed as the coming successor to the late Dan Leno. The full list of November records is as follows: "Victory and Thanksgiving" (Partridge), and "The Long Day Closes" (Sullivan), by the Band of H. M. Coldstream Guards; "Spangles," intermezzo (Bratton); "Ceylon Whispers," waltz (Hopton); "Dreaming," waltz (Joyce); "Love and Life in Holland," waltz (Joyce), and "Il me disait," valse (Ferraris), by De Groot's Orchestra; "Valse triste" (Sibelius), and "March of the Mountain Gnomes" (Eilenberg), Mayfair Orchestra; "A Summer Night" (Goring Thomas) (cello obligato by W. H. Squire), Mme. Kirkby Lunn; "She Is Far From the Land" (Lambert), and "The Happy Morning Waits" (Pirelli), John McCormack; "Mary Adeane" (Capel), and "Just A-wearying for You" (Carrie Jacobs), Evan Williams; "O Dry Those Tears" (del Riego), Mme. Edna Thornton; "Phyllis Has Such Charming Graces" (arranged by Lane Wilson), Gervase Elwer; "An Old Garden" (Hope Temple), Stewart Gardner; "Jack Briton" (Squire), Harry Dearth; "Oh, Hush Thee, My Babe" (Sullivan), quartet by Miss Perceval Allen, Mme. Edna Thornton, John Harrison and Robert Radford; "Our Little Hipper" (Ingle), and "Right as Ninepence" (Julian Edwards), Albert Chevalier; "If You Should See a Dandy Coon" (Darewater, Jr.), G. H. Elliott; "I'm Going Away" (Merson), Billy Merson; "Beautiful Girlie

Girls" (Tom Clare), Tom Clare; "Serenade a la Columbine" (Pierne), Francis Macmillen; and "Aria-Pur diasti" (Lotti), 'cello, Jacques Renard.
Edison Storage Batteries in Use.

The Edison storage battery has now entered upon its commercial life here, having been shown for the first time at the recent Electrical Exhibition at Olympia. It attracted an enormous amount of attention from business men, many of whom have interested themselves so far as to give the battery a practical trial test. Orders can now be executed from the Willesden Works of the Edison Co. As our readers are aware, this battery is totally different from anything ever before planned, and its success in the States presents an index of its huge possibilities in this market. Complete information, literature, etc., can be obtained from the Edison Co., Willesden Junction, London.
The System Club of London.

Recently established by a number of gentlemen interested in the application of system to business, the System Club of London is accomplishing splendid work. The institution affords a place whence commercial men with a message can deliver it to the business world. At a gathering the other day J. W. Pogue, the European manager of the Sheldon School of Salesmanship, gave a very interesting address, under the title of "A Pod of P's." Speaking on the general subject of salesmanship, Mr. Pogue said the prime difficulty in every business was that of finding a man capable of carrying that business to a successful conclusion. We had spent unlimited millions in the past in perfecting the thing, but the next fifty years of business life would witness more thought and more concentrated action in the improvement of the man than in the improvement of the machine. The first element in successful salesmanship must be personal power. Power was what a man was, plus what he exerted. The average man did not utilize half the power he actually possessed. The problem of Britain was the problem of men, not of things. If a man were to build power, he must develop not

only bodily power, but power of the brain, the will and of the soul. A successful man must develop the power to attract and to persuade people, and, therefore, there was no study as profitable as the study of human beings. Everyone who would be a successful salesman should bear in mind the contents of the "Pod of P's"—Power to persuade people to purchase at a profit.

To Put Stop to Check Swindlers.

A contemporary states that owing to the increasing number of thefts from letter boxes it has become necessary for bankers to remind their customers of the protection afforded to the public and to bankers by the passing of the Crossed Checks Act, 1876, the provisions of which were incorporated in the Bills of Exchange Act, 1882, section 78 of which enacts that "A crossing authorized by this act is a material part of the check; it shall not be lawful for any person to obliterate, or, except as authorized by this act, to add to or alter the crossing." Of late years a practice has gradually grown up for customers to bankers to cancel the crossing on the checks by writing across it "pay cash" and initialing or signing the same, and the bankers themselves have acquiesced in this practice, but owing to numerous cases of fraud it is probable that the banks will now refuse to cash any checks which have once been crossed.

New Favorite Records.

A most acceptable list of records for November has been issued by the Favorite Record Co. No ticeable therein are two grand opera selections on a ten-inch record, while on a 12-inch Blue Label Gwilym Wigley, who is the fortunate possessor of a truly artistic and powerful tenor voice, sings "On with the Motley," from "Pagliacci" (Leoncavallo), and "Serenade" (Harlequin), from the same opera. It is interesting to recall that Mr. Wigley began his career as a bass.

New Companies.

Orchestra, Ltd., capital £6,000, in £1 shares. Registered office, Clarence Chambers, Corporation street, Birmingham.



To T. M. the KING and QUEEN OF SPAIN



To H. M. the KING OF SWEDEN



To H. H. the KHEDIVÉ OF EGYPT



To H. M. the KING OF ITALY

ROYAL APPRECIATION

of

"HIS MASTER'S VOICE"



To H. M. the SHAH OF PERSIA



BY APPOINTMENT
To H. M. QUEEN ALEXANDRA

FRANCECie. Francaise du Gramophone, 15 Rue Bleue, Paris
 GERMANYDeutsche Grammophon-Aktien Gesellschaft, 36 Ritterstrasse, Berlin
 ITALYCompagnia Italiana del Grammofono, Via S. Prospero 5, Milan
 EGYPTThe Gramophone Co., Ltd., 13 Rue Stamboul, Alexandria
 SCANDINAVIASkandinavisk Grammophon Aktieselskab, Frihovne, Copenhagen, Appelbargsgatan 52, Stockholm
 RUSSIA.....The Gramophone Co., Ltd., Krasnaja Ploshchjad; Mittlere Handels-Reihen 312-322, Moscow.
 Fontanka 58, Petersburg
 Also branches at Riga, Kharkoff, Rostoff, Omsk, Tiflis

SPAIN.....Cie. Francaise du Gramophone, 56 Balmes, Barcelona
 INDIA.....The Gramophone Co., Ltd., 139 Belliaghatta Road, Calcutta
 And Hornby Road, Bombay.

You know it by this



His Master's Voice

THE GRAMOPHONE CO., Ltd.

21 CITY ROAD, LONDON, E. C.

FROM OUR LONDON HEADQUARTERS—(Continued.)

Diaphone Co., Ltd.; capital, £5,250. Registered office, 10 Moorgate street, London, E. C.

Conditions in Bavaria.

In his annual report on the trade of Bavaria, L. Buchanan, British Consul at Munich, says some interesting things which may interest my readers. He states that throughout Germany 1910 was a year of slow but continuous economic progress. This steady improvement was particularly enjoyed by the large export industries. "Germany's success in the world," says Mr. Buchanan, "lies neither in the skill of manual labor alone, as the social democrats would have it, nor in the thoroughness of German agricultural methods, as the agrarians are fond of stating, but rather in the utiring efforts of trained men whose sole aim is to perfect existing technical possibilities, thereby improving both the quality and the quantity of the output. It is this steady technical progress of Germany, joined to improved labor methods and to strict organization, which pave the way to her success in the markets of the world. It is also remarkable to what extent German capital is now invested in foreign countries and colonies—in banks, loans and railways—and this, in spite of difficulties, Germany had to encounter in this field, difficulties unknown to British, French and American financial enterprise. These international investments of German capital must, of course, react beneficially on home industries. Other proofs of Germany's prosperity in 1910 were her higher exports and her increased railway goods traffic, the better results of her sea-borne trade, the general decrease of bankruptcies, and the diminution of offers in the labor market. These facts constitute the bright side of the picture; the dark side is made up of the increased cost of living, the diminished value of money, and of high taxation."

Market Automatic Brake.

An ingenious automatic brake for the purpose of arresting the motion of the turntable upon the conclusion of a record has just been marketed here by Yates, Son & Co., this city. The device is simple in construction, effective in action, and is adaptable for use in any disc machine. It supplies the proverbial long-felt want.

What Experts Have Accomplished.

It must be admitted that the technical and recording experts associated with the different talking machine companies are, in the light of their splendid accomplishments, absolutely indispensable to all progressive firms. Many clever ideas have materialized this year, and not the least of these is the Edison-Bell V. F. disc. It was the outcome of no mere inspiration, but of practical and exhaustive laboratory tests, which finally culminated in the pro-

duction of a material representing in the finished record a smoothness of surface almost "ideal" in practice. While the elimination of scratch is not wholly possible under the present frictional method of reproduction, it is reduced to the utmost minimum in the V. F. record; harshness, blast and other true-tone enemies being entirely absent. This is exemplified in the latest batch of V. F. discs to hand, the titles of which are: "The Herd Girl's Dream" (Lebitsky), and "Adagio" (Beethoven), Schumann Quartet—harp, violin, flute and viola; "Twas Night and All Around Was Still," from "Il Trovatore" (Verdi), Part I and II, Miss Elda May; "Good-bye" (Tosti), and "Love's Old Sweet Song" (Molloy), Schumann Quartet—harp, violin, flute and viola; "Rève du Bal" Valse Intermezzo, Royal Court Orchestra, and "Rendezvous" Intermezzo Rococo, Bijou Orchestra; "Savoy Lancers," Fig. I, and Figs. II and III; "Savoy Lancers," Fig. IV and V, Royal Court Orchestra; "The Shadows," and "Parted," Robert Evans; "Sympathies Waltz," and "In the Moonlight" Waltz, Bijou Orchestra; "My Lady Dainty" Intermezzo, and Chanson Bohemian, Bijou Orchestra; "When Shadows Gather," S. Hempshall, and Tosti's "Good-bye," Elda May. Bell Discs—"Valerie Valse," and L'amour qui Rit, march, Royal Court Orchestra; "To Cheer Him Up," and "I'm 21 To-day," Jack Pleasant's; "Prettiest Little Song of All" (Bell solo), and "Moonlight Capers" (Bell solo), Len Ward; "Artful Alliterations," and "What It Is Master Likes So Much," Ben Albert; "International Jig," and "British Empire March" (Xylophone solos), Dudley Roy; "Brown, Broke and Breezy," and Father Went Down to Southend, Jack Charman; "John James O'Hara," and "That's as Far as I Want to Go," Jack Charman; "Semiramide" Overture (Rossini), and "Constancy" (ocarina solos), Signor Mosè Tapiero; "Ginger" two-step (Wurms), and "On the Bosphorus" (Lincke) (Turkish intermezzo), Royal Court Orchestra; and "Maise Lou" (Arthur and Lawrence), and "Mamie May" (Darowski), Jack Charman.

Must Get in Personal Touch.

A useful hint to British manufacturers is contained in H. M. Mallett's Consular report on the trade and commerce of the district of Rosario, Argentine Republic, for the year 1910. "Time and money are simply wasted," he said, "by posting circulars to merchants. Competition to secure orders has become so keen that some of the large firms trading with this country have agents residing here, whose business is simply to watch trade interests and visit all the larger towns, with a view of studying requirements and obtaining orders. By this method merchants and traveling agents have become acquainted, and large orders are not infre-

quently arranged on terms to suit the parties concerned."

Conditions Good Generally.

Reports from provincial centers this month indicate very strongly that the satisfactory condition of talking machine business is general. Paul H. Cromelin recently visited Edison traders in the chief cities throughout the United Kingdom, who extended to him a most cordial welcome. Various matters requiring attention received Mr. Cromelin's consideration, and his pleasing personality has already gained for him much popularity.

Josef Hofmann for Columbia-Rena.

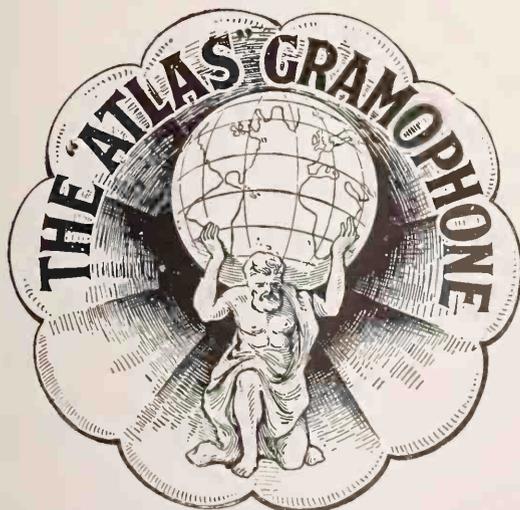
Josef Hofmann is very jealous of his art, and for years he persistently refused to listen to proposals to make records, believing that such efforts were a prostitution of art and wholly unnatural in the result. It remained for the Columbia Co. to show that such strictures could not be applied to their work, and that they did prove it is evident by the announcement made this month of Josef Hofmann's first record.

This Hofmann record is sold at the usual price, so that nothing is wanting to establish a familiarity with this great master of the piano and his actual performances. His playing of the famous Rachmanineff Prelude is a revelation of the grandeur of his style, while the crescendo in the Marche Militaire, commencing, as it does, with a barely audible pianissimo, is particularly brilliant.

The Columbia Record List for November.

The Columbia November list of records is described as the finest all-star list ever issued. Their statement is fully endorsed by the contents, which, among others, includes:

12-inch—"Blue Danube Waltz" (Strauss), and "Ciribiribin Waltz" (Pestalozza), by Prince's Orchestra; "Rigoletto-Quartet" (Beauteous Daughter of the Graces) (Verdi), Columbia Italian Opera Company, and "Rigoletto-Selections," Prince's Grand Opera Con. Band; "Twickenham Ferry" (Marziat), Reed Miller, and "Ben Bolt" (Nelson Kneass), Edward Greene. 10-inch—"My Treasure Waltz," and "Variety Polka" (accordion solos), Guido Deiro; "Eily Mavourneen" (J. Benedict), and "The Rosary" (Nevin), Walter Wheatley; "All Alone" (Von Tilzer), duet, by Ada Jones and Herbert Scott, and "Under the Yum-Yum Tree" (Von Tilzer), duet, by "The Two Longs"; "The King of Karactacus," and "Wishing" (Rich and Layton), Rich and Rich (comedy duo); "Play Us Another Before You Go," and "We All Go the Same Way Home" (Murphy and Castling), Chas. R. Whittle; "Ah-Ho!" (Ridgwell and Austin), and "I've Only Been Married a Week" (Ridgwell), Charles Austin; "Bob Down, You're Spotted" (A. J. Mills), and "The Goal-Keeper" (W. Hargreaves), G. Gil-



1912

Season's Catalogue

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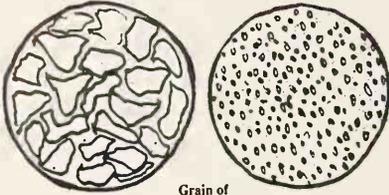
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Don't Buy Needles That Damage Records



Bad Needles Cleopatra Needles

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

Consequence:

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

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

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



Sole Manufacturer

JOS. ZIMMERMANN

Needle and Pin Works

AACHEN, GERMANY

bey; "Have You Heard John James O'Hara?" (David and Murphy), and "O'Brien—With the Accent on the Owe" (C. W. Murphy), Stanley Kirkby; "The Mikado"—selections, Part I, and Part II (Sullivan), Reg. Band of H. M. Scots Guards.

Increased Demand for Wheatley Records.
Walter Wheatley, the celebrated tenor, so well known to record buyers from his exclusive connection with Columbia-Rena, is playing the leading role in "Bonita," the successful musical play at the Queen's Theatre. This deserved prominence of so finished an artist has naturally had the effect of producing a large demand in his records.

The Columbia Co. state that the Savoy Gramofola in oak and mahogany is the biggest and quickest success they have ever had in a new model. It is assuredly remarkable value, and it is doubtful whether there has ever been seen an instrument which presented such beauty in style and finish under twelve or fifteen guineas. The Savoy Gramofola in oak sells at eight guineas, and in mahogany at nine guineas.

Interesting Zonophone Records.

The November list of Zonophone records represents yet another triumph for the company. It contains a galaxy of top-of-the-tree artists, the majority of whom are exclusively retained to make Zonophone records only. Selections on the current list include, among others, the following:

10-inch—"In Friendship's Name," and "I Was Dreaming," Ernest Pike; "Only an Armor Bearer," and "The Life Boat," a church choir, with organ; "Field Marshal Radetsky March," and "The Pig and Whistle" march, Black Diamonds Band; "The Message Boy," and "Breakfast in Bed," Harry Lauder; "Lizzie," and "Mary Ellen," Tom Foy; and "Every Girl Is a Fisher Girl," and "Oh, Napoleon," Florrie Forde.

Claims Right to Set Own Prices.

The sequel to Gamage's recent unsuccessful action against the Temple Press is the issue of a circular letter in which he announces his determination to continue fighting in defense of "the Briton's right and privilege to sell goods at what price he chooses, provided he pays the price demanded by the manufacturer," and, continues Mr. Gamage, "it would be a bad day for the British buying public if they allowed themselves to get into the thralldom of such gigantic trusts as have been the curse of America." It is a specious argument, but one which, to our mind, has little or no connection with the point at issue. Were it not for the fixed selling prices established by the manufacturers for the protection of their customers, Mr. Gamage, in common with other large retail traders, would soon find himself embroiled in a ruinous price-cutting war. Then would many voices arise in protest against the stupidity of the sell-at-any-price system. Mr. Gamage's unhealthy example may yet react detrimentally to his business; but "wait and see."

A TRIBUTE TO THE PHONOGRAPH.

The Happiness That Is Chained Within the Circumference of One Little Record.

A letter in the Household from one of our "shut-in" friends tells of his great pleasure when, at Christmas time, he was presented with an Edison phonograph and a number of choice records.

How much happiness can be chained within the circumference of one little record! And how blessed it is for those of us who are strong and sturdy and bounding with health and strength to be able to gather into our arms, as it were, the trilling lilt of the birds in spring, the melody of the rippling brooks, the wierd folk-songs floating up from the billowing cotton-fields, the grandiloquent discourse of the colored brother as he "zorts" his crooning congregation concerning the "weikhty-matters of the law as proclaimed by Moses and de

prophets," and boundless other bits of comedy, classics, triumphant crescendoes, anthems and oratorios, and thrust our garnered treasures into the outstretched arms of our heroic, patient loved ones whose eyes look longingly into the alluring paths, but whose feet are held back by the hand of affliction.

Thomas A. Edison, the wonderful inventor, realizing the possibilities of his invention, often remarked: "I want to see an Edison phonograph in every home." The humanitarian motives that inspired his magical inventions are reflected in the catalog of his records. Songs and melodies of the Southland—"Dixie" and "Suwanee River"—dear to our forefathers and because of their associations, dearer still to their sons; patriotic selections—"America" and "The Star-Spangled Banner"—whose strains find a responsive chord in every true Southern breast; sacred hymns such as "Nearer My God to Thee" and "Jerusalem Mourning"—these are the records with which the Edison phonograph makes its appeal to the home lover. Other selections there are in plenty, instrumental and vocal—grand opera, concert and vaudeville numbers by the most famous artists of the day—but the records that survive the process of elimination and are retained are those whose popularity is not of to-day or to-morrow, but rather those inspirations of gifted composers that seem, like old wine, to grow mellow and improve with age.

They are the type of selection that furnishes Edison phonographs with the "open sesame" to the home—the true abiding place of all entertainment. Equipped with a catalog built upon such lines, and with the present state of musical perfection to which the genius of its wonderful inventor has brought it—it is small wonder indeed that the Edison phonograph has emerged victoriously from the strife of competition and is daily becoming more and more recognized as the ideal home entertainer. Its versatility, which permits it to offer entertainments for all occasions—an impromptu concert, a vaudeville program, an evening of classical selections, a grand opera recital or a program of sacred numbers—is one reason for its constantly increasing popularity; another is the fact that all this entertainment can be secured at a price well within the reach of every home.—The Golden Age, Atlanta, Ga.

IS NEVER TURNED DOWN.

There's a man in the world who is never turned down, wherever he chance to stray; he gets the glad hand in the populous town, or out where the farmers make hay; he's greeted with pleasure on deserts of sand, and deep in the aisles of the woods; wherever he goes there's the welcoming hand—he's *The Man Who Delivers the Goods*.

The failures of life sit around and complain; the gods haven't treated them white; they've lost their umbrellas whenever there's rain; and they haven't their lanterns at night; men tire of the failures who fill with their sighs the air of their own neighborhoods; there's the man who is greeted with love-lit eyes—he's *The Man Who Delivers the Goods*.

One fellow is lazy, and watches the clock, and waits for the whistle to blow; one has a hammer, with which he will knock, and one tells the story of woe; and one, if requested to travel a mile, will measure the perches and rods; but one does his stunt with a whistle or smile—he's *The Man Who Delivers the Goods*. One man is afraid he'll labor too hard—the world isn't yearning for such; and one man is ever alert, on his guard, lest he put in a minute too much; and one has a grouch or a temper that's bad, and one is a creature of moods, so it's hey for the joyous and rollicking lad—for *The One Who Delivers the Goods!*

WALT MASON.

MR. RECORDER, do you know my **WAX "P,"** the best existing recording material for Berliner- (Gramophone-) cut? If not write for free sample to

CHREMISCHE FABRIK E. SAUERLANDT FLURSTEDT bei Apolda i. Th., Germany
The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes for Gramophone and Phonograph

LANDAY BROS. NEW STORE.

Have Opened a Handsomely Furnished New Store at 563-565 Fifth Avenue and in Close Touch with the Millionaires' Row—How the Interior of the Store Is Arranged—Six Carloads of Victor Goods for the Opening—Max Landay Enthusiastic—Big Advertising Campaign Now Being Conducted.

As announced in last month's World, Landay Brothers, the aggressive wholesale and retail distributors of the Victor line of talking machines and accessories, with quarters located at 400 Fifth avenue and 27 West Thirty-fourth street, New York, have leased the spacious rooms on the ground floor at 563-565 Fifth avenue, at the north-east corner of Forty-sixth street (Windsor Arcade).

The premises have been completely remodeled. No expense has been spared in making this one of the finest stores of its kind, both in the way of appointment and service, in the metropolis. The location is ideal. Four full sized show windows, one on the avenue and three on East Forty-sixth street, insure ample space for the display of goods. The interior finish is in light colors, which blend nicely with the white lights suspended from the ceiling on heavy chain chandeliers. The floors are of polished hard wood. Occupying one side of the main room is the record department, with a capacity of 35,000 records, and on the opposite side six demonstrating booths utilize the space. A special feature in the new establishment will be a handsomely furnished recital hall containing a pipe organ for use, in conjunction with the talking machine, in recital.

Some idea of the volume of business built up by Landay Brothers may be gained from the fact that they have ordered six full carloads of Victors, four of which will be installed in their new quarters. With the accession of the third store the firm will have one of the largest talking machine enterprises in the city.

Max Landay, one of the proprietors, is enthusiastic regarding the future of his firm. Since the opening of the first store in 1900 the business has increased by leaps and bounds until it has assumed proportions that are exceedingly gratifying. The addition of the new store will greatly facilitate the handling of the brisk season's business which is now developing.

In conjunction with the opening of their new store, Landay Bros. have arranged for a series of striking advertisements to appear in the metropolitan papers. The campaign commenced in Monday's issues and promise far-reaching results.

THE VALUE OF A SMILE.

An Honest Smile More Contagious Than the Plague—A Genuine Asset in Selling Goods.

A good honest genial smile is about the most contagious thing I know.

Talk about the white plague and smallpox—it isn't in it with a laugh.

Did you ever watch a bunch of faces when a "Sunny Jim" came around? Can't you see the eyes brighten and a sort of electric inspiration shoot down people's spinal column when they see a smile?

I dislike a silly man about as much as the next fellow—but I'll take him, every time, in preference, to the sad-eyed, God-forsaken conduct of a great big majority of the people you and I meet every day. The "Hello Bill" of the Elks has done more to establish a reputation for good fellowship, Christianity and right living than any other feature of the order. We all love the sunshine. Let's laugh more.

I know that it is not always the easiest thing to do. I know there are times when a smile just won't come. But it's like training for a foot race, a little practice makes it easier. A little more exercise of the muscles of the mouth and cheeks and eyebrows and then the smile bursts forth. It permeates everyone with whom it comes in contact.

And then it's healthy to smile and laugh. Peo-

ple grow fat on good cheer, says H. T. Benham, in the Hardware Dealers' Magazine

It somehow exercises the muscles of the body and promotes circulation. It releases the gastric juices which stimulate the liver. That's why grouchy people are usually slim and cadaverous. That's why healthy people laugh.

Let's grant then that its healthful to laugh and grow cheerful. But there is another advantage which we must not overlook. It pays to smile and be happy. It's a good commercial asset. People like it. Just as they prefer to talk to a cheerful man, so they prefer to do business with him.

I don't know just what actual connection there is between the pocket book and a smile. But I do know that it's harder to turn a smiling fellow down.

Maybe you don't like to stop the happiness which is shown in his face. Maybe it begets confidence I don't know. But I do know that the smile seems to get there in business where the frown or imperious manner usually causes antagonism.

Don't let's be silly—don't let's be a common joker or be frivolous—don't let's grin—but let us learn to look our neighbors and our customers squarely in the eye and smile pleasantly at them. Let's be cheerful.

Let us take the chip off our shoulder and let the other fellows scrap and look sour if they think it will get them any place.

Now, here comes a customer. He has likely been brought into your store through the influence of an advertisement that has cost money. What are you going to do with him? Which course is most apt to make him open up—to look wise—to look anxious—or to smile at him "in a friendly sort of way"?

Get friendly with him—open up—thaw—look pleasant—and smile. If he is tiresome—don't get mad—just smile. If he is gruff and crabbed—that's his business—pity him all you want to yourself, but smile at him pleasantly and earnestly

You are not accountable for his conduct, but you are for yours. Win him through your earnestness, your knowledge of your goods, and round it all out with a pleasant, genial smile.

Now, maybe you think you know how to smile. Most people do.

Maybe you think you do smile—but do you? Why don't you find out. There's a way. I don't want to encourage vanity, but why not smile at yourself in a looking glass?

Imagine your reflection is a customer coming towards you. Greet him just as you are in the habit of greeting your customers every day and

sec for yourself whether this kind of a greeting would attract you if you were the customer.

This is not silly advice. It is scientific salesmanship. It is merely a self-training which every young man who makes a success must have. It is one of the little things that go to make up the man who gets there, and if it brings business—if it causes you to know yourself better and control yourself better—why not?

RESTRAIN PRICE CUTTERS.

American Graphophone Co. Secure Injunction Against M. A. Sulkowitch, of Portland, Preventing Any Cutting of Prices on Columbia Products of Any Description.

The American Graphophone Co. have obtained a decree and injunction in their suit against Mark A. Sulkowitch, of Portland, Me., for cutting prices on Columbia products. The suit was brought in the United States Circuit Court in Portland. Elisha K. Camp appeared for the complainant and Foster & Foster, of Portland, for the defendant.

The injunction commands and perpetually enjoins the defendant, his associates, attorneys, assigns, servants, clerks, agents and workmen, to forthwith cease and desist from directly or indirectly selling or offering for sale or otherwise disposing of any machine or apparatus or sound record, embodying or constructed or operating in accordance with the inventions or improvements set forth in the letters patent involved in the suit, at a less price than the minimum list prices fixed from time to time by the American Graphophone Co. or its sales agent, the Columbia Phonograph Co., General, and communicated to the defendant until the further order of the court.

THE SAYINGS OF BOTOLPH

The real test of loyalty is service.

When you are tempted to doubt—let it be about the other fellow, not about yourself.

How many say "to-day" when they actually mean "to-morrow."

The bee that gets the honey doesn't hang around the hive.

So to be among the winners be sure that you're alive.

Honesty may be defined as that state of mind that comes after we have quit lying to ourselves.

Opportunity never troubles dead men, it is too busy with the living.

Confidence is born of knowledge, conceit of presumption.

CABINETS

The Best Cabinet Value on the Market

Oak or Mahogany

Well-Made Fine Finish

Holds 182-12 in. Disk Records

\$7.75

Victor Distributors



No. 100

With continuation top fits all horn machines and Victrola 4.

No. 900

Fits Victrola 6-8-9 and all horn machines and hornless graphophones.

\$7.75

Edison Jobbers

S. B. DAVEGA CO. 126 UNIVERSITY PL. NEW YORK CITY

Order a Sample To-Day.

From Maria Gay:

After hearing my own voice and other voices that I know, reproduced on your records, I am convinced that you have the best recording process in the world. I am greatly pleased with the splendid musical qualities shown in my records, and I am glad to give you the sole right to record my voice in the future.



Maria Gay

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

ANENT BUSINESS ENGAGEMENTS.

Growing Tendency on the Part of Merchants and Others to Disregard Appointments.

There is a carelessness in making business engagements and then giving them no further thought that is most reprehensible. Dealers promise to pay on a certain date and the manufacturer depends on the promised check for his payroll, and when it is not forthcoming the whole scheme of things at the factory is upset and there is much unnecessary trouble and work that could have been avoided had the dealer kept his promise.

This is a condition of things often experienced by the small manufacturer, who depends on having his check at a certain time and who makes his price below the market on that basis. If the man who neglects to keep his promise could know the hardship that is suffered in consequence, perhaps he would not repeat the offense, which is one that we hear about frequently.

Another case in point is the business engagement made by the buyer to look over the goods of a representative. This is an engagement that is coolly shunted into oblivion, heedless of the

cost to the salesman. We heard a dealer say carelessly, when invited to luncheon: "All right, we'll go now. I told Blank to be here at one o'clock, but he can come later." He expressed no qualm of conscience about ignoring the engagement, which was evidently binding on one side only. He didn't trouble to leave a note, not even a message. Perhaps he would have been amazed had anyone suggested that the invitation be withdrawn until such time as he was free to accept it. The habit of ignoring appointments with traveling men has evidently become a custom with many and will not only remain one, but will grow stronger unless corrected by some strenuous process. The salesman should resent the position the dealers place them in when they do not keep their appointments, for such failures are among the most disastrous "time eaters" in the vocation of distributing goods, and it is hoped that those who have this failing will endeavor to remedy it.

The dealers could also tell many stories of unkept promises regarding the time that orders were to have been shipped; of patience strained to the breaking point and a letter cancelling the order which many times brings the reply that the

goods (which have been hustled into the freight station on receipt of the letter) have been shipped, and "we trust they will not be too late to serve your customers." The dealer isn't hoaxed, but he keeps the goods because he needs them. Thus the habit of ignoring business engagements and promises grows and develops until it is a serious tax on business and it is done without a thought of regret or intention of being discourteous.

ENLARGE "TALKER" DEPARTMENT.

(Special to The Talking Machine World.)
Boston, Mass., Nov. 11, 1911.

The Henry F. Miller Co. have been branching out considerably of late in their talking machine department, and now a good portion of the second floor is given over to a fine display of machines, mostly of the hornless variety. The department is under the immediate supervision of Ubert Urquhart, while Francis T. White is in charge of the selling end of the business. The business in Victrolas and Victor records which this company is doing is rapidly growing, and the Miller Co. is about to launch a big advertising campaign which will place the house very much before the public.

A PROGRESSIVE TALKING MACHINE HOUSE IN DAVENPORT, IOWA

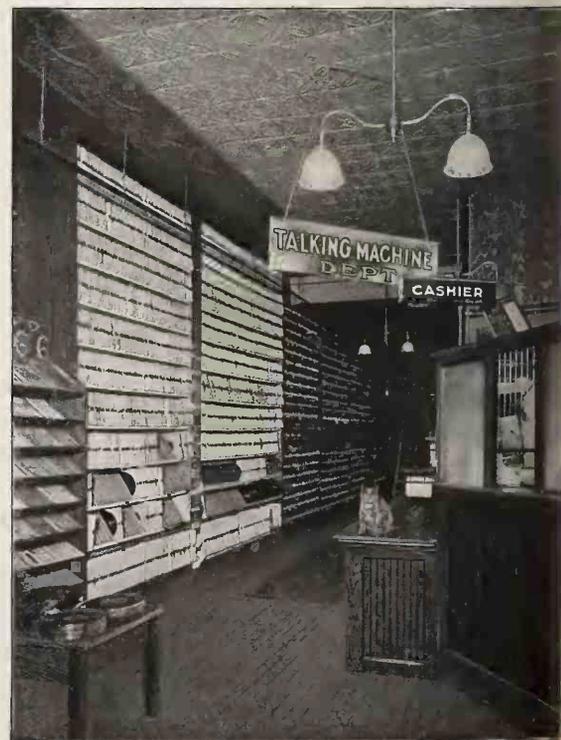
There are three factors that figure strongly in the success of the modern talking machine store, and they are, first, attractive quarters; second, complete and representative stock, and third, service. Robert R. Smallfield, proprietor of Smallfield's Music House, Davenport, Ia., is one of the talking machine dealers who has realized the importance of the three factors mentioned, and as a result he has one of the handsomest, most attractive and generally successful talking machine departments in the Middle West. Mr. Smallfield handles the Victor, Edison and Columbia lines of machines and

records, and prides himself on the fact that he is in a position at all times to supply promptly anything desired in either of the three lines. In order to impress the public with the facilities and general attractiveness of the Smallfield store, Mr. Smallfield has had prepared a series of handsome post cards, showing various portions of the exterior and interior of his store, and which have been mailed to many customers and prospective customers. In connection herewith are reproduced two of the views shown on the post cards, and including views of the operatic record and the main

record department. The pictures give an excellent idea of the manner in which the store is fitted up and the stock arrangement.



OPERATIC RECORD PARLOR OF THE SMALLFIELD MUSIC HOUSE.



RECORD STOCK OF SMALLFIELD MUSIC HOUSE.

WITH THE TRADE IN THE CREAM CITY.

Dealers Report that the Holiday Trade Has Already Started—General Improvement in Conditions—Better Grades of Machines and Records Selling Well—What Some of the Prominent Houses Have to Report—Chas. H. Schefft & Sons Co. Move to Larger Quarters—Harry W. Krienitz Adds Line of Pianos—Columbia Business Booming—Real Tone Diaphragms Meeting With Success—Recent Visitors of Record—Other Trade Gleanings.

(Special to The Talking Machine World.)

Milwaukee, Wis., Nov. 10, 1911.

The holiday business has started at even this early date and retailers and jobbers alike are in a decidedly optimistic frame of mind. Conditions in general have been showing much improvement of late, and judging from the present outlook, the talking machine business ought to climb to a new high mark between now and Christmas.

Local retailers are finding business much better than at this date a year ago. Everywhere one hears the same report, that the better grade of machines are selling more readily than they ever have before, and it is evident that dealers up the State are finding that the same state of affairs exists, because jobbers are kept busy shipping out the more expensive machines. Dealers are busily engaged in getting their stocks of machines, records and supplies ready for the rush season.

Conditions here and about the State are much improved. Most of the large machinery plants in Milwaukee are operating at a more normal stage than was the case a year ago and industries in general are at a more satisfactory point, although there is still room for improvement. Money about the State is plentiful, indicated by the better tone of collections in all lines. A record-breaking corn crop was harvested, a fact which means much in a great dairy State like Wisconsin. Money is flowing more freely about the State than it has in months, and talking machine dealers feel confident that they will be able to secure their share.

That from now on Milwaukee dealers may expect a record-breaking Victrola business is the prediction made by J. H. Becker, Jr., manager of the talking machine department of the Hoeffler Manufacturing Co. "I am confident that we may expect the biggest business in the Victrola line experienced since the establishment of the Victor Talking Machine Co.," said Mr. Becker. "Last Saturday we had twenty-five people in our store alone who were looking for Victrolas. The moderate-priced Victrolas are within reach of everybody and people have been quick to appreciate this fact."

The Hoeffler people have fifteen Victrolas in the

window and about fifty on display on the main floor of the salesrooms. Mr. Becker also reports a brisk demand for the U-S line of machines and records.

Roy J. Keith, of the Talking Machine Co., of Chicago; Mr. Gibbs, of the Wurlitzer Co., of Chicago, and A. H. Waldo, of the U-S Phonograph Co., of Cleveland, O., were among the recent Milwaukee visitors.

The Charles H. Schefft & Sons Co., one of the enterprising retail talking machine firms of Milwaukee, has moved to new and larger quarters at 549 Third street, a few blocks from the former location at 839 Third street. More than double the space has been acquired and the facilities in general are much better. Five large booths, all done in white and gold, have been installed. Charles H. Schefft, the senior member of the firm, is an official of the Ross, Schefft & Weinman Piano Co. and the active management of the talking machine business is in the hands of Ernest Schefft and Oscar C. Schefft, the sons.

Lawrence McGreal, Edison jobber of Milwaukee, and president of the National Association of Talking Machine Jobbers, has returned from a business trip to Dixon, Ill., the former home of Mrs. McGreal. Miss Gertrude F. Gannon, head of the Wisconsin Talking Machine Co., Victor jobbers, is still at Dixon.

Harry W. Krienitz, enterprising young talking machine dealer, 439 National avenue, Milwaukee, has broadened out his business by installing a complete piano line. To carry on this phase of his trade Mr. Krienitz has incorporated the Badger State Music Co., with R. N. Wilson and Thomas Snover, although both the talking machine and piano departments will be under the direct management of Mr. Krienitz. The entire second floor of the Krienitz building has been given over to the piano department and a complete stock of Wilson pianos, manufactured by the Wilson Piano Co., of Milwaukee, has been installed. The National electric line is also being featured by Mr. Krienitz.

That his business has increased 100 per cent. over a year ago is the striking assertion made by A. G. Kunde, Columbia dealer and jobber, 516 Grand avenue. Mr. Kunde is willing to back up his assertion by allowing anybody to inspect his books. Unusual and successful methods of business getting have been followed by Mr. Kunde since he took charge of the store, and he is more than satisfied with the results.

"Our Columbia business is the best that it has been in the history of the Milwaukee store," said Mr. Kunde, "and the prospects are that trade from now until Christmas will be of the very best. The 'Favorite,' the \$50 Columbia, is selling at a remarkable rate and is exceeded in popularity only

by the 'Nonpariel,' the \$150 machine. Our W. P. Gensch has closed some exceptionally fine sales during the past month."

Mr. and Mrs. Kunde have just returned from a business trip to the Chicago offices of the Columbia Phonograph Co., where they had the pleasure of meeting George W. Lyle, general manager of the Columbia Co.

The Real Tone Diaphragm Co., organized recently in Milwaukee to manufacture the Real Tone Diaphragm, invented and perfected by J. H. Ellis, a member of the company, is carrying on an extensive campaign of advertising in the local newspapers and business is showing a decided increase, according to officials of the company. In a recent interview one of the members of the new concern said:

"We believe that the Real Tone Diaphragm which we have placed on the market has made the tones of the talking machine as nearly human as possible. The most rigorous of tests have been applied to this new device, and as a result it has been found decidedly more satisfactory than even the inventor ever dreamed. The company guarantees this new tone attachment to produce a mellow, soft tone with a perfect articulation. The appliance can be attached to any machine."

F. K. Dolbeer, general sales manager of the Thomas A. Edison, Inc., recently visited the Milwaukee trade while on his return from a trip to the Pacific Coast.

V. B. Taylor and Harry Baish, traveling representatives in Wisconsin for the Victor Talking Machine Co., were in Milwaukee recently calling at the headquarters of the Wisconsin Talking Machine Co., Victor jobber for this State. Both Mr. Baish and Mr. Taylor report that business is showing decided gains.

Miss Adeline Francis, who recently appeared in Milwaukee at the Empress Theater, left this city just \$1,000 wealthier than she expected. Miss Francis was placed on the program as the "graphophone girl" and drew forth considerable applause by her little act, involving her "sister," as she called her talking machine. One of her admiring listeners was Daniel Pennell, a wealthy lumberman of Minneapolis, who expressed some doubt at the Charlotte hotel that the voice in the talking machine was Miss Francis' own. The lumberman was so sure that he was right that he made the young lady a bet of \$1,000. She proved it was her voice and she now has his check to show that he was convinced. Miss Francis uses the Columbia.

One of the features of the People's concerts which will be held in the Milwaukee Auditorium each Sunday during the present musical season will be an Auxophone kindly furnished by Lawrence McGreal. At the first concert, held recently,

(Continued on page 44.)

SALTER MFG. COMPANY

337-343 North Oakley Avenue

CHICAGO

Exclusive Manufacturers of

Salter's Patent Felt
Lined Shelf

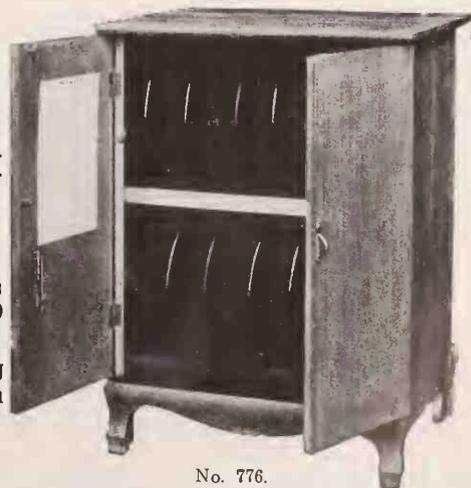
Cabinets

Our latest Catalogue showing
our entire line will be sent on
application.

WRITE FOR IT TO-DAY



No. 788.



No. 776.

WE MANUFACTURE THE MOST COMPLETE LINE OF HIGH-GRADE CABINETS FOR THE LATEST STYLES OF VICTOR, COLUMBIA OR EDISON MACHINES

From Alexander Heinemann:

The only thing that I can say about the records I recently made for you is that they are positively the best reproductions of my voice that I have ever heard. It would be impossible for me to commend too highly your recording process for its naturalness and musical qualities, or to say how gratified I am at the result of my recent work with you. I have no hesitation in giving your Company the exclusive right to record my voice in future.



Alexander Heinemann

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

WITH THE TRADE IN THE CREAM CITY.

(Continued from page 43.)

Caruso was heard in extracts from the opera "Rigoletto" and "Favorita." Prof. Christopher Bach's orchestra, one of the best known musical organizations in the Northwest, plays the accompaniment, thus producing a regular operatic effect.

A marriage of considerable interest in Milwaukee musical circles occurred recently, when Miss Clara Schefft, daughter of Charles H. Schefft, head of the firm of Charles H. Schefft & Sons Co., talking machine dealers, 839 Third street, was married to Reo Richard Rubel, of Concord, Wis. Ernest Schefft, a member of the talking machine firm, was best man, while Oscar C. Schefft, another member of the firm, was one of the ushers. Mr. and Mrs. Rubel, after a wedding tour through the East, are now at home in Concord.

Alfred Hille, formerly manager of the talking machine department of the Flanner Music House, who resigned some time ago to locate in San Francisco, has returned to Milwaukee and entered the cigar business. Joseph Flanner, head of the Flanner Music House, is giving his personal attention to the talking machine department of his store, and reports that business has increased by leaps and bounds since he has enlarged the department and taken on a new stock of Victrolas and other Victor machines.

The appearance of the Aborn English Grand Opera Co. in Milwaukee, November 5, 6, 7 and 8, resulted in a brisk demand for grand opera records in all lines. Most of the larger retail stores, including Miss Gertrude F. Gannon's retail establishment, the Hoeffler Manufacturing Co. and the talking machine department of Gimbel Bros., under the management of L. C. Parker, conducted special grand opera concerts for several weeks prior to the appearance of the company here, and much was accomplished in the way of arousing interest in the coming event. It is hoped that arrangements will be made to bring the Chicago Grand Opera Co. to Milwaukee later in the season.

News has reached Milwaukee that the retail talking machine business of Buroff & Fuller, of Watertown, Wis., has been moved to larger quarters at 417 Main street, where a complete line of Victor and Edison machines is being carried. The talking machine branch of the business is now in charge of Miss Petula Murphy.

Emil O. Schmidt, formerly manager of the Milwaukee branch of the F. G. Smith Piano Co., now in business for himself at 310 Grand avenue, where he has one of the finest piano stores in Milwaukee, is the latest to join the ranks of the progressive Milwaukee talking machine dealers. Mr. Schmidt has taken over the agency for the entire Victrola line and has installed an extensive stock in his handsome parlors. A formal opening of the Schmidt store will occur just as soon as the work of remodeling the exterior is completed, probably about December 1, when he expects to accomplish much in pushing the Victrola branch of his business. Mr. Schmidt has a force of six salesmen, one of the largest in Milwaukee.

Lawrence McGreal has just purchased a handsome new Kranich & Bach player-piano from Emil

O. Schmidt. Mr. McGreal is a great lover of good music and his home is filled with the best instruments in various lines.

SOME BIG ORDERS FROM RAILROADS.

The Dictaphone has been adopted by the Rock Island Railroad and the Chicago & Alton Railroad as the standard and all dictation machines used by them will be Dictaphones. A few recent sales are quoted in the following:

On October 26th, to the St. Louis & San Francisco Railroad Co. (Frisco System) 52 Dictaphones.

On October 26th another order from the same road by another department for 39 Dictaphones.

On October 27th, an order from the Rock Island Road for 159 Dictaphones.

On October 31st, by wire, an order for 33 Dictaphones from the Chicago & Alton and a request to immediately install 25 of the new model machines in another department.

WHY SHE GOT SUCH A SHOCK.

During the visit of Albert Spalding, the celebrated American violinist, to London, previous to leaving for the United States, where he is now on tour, he visited a talking machine store in that city where records of some of the violin numbers which he had made while in America were featured. Entering the store Mr. Spalding casually asked for

some Delna records and then for some Spalding records. The brisk little woman on the other side of the counter grew voluble and enthusiastic over the Spalding productions.

"They are selling well," she added. "Are they?" inquired Spalding innocently. "I'd like to hear them." The talking machine was set in motion.

"I don't think much of them," said Spalding.

"What!" said the clerk indignantly, "why, everybody admires them."

"Well, I don't," said Spalding. The clerk looked at him pityingly. "Perhaps you don't like violin playing," said the clerk.

"Yes, I do," said Spalding, "but these records are not clear."

"There are no clearer records in the store," said the clerk snappily. "What would Mr. Spalding think if he heard you—"

"Well, I know what he'd think," said Spalding, "for I am Spalding."

The clerk gasped. "Oh, Mr. Spalding," she exclaimed, "you did give me such a start!"

AGAIN IN THE TRADE.

Miss Janet Whitcomb, at one time connected with the Stanley & Pearsall and Landay stores, but out of the business for the past two years, became connected with the store of I. Zion, Victor dealer, at Broadway and 83d street, New York, on Oct. 10.

AN UP-TO-DATE STORE.

That of Samuel Landau in Wilkes-Barre, Pa., Who Has Handled Talking Machines for Sixteen Years With Increasing Success.

The accompanying illustration shows the interior of the store of Samuel Landau, at 56-58 Main street, Wilkes-Barre, Pa., where he handles complete lines of Edison and Victor machines and records and also sporting goods, musical instru-

ments and jewelry. Mr. Landau first began handling talking machines about sixteen years ago, the first order being for two machines and fifty records. Under careful management the business has grown until to-day Mr. Landau is ranked as one of the leading retail talking machine dealers in northeastern Pennsylvania. A large measure of success is due to the early adoption, if not the origination, of the dollar weekly payment system.



VIEW OF THE WAREROOMS OF SAMUEL LANDAU, WILKES-BARRE, PA.

SITUATION IN SOUTH CALIFORNIA.

Talking Machine Dealers Busy Preparing for the Holiday Trade—Hornless Machines Growing in Favor—Victrola Concert for College Students—Brown Music Co. Remodel Talking Machine Department—So. California Music Co., Edison Jobbers, Double Capacity of Wholesale Department—Angelus Talking Machine Co. Add Columbia Line—Victrolas Sold to Match Steinway Pianos—Other Interesting News of the Month.

(Special to The Talking Machine World.)

Los Angeles, Cal., Nov. 3, 1911.

All sections of southern California are preparing for a heavy holiday trade, although the past summer and early fall months have been most excellent with all the dealers. Considering the many new dealers that have been installed within the last year, it does not seem to affect trade in the least. The new hornless machines are growing in popularity; in fact, so popular that the demand is greater than the supply. Dealers are having a most wonderful trade in foreign records, including Polish, Danish, Portuguese, Spanish, German, Chinese, Japanese and others.

A Victrola concert was given the students of the Occidental College, October 20, by one of the local music companies of Los Angeles. It created much interest as to the merits of Victor talking machines and records and was much appreciated by the student who loved good music.

O. A. Brehler, of Sanger, Cal., reports business very good in the Edison line in his section.

The J. N. Brown Music Co. have just remodeled their talking machine department, making a larger number of sound-proof booths, also enlarging the present booths to a more convenient size.

Gird Eilers, brother of Hy. Eilers, of the Eilers Music Co., Portland, Ore., was a recent visitor at the branch store in Los Angeles for several days.

L. E. Hessla, of the O. A. Hessla Co., Prescott, Ariz., was in the city a few days and reports trade conditions in Arizona very good, especially with the Victrola XVI. and Amberola.

The Southern California Music Co., the Edison jobbers, have doubled their capacity in the wholesale department, thus enabling them to handle many carloads of Edison goods. J. V. Haines, manager of the business phonograph department, just closed a deal worthy of note consisting of 10 machines and a shaver to the Title Insurance & Trust Co., of this city.

The Angelus Talking Machine Co. have added a complete Columbia line of goods in connection with their Victor and Edison goods. By this act a customer need not go away unsatisfied with one particular line, but can be pleased in other lines.

F. K. Dolbeer, general sales manager of the Thomas A. Edison, Inc., was a welcome visitor to our land of sunshine and oranges, he also spent a few days at Avalon, Catalina Island. Here is hoping that Mr. Dolbeer will make his visits more frequent to California.

The Smith Music Co., 406 West Seventh street, of this city, have very recently added a complete line of Victor machines and records, which they have found to be a very successful line to handle and have been much pleased as to the results already obtained.

J. S. Riggs, of Santa Maria, has had great success with the Edison Amberola of late and is now pushing the sale of this instrument more than ever, carrying in stock the four different finishes.

F. E. Huffaker, a talking machine dealer of Visalia, was a recent visitor to Los Angeles. While in the city Mr. Huffaker left his order for Christmas stock, and reports trade conditions very good in the center section of the San Joaquin Valley.

C. S. Wright, proprietor of the Elsmore Drug Co., was also a visitor to Los Angeles. This firm make a specialty of the Edison line and are doing a fine business.

Carl Strock, Santa Ana, Cal., is a live talking machine man in his territory.

Bowling has become quite a feature among the employes of the retail and wholesale talking ma-

chine departments of the Southern California Music Co. The first game was won by the retail boys on October 19 at the Orpheum alleys. Retail department team was represented by Richardson, Carnes, Fish, Gardner and Burke; Lovejoy, Thompson, Haines, Smith and Pippen represented the wholesale department team.

Irving H. Andrews, of the Andrews Talking Machine Co., has just recovered from a two months' attack of rheumatism.

A. J. Morse, manager, of the branch of the Southern California Music Co. at San Diego, spent a few days in Los Angeles and reports a good business in his city.

A very striking illustration of the good results of the combination of a meritorious article and high grade salesmanship has just come to notice. Geo. J. Birkel & Co., of Los Angeles, handling the Steinway art grand pianos, have recently made many sales of these noble instruments. Glover P. Widney, of the sales staff, has within the last three months sold three Louis XV, two Louis XVI, two Adams Period and many other Steinway art grands. With nearly all of the above sales a Victor Victrola XVI, finished to match, has been part of the deal. Mr. Widney has only been with the firm a comparatively short time. His selling ability is valuable and his geniality is bringing him new friends daily.

RECORDS OF COLLEGE SONGS.

The Harvard Glee Club, One of Our Most Famous Choral Organizations, to Make Records for the Columbia Co.

The Columbia Phonograph Co. have found another field to conquer, namely, the recording of traditional college songs and medleys representative in the highest degree of student life in America, and recorded with the actual spirit and atmosphere of the university.

For the recording of their first series of college songs they have chosen what is perhaps the most famous university choral organization in the entire United States, namely, the Harvard Glee Club, a body of student singers whose activities have been by no means confined to the institution of their origin, recitals given by them each winter in New York City being a feature of the musical season of the metropolis, their work also being known in many other musical centers.

Among the titles are found songs which every college man, whatever his institution may be, will hail with pleasure. Such songs as "Here's a Health to King Charles," "Sparkling Piper-Heidsieck" and a beautifully recorded arrangement of "Annie Laurie" is coupled with a medley of the old songs which we have all known since childhood. Smacking more of the genuine college flavor are the football songs and the combined record of "Johnny Harvard" and "Australia."

Of this type of music there is comparatively little need be said, so intimate is its association with the lives of the men and youth of America, and through them with every grade and class comprising the social structure of our land. Its appeal is lifelong. Alike to the gray haired alumnus of 50 years, the graduate of last year and the freshman just being initiated into the ways of the campus and the classroom, these old-time glees and melodies represent a portion of his life which every university man holds dear—in a certain way typifying his devotion to his alma mater and recalling, with the vividness which only music can inspire, the friendships, triumphs and heartaches of college days. These Columbia records of college songs are destined to score large sales.

CAL STEWART NOW EXCLUSIVE.

Thos. A. Edison, Inc., announce that Cal Stewart, known all over the civilized world as "Uncle Josh Weathersby," has signed a contract with them for the exclusive use of his talents in record-making over a period of five years. His record of "I Laughed at the Wrong Time" is the first under the new contract and is just announced by the Edison Co.

MUSIC BOXES

make ideal Christmas gifts and will be greatly in demand during the fast approaching holiday season.

LIVE DEALERS everywhere, by writing us, can learn of a plan through which they may, without risk to themselves, share liberally with us in the profits arising from the Christmas distribution of Reginas.

For more than a quarter of a century the REGINA has carried to thousands upon thousands of homes its message of good cheer. There is no other instrument which is so universally enjoyed by old and young.

To carry out our plan for handling the holiday business, we want the co-operation of one responsible dealer in each town. The time is short, so write at once for details. Address.

211 Marbridge Bldg.,
34th St. & Broadway,
NEW YORK CITY

FROM OUR CHICAGO HEADQUARTERS

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

Jobbers Report Substantial Increase Over Business for Same Period of Last Year—Dealers Feeling First Indications of Holiday Trade—Generous Advertising of All Lines Helps Business—Improve Wurlitzer Retail Quarters—Recent Visitors of Record—Interesting Personal Items—House of Adam Schaaf Take on Victor Line—Busy Times at Columbia Co. Headquarters—Talking Machine Co. Introduce New Cabinets to Match Low Priced Victrolas—Increased Facilities for Handling Growing Trade at Chicago Offices of U. S. Phonograph Co.—Pyro Electric Signs Find Much Favor—Seeks Patent on New Hornless Machine—Other Gleanings.

(Special to The Talking Machine World.)

Chicago, Ill., Nov. 8, 1911.

October made a very satisfactory showing, according to all reports. Jobbers declare that the month scored a heavy increase over last year. The fall months are piling up a volume of business which promises to more than offset the unusual summer dulness. A holiday business of big proportions is generally looked for. Jobbers say that the introduction of the new types of low-priced hornless machines are already producing a big relative increase in record sales.

With local retailers business is showing a steady improvement as the season advances. Already the first faint glimmerings of the holiday trade proper are in evidence, a number of inquirers having invaded local warerooms the past week or so, stating that they were considering the idea of giving a talker outfit for Christmas and would come in later and place their orders. Several instances of deposits being made on machines for holiday delivery are also cited. Most of the houses express themselves as decidedly satisfied with current business, notwithstanding the fact that there are more dealers in the downtown district this fall than ever before.

Advertising is proceeding along progressive lines. The new low-priced Victor types are being heavily exploited, as well as the higher-priced instruments, and some very good Edison publicity has lately been indulged in by local dealers. Some good publicity is also being done in the way of exploiting the records of artists appearing in recital. The Columbia Co., for instance, called pertinent attention to Alice Nielson's records in the dailies on the occasion of her appearance here, and also had a solid window display. The Wurlitzer Co. exploited the Victor "Thais" records in connection with the production of the play with the Massenet incidental music at Powers Theatre. The Aeolian Co. are beginning to vie with Wurlitzer and Lyon & Healy in aggressive talking machine advertising. All in all, the talking machine proposition is going to get the heaviest publicity it has ever had in Chicago this fall, judging from the number of dealers using the dailies and from the size of space used.

Improve Retail Quarters.

Various changes have been made in the retail talking machine department on the ground floor of the Rudolph Wurlitzer Co.'s building, in order to more conveniently handle the fall business. Art craft desks and chairs in oak in the Niagara finish have been installed in the demonstration room. Doors in the rear of each room have been substituted for the former window openings, enabling the use of Victrola 16s as well as horn machines. More space has been provided, and the Edison retail stock and machine display room has been greatly enlarged.

Ornstein Holds Conference.

George Ornstein, manager of Victor travelers, spent last week in the city conferring with the various Victor representatives traveling in territory covered by Chicago jobbers.

A Record-Breaking October.

L. C. Wiswell, of Lyon & Healy, was able to

state, by reference to the books of the department, that October was the best month in the history of the house. Although the new low-priced hornless machines are proving a great stimulus to the trade, he declares that the highest priced machines are selling better than ever. Lyon & Healy are sending to the trade a circular giving various suggestions for stock orders on both the Victor and the new standardized Edison types.

The Bent Department.

The Geo. P. Bent Co. are becoming a factor in the retail Victor business of the loop. They are pushing the business very aggressively with fine window displays, handsome machine rooms and several record demonstration booths.

Various Retail Items.

D. D. Young, of Aurora, Ill., has become a Victor dealer, securing space in the Cable Company's store in that city. Mr. Collins, formerly of the talking machine department of Eggerman & Randolph, is in charge.

L. G. Paul, music dealer of Michigan City, Ind., was a visitor this week. He has recently increased his Victor stock and is pushing the business vigorously and successfully.

The Taylor Carpet Co., of Indianapolis, have added a Victor talking machine department. The opening was on Monday of last week and was attended by George Cheate, of the Talking Machine Co., who secured the order.

Landing New Business.

B. C. Wilt, who recently joined the traveling force of the Talking Machine Co., is getting in right with the Wisconsin dealers. Harry Connover and George Cheate are hustling in their respective territories, and have opened some good new accounts recently.

New Victor Dealer.

The House of Adam Schaaf, one of the oldest and wealthiest piano manufacturing concerns in the West, have become Victor dealers in their handsome warerooms at West Madison and Union streets. A fine department, with individual demonstration room, has been fitted up on the third floor, and much ground floor window space is being devoted to the line.

New Lyon & Healy Fibre Needle Cutter.

Lyon & Healy are putting on the market a new fibre needle cutter, retailing at \$1.50, and for which particular advantages are claimed. It is simple in construction and operation, is easy to take apart and resharpen, and has a convenient chute and receptacle for shavings. There is a gauge for the protection of the needle and a guide to lay it in so as to properly cut it.

George W. Lyle a Visitor.

George W. Lyle, general manager of the Columbia Phonograph Co., spent the latter part of week before last in Chicago on his way to the Pacific Coast. He was very enthusiastic over the outlook, especially of the Columbia product, predicted a heavy holiday trade all along the line, and expressed his satisfaction with the volume of business now in progress, as witnessed by the rush orders coming in from all sections of the country.

D. S. Ramsdell, who has been retail floor manager at the Chicago store of the Columbia Phonograph Co., has been promoted to the management of the company's St. Louis branch and has already assumed his duties. Mr. Ramsdell is an experienced, all around talking machine man, is accustomed to executive positions, and is thoroughly conversant with conditions in St. Louis.

W. C. Fuhri, district manager of the Columbia Co., is now on a trip among their southern branch houses.

C. F. Baer, manager of the Chicago office of the Columbia Co., says that October made an excellent showing as compared with October of last year, marked increase being apparent in the wholesale, local retail and dictaphone department of the business of the Chicago office. They have now accumulated a good stock of the new \$25 and \$35 horn-

less machines and can fill orders promptly. The new Nonpariel grafonola has met with great favor in the trade, and new orders are coming in rapidly. The first of the new model, "De Luxe" grafonola, is exciting a great deal of admiration. It is distinctly a music room instrument in every particular.

Contracts have been closed for no less than 159 Columbia Dictaphones, for the general offices of the Chicago, Rock Island & Pacific, in addition to fifty machines already in use. Fifty-eight dictaphones have been installed in the Chicago & Alton freight accounting and general passenger offices here, and ninety-seven machines have been sold the Frisco line for their offices at Springfield, and St. Louis, Mo.

The New "Cabinets That Match."

The Talking Machine Co. have a reputation for making good on their promises to the trade. The new additions to the line of "cabinets that match" for the new low-priced Victrolas are now ready for the trade, and certainly represent unusual value in every respect. The company have a striking announcement regarding the new cabinets elsewhere in this issue. Arthur D. Geissler, the general manager of the company, certainly deserves great credit for the creation of this remarkable line of cabinets, which was inaugurated several years ago and which has been kept promptly up to date by the addition of new cabinets to match the various types of both horn machines and Victrolas as they have appeared.

October was a big month for the company; in fact, showing an increase of 15 per cent. over the same month last year, which was the biggest October in the history of the company.

U-S Phonograph Progress.

At the Chicago offices of the U-S Phonograph Co., at 219-225 West Washington street, additional improvements have been made, which give them immeasurably better facilities for transacting business than prior to the fire two months ago. Three large, handsome machine and demonstration rooms have been erected, enabling the company to show the goods to their dealers and any of the latter's customers whom they may bring with them to excellent advantage. Unusually complete stocks of both machines and records are now carried at the Chicago headquarters for the benefit of dealers in this city and section. Additions to the sales force of the Chicago office have been made and a most aggressive campaign in the interests of the U-S cylinder machine and "Everlasting, non-breakable records" is being waged.

W. C. Patrick, who has represented the U-S Phonograph Co. in Western territory, with headquarters in Chicago, has resigned to accept a responsible position with the M. Rumely Co., manufacturers of agricultural implements. Mr. Patrick has many friends in the trade who will wish him the best of success in his new field.

L. & H. Improvements.

The very extensive improvements and enlargements to the wholesale talking machine department and the retail record salesroom of Lyon & Healy, referred to last month, are now in progress, and will be completed in about a couple of weeks. A detailed description will be furnished later.

Wilson a Visitor.

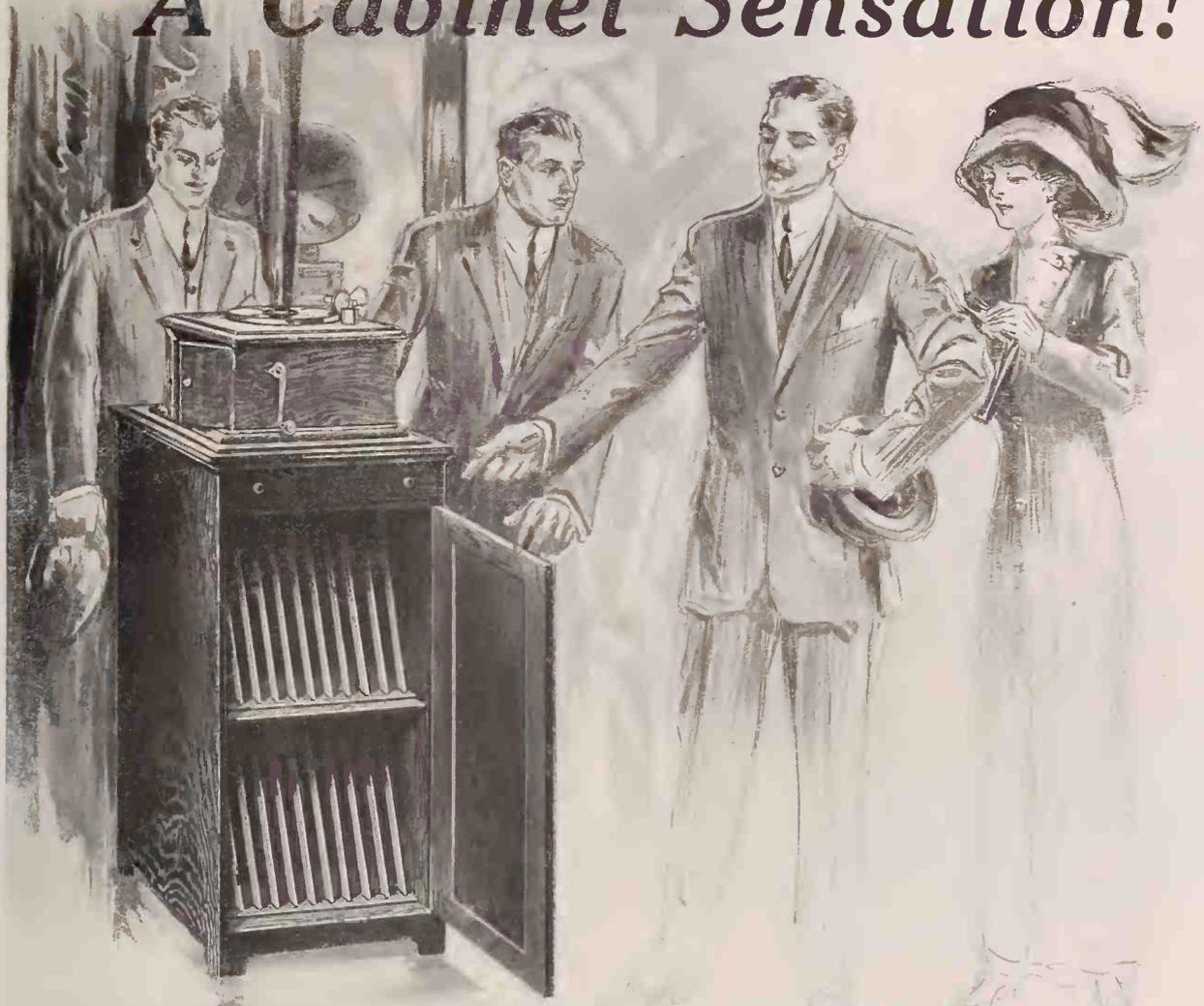
C. H. Wilson, general manager of Thomas A. Edison, Inc., recently made a flying trip to Chicago, returning to Orange the same day.

The Pyro Signs.

The Edward C. Plume Co., 417-421 South Dearborn street, are having great success in the introduction of the Pyro one-light electric signs. One of their salesmen secured orders for three of these signs from advertising merchants in a Southern city before he had been in town a day. Talking machine and music dealers are taking hold of the Pyro sign eagerly. Mr. Plume, whose long connection with the talking machine trade is well known,

(Continued on page 48.)

A Cabinet Sensation!



Think of it! Offering your customer this "Outfit" for \$25.00.

A Cabinet you can sell for \$10.00 to "Match" the Victrola IV.

Not a cheap Cabinet. It is quarter sawed polished oak throughout, with the exception of the back—that's plain oak.

Regular Victor discounts apply.

This Cabinet and the following ready for delivery about November 20th. Get in your advance order now.

Victrola IV "Cabinet That Matches" (Rack Interior) - - -	\$10.00
<small>Cabinet Door, Front, Side and Top, Quarter Sawed Polished Oak; Back Plain Oak.</small>	
Victrola VI "Cabinet That Matches" (Rack Interior) - - -	\$15.00
<small>Quarter Sawed Polished Oak throughout</small>	
Victrola VIII "Cabinet That Matches" (Rack Interior) - - -	\$15.00
<small>Quarter Sawed Polished Oak throughout.</small>	
Victrola IX "Cabinet That Matches" (Rack Interior) - - -	\$25.00
<small>Doors, Front and Top, Polished Mahogany Veneer, Hand Rubbed.</small>	
Victrola IX "Cabinet That Matches" ("Tamaco" Interior) - - -	\$37.50
Victrola X "Cabinet That Matches" ("Tamaco" Interior) - - -	\$37.50
<small>Polished Mahogany Veneer throughout, Hand Rubbed.</small>	
Victrola XI "Cabinet That Matches" ("Tamaco" Interior) - - -	\$40.00
<small>Polished Mahogany Veneer throughout, Hand Rubbed.</small>	

"Remember Your Regular Victor Discounts Apply"

The Talking Machine Company
137 N. Wabash Ave. Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS.

(Continued on page 46.)

cordially invites visiting dealers to make their headquarters at his office when in the city.

New Hornless Machine.

Jacob Fink, the well-known Chicago talking machine salesman, has applied for a patent on the new concealed horn talking machine. It is in the form of a ladies' writing desk and can be constructed in a variety of artistic designs. Either cylinder or disc machines can be incorporated in it. The mechanism and turntable are in the drawer of the desk, the sound issuing from two pigeon holes, the doors of which can be regulated according to the volume of sound desired. S. R. Rabinoff, of room 401, 67 West Washington street, is jointly interested with Mr. Fink in the ownership of the invention.

Good Salter Trade.

The Salter Mfg. Co. are enjoying an excellent business on their excellent line of disc and cylinder record cabinets. The new line of music cabinets which has been placed on the market by the house, is also meeting with most favorable reception.

Prosperous Wurlitzer Business.

The wholesale talking machine business of the Rudolph Wurlitzer Co. has continued to expand along large lines the past month. The Wurlitzer service on both Victor and Edison goods is to-day more perfect than ever as a result of the perfect system followed in all branches of the business.

F. K. DOLBEER'S LONG TRIP.

Sales Manager for Thomas A. Edison, Inc., Reaches Chicago, Homeward Bound from the Pacific Coast—Reviews Conditions as He found Them in the Various Sections Visited—Great Prosperity in Western Canada—Reform Movement Hurts Business in Seattle—Looks for Business Boom in San Francisco During Next Four Years—Found Jobbers and Dealers Enthusiastic Over Standardizing of Equipment of Edison Cylinder Machines.

(Special to The Talking Machine World.)

Chicago, Ill., Nov. 7, 1911.

F. K. Dolbeer, sales manager of Thomas A. Edison, Inc., Orange, N. J., arrived in Chicago Monday of this week on the tail end of a long journey which took him to the Coast. He left Orange nearly two months ago, and after a day spent in Chicago visited successively St. Paul and Minneapolis, Winnipeg, Calgary, Vancouver, Victoria, Seattle, Portland, Spokane, San Francisco, Los Angeles, Salt Lake, Ogden, Butte, Helena and Denver. He was compelled to cut down his route list somewhat, as it became necessary to reach home this week. In a chat with The World representative Mr. Dolbeer briefly reviewed conditions as he saw them in the various sections visited.

"At St. Paul and Minneapolis," said he, "I found our jobbers all reporting an exceptionally fine business. While there I was approached by the head of an important concern who wished to place a very large jobbing order. I turned the proposition down, however, owing to our very excellent representation in the Twin Cities. I never saw such prosperity as that existing in the entire Western Canadian territory. The rapid development of the country and the immense wheat crop has filled the pockets of the people with ready money, and there is going to be a mighty big business done this fall and winter in all lines.

"Coming down the coast I found business in Seattle a little 'off,' attributable in a measure to the reform movement there. This deterrent effect will be only temporary, no doubt, and I was impressed with the difference in the city as compared with my last visit, three years ago. There has been a great real estate boom, and the city has grown and improved wonderfully. The same thing is true of Portland, where, however, present trade conditions are particularly good. I visited some of the little towns around the Oregon metropolis, and was impressed with the great prosperity of the district due to the great fruit crops. At Spokane I found conditions just about normal.

"Everyone knows that San Francisco has been



F. K. DOLBEER.

very quiet for months, but the trade is turning. Business is picking up unmistakably. I got there just at the time of the breaking of the ground for the Panama Canal Exposition buildings, at which President Taft officiated. From now on for the next four years Frisco is going to be one of the big boom towns of the country. From the viewpoint of our own particular product business out there is excellent right now. Our jobbers at both San Francisco and Los Angeles are doing a good business and California is booming up better than many other sections. At Salt Lake, Ogden and Denver business is very fair. The sugar beet industry is thriving wonderfully, and while the crop is big prices are up. This peculiar condition is due to the contracts between the factories and the growers providing for a rising scale of prices from year to year during the existence of the contract, irrespective of the size of the crops. This, of course, was done to encourage the growers and insure a steadily increasing supply. It naturally has a big effect on general business, especially when, as this year, you get a combination of big crops and high prices. Generally speaking, I found business better than a year ago."

Mr. Dolbeer says that he found jobbers and dealers "tickled to death" over the standardization of the equipment of Edison cylinder machines. He looks for a new demand for the new Opera \$90 and the new model B Amberola. Orders already placed show the faith the jobbers have in the selling power of the new types.

Mr. Dolbeer was speaking on the eve of the judicial election in Chicago, and in which he felt a particular interest on account of the candidacy for the Superior Court of Cook County of Clarence N. Goodwin, brother of C. E. Goodwin, manager of traveling salesmen for the Edison Co. "I certainly hope he will win. I have known him for years," said he, "and know him to be not only a man of fine character, but an excellent lawyer and a man of essentially the judicial type of mind. He would make a fine judge."

It is interesting to note that Mr. Goodwin's wishes materialized, as Mr. Goodwin was elected.

Mr. Dolbeer left on the early morning train Tuesday for Milwaukee, and on his return went immediately to Indianapolis, and from thence direct to Orange.

HOW TO TREAT CUSTOMERS.

Various Little Courtesies That Tend to Influence a Purchaser to Return to the Store.

"Hard and fast rules governing the treatment of customers by the people of the store force," said a retail man recently, "cannot be rigidly enforced, in my opinion, because every customer will require different treatment, and every clerk who is at all acquainted with the requirements of his position should know instinctively the best way to please each particular buyer.

"But a certain general policy of treating customers, subject to such variations as each particular case may require, is well worth establishing, and will be found to result not alone in better business, but also in creating for the store a higher esteem in the minds of its customers.

"Take, for example, the matter of addressing the customer by name. I don't say that the clerk shall bluntly ask the name of the person to whom he is selling goods, but if he learns the name, and the person to whom it belongs is a regular customer or likely to become such, it has unquestionably a good deal of weight.

"Another detail that I like to see observed is for a clerk never to play favorites or neglect one customer to serve another who may be an acquaintance or a buyer whom he has come to look upon as particularly his own. I do not think that such a system is conducive to the business of the store. The favored customer may be pleased, but the one who is discriminated against is sure to be offended, and the future business of that person may be lost."

CABINET MAKERS AS BALL PLAYERS.

Team of the Udell Works, Indianapolis, Ind., Capture Championship of the City League.

Figuring on the basis that the employes of the Udell Works, Indianapolis, Ind., put the same amount of skill and energy into the making of the Udell cabinets as they do into playing baseball, the high standing and success of the Udell line is readily explained. The accompanying illustration shows the Udell Works' champion ball team for the season just closed, and also the cup which



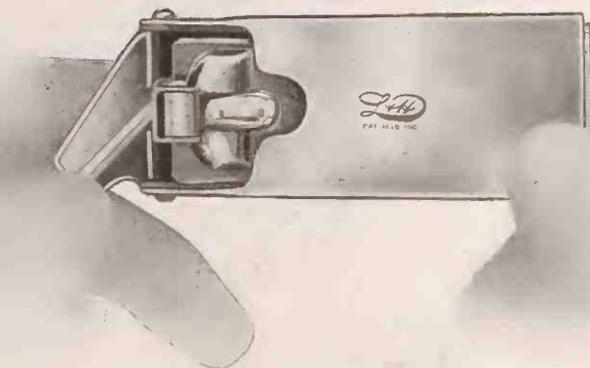
THE TEAM THAT CAPTURED THE CHAMPIONSHIP.

they won and which indicates that the Udell boys hold the championship of the City League after some strenuous playing. The officers of the Udell Works are proud of the ball team, and backed it up to the limit every opportunity. At the close of the season the officers entertained the members of the team at a chicken dinner, which was an occasion that will long be remembered by everyone who participated.

You can become a good salesman, even if you at first lack all the prime essentials. There are men born with the selling ability in their mouths, like the traditional gold spoon. And to be born with an obvious talent is a thousand times better than being born with a mouth full of gold spoons. But better be born with energy, enthusiasm, ambition and no talent, than with a talent and no ambition to make that talent of value.

THE LYON & HEALY FIBRE NEEDLE-CUTTER

SIMPLE
AND
EASY
TO
OPERATE



CORRECT
LEVERAGE
FOR A
PERFECT
CUT

FINEST TOOL STEEL



GUIDE
WHICH
SAVES
ALL
WASTE



The L. & H. Needle-Cutter or Fibre Repointer we now offer to the user of Fibre Needles is the result of four years' exhaustive experiments and we feel safe to assert, NONE BETTER CAN BE MADE.

The lover of GOOD music will find this cutter invaluable. The upper blade being pivoted above and back of cutting edge insures perfect contact with lower blade. Both of these blades are made from finest tool steel and properly tempered and with ordinary usage will last for years, without sharpening or renewal.

The cutter has a self-acting stop, which prevents cutting away more than enough, thus a pin can be played twelve or fifteen times before becoming too short.

We give our absolute guarantee with every cutter sold.

RETAIL PRICE \$1.50

GET YOUR ORDERS IN NOW. LIBERAL DISCOUNT TO TRADE.

Lyon & Healy

CHICAGO

PROGRESS OF THE DICTAPHONE.

E. D. Easton, President of the Columbia Phonograph Co., Gen'l., Gives Some Interesting Facts Regarding the Development of That Successful Office Appliance—How the Dictaphone Has Facilitated the Work of the Official Reporters of the House of Representatives—The Great Saving That Has Resulted.

In an informal chat with E. D. Easton, president of the Columbia Phonograph Co., General, Tribune building, New York, a representative of The Talking Machine World learned many interesting facts regarding the progress of the Dictaphone as a money, time and labor-saving machine.

"The graphophone," said Mr. Easton, "has been used constantly since 1889 for stenographic purposes and has become almost indispensable to those who make a business of reporting proceedings of courts, conventions, investigating commissions, legislative bodies and other public hearings of which a verbatim record is required. I am in a position to know just how valuable the graphophone is to the busy Senate reporter, for instance, having served as an amanuensis in the Senate in 1875-76 and as a sub-reporter in the House of Representatives at Washington in 1888. At that time I was the only one of the five reporters on duty to use the graphophone exclusively, and it saved me many hours' time while the other reporters were compelled to labor far in'to the night.

"The present-day 'Dictaphone,'" continued Mr. Easton, "is the direct descendant of the machine I used in 1888. The fundamental principles being the same, with the addition of modern improvements and later-day inventions necessitated by increased service demanded of the machine.

"A splendid illustration of the saving of time and money effected by the use of the Dictaphone may be had in the reports of the debates of the United States House of Representatives and Senate. In both of these bodies there is a corps of expert stenographers, one of whom is always on the floor of the chamber when in session. The work of reporting proceedings is divided among these corps in such a way that each reporter is engaged in taking notes of proceedings for a lim-

ited time only. He then retires and another reporter takes his place on the floor, while the first dictates the notes he has taken. This alternation of reporters is kept up throughout the day's session, as it is essential that a printed report of proceedings shall be on the desk of every member or Senator at the beginning of the next day's session.

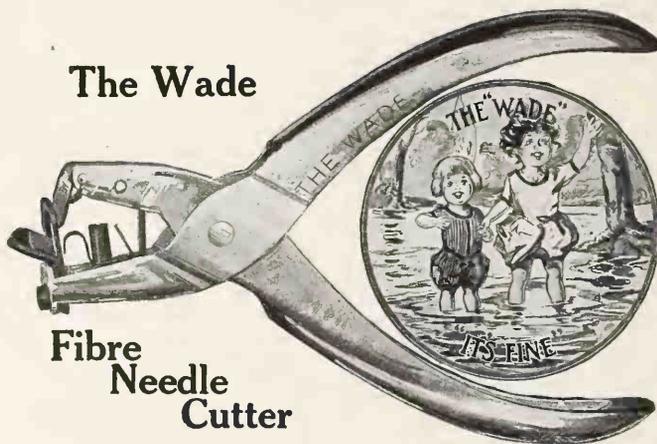
graphic amanuensis, and each one of them had two or three such employes to maintain. In the Senate the amanuensis staff was general, six or eight such employes being engaged during each session. When the dictation machine was introduced the amanuensis force was immediately cut in half, as it was found that one typist working



SENATE REPORTERS AT WASHINGTON.

Under the old system, the official reporters, on retiring from the chamber, would dictate their notes to a staff of stenographic amanuenses, passing from one amanuensis to another in order to distribute the work systematically and insure quick delivery of transcripts. In the House of Representatives each reporter employed his own steno-

from a dictation machine could produce as much copy per hour as two stenographic amanuenses writing from shorthand notes. This meant an immense saving to the official reporters in salaries of amanuenses. But a feature which they appreciated almost, if not quite, as much as the payroll economy, was that within one hour after the adjournment of the chamber for the day, the transcript of the day's proceedings was complete, thus permitting the official reporters to close their day's work several hours earlier than they had been able to do under the old system."



At Last!! The Simplest, Cheapest and most Perfect device for repointing Fibre Needles—The "WADE" "It's Fine."

SIMPLEST to operate—the pleyer motion.

CHEAPEST in first cost and maintenance—\$1.50.

PERFECT new playing points—8 or more to each needle.

Your regular discount applies. Ours is a single profit. Yours is manifold. Every purchaser of a "Wade" Fibre Needle Cutter becomes a regular Fibre Needle Buyer, and every Fibre Needle user becomes a more enthusiastic Record Customer.

Write for sample and additional information

WADE & WADE 1227 EAST 46th STREET
CHICAGO, ILL.

WAS HE A CRANK?

A man who buys quite a lot of hardware for his country home, went into a retail store in New York and asked for a half-dozen steel hooks. The young woman at the silver counter whom he addressed, said: "If you will go back, someone will wait on you."

He "went back," and stopped and waited. A half-grown boy sat at a desk, looking over a slip of paper. He neither moved, nor looked up. A young man sat at another desk, talking earnestly with a caller. He made no move, nor did that other clerk who was doing up a bundle, nor did another who was studying a slip in his hand.

The customer—or rather the man who wanted to be one—stood for two minutes and waited, says the Hardware Dealers' Magazine. Then he went back to the girl. "Mr. Blank don't seem to be in to-day," he said, in reference to the proprietor.

"He's upstairs," said the girl.

"It looks so," said the man.

The girl went on dusting one of her cases.

"I 'went back,'" he said, "but no one seems in a trading mood to-day."

"Yes?" said the girl. Then she called out: "Robert?" No answer.

"Mr. Brown?" Dead silence in the store.

"I don't know what is the matter with them," she said, with a sigh.

"I do," said the man. And he left the store.

Just plain punctuality is an asset which pays a heavy dividend in social favor and business advancement right from the start and raises the percentage of returns from year to year.

From Bonci:

I must say a word of congratulation to you upon the way you are issuing each and all of the records I sang in Milan for the Fonotopia Company. I never let a record go out to the public without first hearing it, and putting my private mark upon the matrix. Your Columbia-Fonotopia Records of my voice are wonderful reproductions. They are more—they are my voice itself. Those of my friends who are unable to hear me personally would do well to obtain some of my records issued by you.



A. Bonci

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

HAPPENINGS IN THE ST. LOUIS TRADE.

E. B. Walthall Resigns as Local Columbia Co. Manager to Go with O. K. Houck Piano Co.—Succeeded by D. S. Ramsdell—New Company to Conduct Record Exchange by Mail—Scarcity in Supply of New Model Victrolas—New Talking Machine Department in Schaper Bros. Department Store—Thiebes Piano Co. Doing Some Good Advertising—Interesting Personal Items—Holiday Business Opens with Columbia Co. Branch—Recent Visitors of Record—Arrested for Larceny of Talker—Other News of the Month.

(Special to The Talking Machine World.)

St. Louis, Mo., Nov. 10, 1911.

E. B. Walthall, for several years manager of the Columbia Phonograph Co. store in this city, has resigned to go with the O. K. Houck Piano Co. of Memphis, where he will have charge of the talking machine department. D. S. Ramsdell, assistant manager of the Columbia store in Chicago. This change takes neither man to an entirely new field, for Mr. Walthall was with the O. K. Houck Co. before he went to the Columbia, and Mr. Ramsdell was in St. Louis for four years, going to Chicago from here about four years ago. Mr. Ramsdell was in St. Louis with the Victor Co. when they had a store here, and remained for a year after the store was sold. Mr. Walthall will leave St. Louis with the best wishes of the trade and will leave here an enviable reputation as a gentleman and a talking machine hustler. The regret at parting with him is lessened because of the coming of Mr. Ramsdell. The new manager of the Columbia Store announces that he will steer clear of radical changes and he sees no reason at present for making any such. Business will continue much in the same way. He will lend his energy to office management and the jobbing trade, and C. W. Byers, the assistant manager, will handle the retail trade. It is stated that Mr. Walthall and his superiors differed on a matter of policy and Mr. Walthall stood by his guns.

The Record Supply Co. is being promoted here as a mail order proposition. The idea is chiefly for an exchange of Edison records at a fee of perhaps 10 cents each, the company to pay transportation one way. The capital being sought is \$2,500, and as the stock has not all been subscribed the promoter declines to permit use of his name. He asserts that a few years ago he tried out such a plan and found it very successful, but owing to other business he was forced to give it up just as the repeat orders were lessening the per cent. of advertising cost. Eventually the plan is to build up a mail order business for record sales also. The promoter asserts that only cylinder records can be so handled, that careless handling damages disk records so quickly that it would be impossible to include them in the deal.

The Victor stores here are really much distressed over the demand for the new models of Victrolas. Harry Levy, of the Aeolian Co., says that he is unable to fill orders as filed, as that it keeps him busy figuring percentages for distribution. One feature of the recent business handled

by that company has been orders from other jobbers who failed to see the coming popularity of models IV, VI and VIII, and did not register their orders with the factory. Some of the houses are taking all they can get from this point, which, of course, leaves them no profit in re-shipping them to their own trade. Mr. Levy also reports an excellent demand for model IX and very good demand for model X. "Our business has been excellent," said Mr. Levy, "and we have been shipping heavy orders dependent upon the number of the small machines we are able to supply. The demand aroused for these machines and their scarcity has turned a good many customers to higher priced instruments and, of course, is booming the record trade. We saw this demand coming and placed a good round order, and have been faring well comparatively, but have not had near all the machines we need. Our retail trade is fine, last month being the best October we ever experienced."

The Schaper Brothers Department Store has installed a talking machine department through the Aeolian Co. The department is in charge of Mr. Marks, who is an enthusiast, and he sees in the new low-priced machines a splendid opportunity for cash sales in department stores. He also appreciates the growing possibilities of record sales, and believes that shoppers will soon come to include these in their daily trips down town. The department has been placed on the second floor, and the plan is to include it in the new rest rooms that will be completed by spring so that women shoppers may have the opportunity of listening to the concert supplied by the record demonstrators. The Grand Leader Department Store, which has handled talking machines energetically for two years, finds the low priced machines excellent for their trade.

The World correspondent had to wait at the Thiebes Piano Co. until Manager Robinson completed the sale of a Victrola XVI and started one of his assistants on a \$100 record sale. When free Mr. Robinson said that previous unavailing efforts to see him had been due to the same cause; that he had been tied up much of the time with large sales. "The trade has been very responsive to encouragement," he said. "The demand for models IV, VI and VII has been too heavy if anything, and we have not been able to supply all, but a good many of these customers have departed with higher priced machines and our customers for \$50 machines have frequently accepted XVI models. The appreciation of the better quality of machines is a growing feature of the trade." The Thiebes Piano Co. is doing some advertising that has attracted wide attention by placing their advertisements adjoining those of the Victor Co. announcing their monthly record features and causing them to supplement the parent advertisements in display and subject matter. The Paderevski advertisement for October was especially striking. As to record sales, Mr. Robinson declares their business is growing beyond expectations.

The Bollman Brothers Piano Co., who are now pushing the talking machine department, made quit a hit with an original window design this week. Victor machines were grouped about a

dummy salesman and named into a family. The price values of the various members of the family are amusing. The ratings were: Grandpa, \$200; Grandma, \$150; Daddy, \$125; Mother, \$100; Brother, \$60; Aunt, \$50; Sister, \$40; Nephew, \$32.50; Niece, \$25; Baby, \$15. The only trouble with this window and its results was the difficulty of keeping enough machines in stock to keep the family party intact.

The May, Stern & Co. furniture house is advertising "talking machine bergains" in show window displays without pricing the individual machines.

Charles L. Byars, retail sales manager for the Columbia Co., says trade is fine and they are doing a holiday business. "We are not pushing our low-priced machines," he said, "but are finding good results from efforts without better machines. The new model, Nonpariel, had made a distinct hit with this trade, and we believe conditions are ready to grab the De Luxe, of which we expect shipments within ten days. We recently sold a Favorite model to the Central Y. M. C. A. of this city, where it will be used for concerts and parlor pastimes, and it is giving excellent satisfaction. The record sales are more than satisfactory and we certainly have no complaints." Mr. Byars also reported that jobbing trade in the St. Louis territory was looking up in a very pleasing manner and the prospects were for a good winter's business.

Mr. Chandler, from the Edison factory, spent several days in this territory, making his headquarters at the Silverstone store.

A talking machine matinee made a hit at the city hospital here last week and will be continued. Supt. Bauer said the effect of the music on the patients was decidedly beneficial. The program was largely classical.

H. C. Tunehorst, Edison dealer at Jerseyville, Ill., was a recent St. Louis visitor.

James H. McGillbride, manager of a saloon at 1807 Market street, and Curtis Payne, of 2721 Ann avenue, have been arrested on a charge of petit larceny preferred by William N. Browning, a salesman for the Columbia Co. Browning was told he could sell a machine by calling at the saloon. He went there and was introduced to Payne by McGillbride as a probable purchaser. Payne said he was Frank Williams, of 921 Morrison avenue. He bought a \$25 machine and nine records, for which he paid \$3 down and was to pay \$1 a week. The next day the firm investigated and found no Williams at the Morrison avenue address and the arrests resulted. Payne admitted the subterfuge, but said he intended to keep up the payments. McGillbride had the machine at his house. It was recovered there. He said he was keeping it for Payne, who asked him to take charge of the machine for him. The Columbia Co., however, claims it has suffered several such deceptions recently and so preferred charges against both men.

District Auditor Roos, of Chicago, has been a recent visitor at the Columbia store.

•Mark Silverstone, the Edison jobber and retailer, has another mystery window display. This time it is a wireless incandescent light. The light

HAPPENINGS IN ST. LOUIS TRADE.

(Continued from page 51.)

is apparently well insulated on top of a piece of plate glass with a dynamo on the floor of the show window. The connection between the light and dynamo is not obvious, to say the least. Accompanying the exhibit, which constantly has a crowd in front of the window, is a card announcing: "The light of the future, the wireless light, but in the meantime light up your home with a talking machine."

Mr. Silverstone was quoted last month as promising his wife to give up mystery attractions, but he now explains, that he became so pre-occupied about home when deprived of the pleasure of working these devices out, that Mrs. Silverstone advised him to get to work in the shop again.

L. A. Cummins, Victor traveler in this territory, reports that he sold the largest department store in Decatur, Ill., an opening order of \$1,900. The store will have four booths for record demonstration and Mr. Cummins remained to break in the new manager. Another department store at Pekin, Ill., placed a first order with him of \$600. Recently, Mr. Cummins states, he has acquired the \$500 order habit, and he expects to stick with it. After this stroke of good business he spent two days in Chicago, and reports talking machine business there as booming.

The Aeolian Co. printed Sunday a large advertisement offering a free trial of the \$200 model Victrola. The machine will be placed in any home upon the purchase of twelve records, the selection left to the customer. At the end of 30 days the machine may be returned without obligation, but no refund is permitted on the records. The plan is expected to work throughout the St. Louis territory, as out-of-town sales will be credited to the dealer in whose territory the machine is placed.

OPERA AIDS INDIANAPOLIS TRADE.

Week of Grand Opera Results in Many Sales of High Priced Records—Some Strong Wulschner-Stewart Co. Advertising—Featuring the New Models of Machines—Big Piano House May Install Talking Machine Department—What Various Houses Have to Report.

(Special to The Talking Machine World.)

Indianapolis, Ind., Nov. 9, 1911.

The week of grand opera here at the Murat Theater recently has been "the big thing" in the talking machine field. The Aborn Grand Opera Company appeared at the Murat in several different productions and Indianapolis people took advantage of the opportunity, the large theater—one of the largest in the West—having large crowds ever night. Several of the talking machine houses reported that they had immense sales of records as a result of the week of opera and all took notice of it in their advertising.

The Wulschner-Stewart Co. had some classy advertising for their Victor department in connection with the opera week. The advertisements of this company were generously illustrated and attention was called to the records of different operas being presented at the Murat and handled by the Wulschner-Stewart Co. Emphasis was laid on the various artists that had made the different grand opera records. Among the productions given at the Murat were "Martha," "Madame Butterfly," "Thais," "Tales of Hoffman," and others. Mr. Barringer, manager of the Victor department of the Wulschner-Stewart Co., said the opera week brought a rush of record business.

The week of opera also brought business to the Musical Echo Co., which handles the Victor line. The quartet from Martha proved to be an unusually good seller with this company.

The Columbia Co. also reported a good business on grand opera records as a result of the week of grand opera, as did the Kipp-Link Co., who handles the Edison line. The latter company announce that they have just received a large shipment of grand opera records.

The advertising man for the grand opera company took notice of the fact that talking machine records are good grand opera boosters and at-



Getting closer all the time

A far-sighted dealer will see the cloud of sky-dust and hear the jingling of the Christmas bells long before the sleigh of Santa Claus swings into view.

That's one way of saying that Christmas is bearing down upon you. Soon the buyers will be out in force. And they will want what they want when they want it.

Sometimes you can tell a customer to wait, and get away with it.

But there's no waiting at the Christmas season! You've got to be there with the goods. If you are not, the "other fellow" gets the business.

Don't allow that! There's ample time to stock up with sufficient goods to satisfy every Christmas buyer; but the ample time is fleeting. If you don't grab it by the forelock and hold on tight, the Christmas shopping season will be a nightmare to you. You'll see money walking out the front door.

But no customer need call on you in vain if you get in touch with us now. We have everything in Victors, Victor-Victrolas, Victor Records, record cabinets, needles, fiber cases, horns, repair parts, and all accessories.

And we ship all orders the same day they are received.

Remember that—the special job we have cut out for ourselves is instant delivery.

And if you do fail to stock up sufficiently to meet the Christmas rush and fall down on any Christmas order, you'll find us right here ready to help you.

Drop us a card now and get our latest catalog and our booklet, "The Cabinet That Matches."

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.

83 Chambers Street

New York



tractive cards calling attention to the show and to the different productions that could be had in the form of records were distributed to the various talking machine stores and were displayed to advantage.

The Columbia Phonograph Co. played a big card last week as the exclusive handlers of the Bert Williams' records. Bert Williams, the colored comedian, was in Indianapolis at English's Opea House with the "Follies." Williams is a popular player in Indianapolis and he had about as much space in the newspapers both before and after he arrived in the city as all of the rest of the show put together. Mr. Devine of the Columbia Co., announced that he had a good sale on the Williams' records.

The Columbia Co. has been featuring the Grafanola Nonpareil in their show window, using as a basis for the arrangement, the illustration on the new Columbia catalog. From the horn space of the machine copper wires were strung and these were covered with smilax and vari-colored flowers with birds of brilliant plumage placed here and there among the flowers. It made a very attractive display and invited the consideration of those who passed the store.

Talking machine men of Indianapolis generally say that the best selling record since "The Preacher and the Bear" is "Alexander's Rag Time Band." The popularity of the latter record it is said is even greater than that of the famous "Casey Jones."

Business this month has opened up in a most encouraging way with the leading concerns, and high-priced machines were in good demand.

The Musical Echo Co., handling the Victor line, have been having a good business in the higher-priced machines. For a time nearly all of the demand was for Victrola IV, but now it is for Victor VI and VIII as well.

The Wuschner-Stewart Co. report that they have been unable to get enough of the same Victrola styles from the factory to supply the demand, either in the wholesale or the retail department.

Encouraging reports were given out by O. A. Gressing for the Victor department of the Aeolian Co. Last month's business in this department, Mr. Gressing said, was excellent with prospects good for its continuance.

Some months ago it was rumored that another of the big piano houses was going to put in a talking machine line at an early date. However nothing has been heard about it recently and it is believed that the plan has been dropped. The manager of the store that had the venture in mind had nothing to say about it for publication at the time. Among the big piano stores that have put in talking machine lines in the last few years are the Wulschner-Stewart Co. and the Aeolian Co. One of the piano concerns to drop out the talking machine line was Carlin & Lennox, now the Carlin Music Co., since the retirement of E. L. Lennox from the firm.

It is believed now that the talking machine business has settled down in a pretty steady way in Indianapolis. It is not believed any new stores of consequence will be started soon, nor will any go out of existence. It can be said that all of the downtown talking machine stores that exist now are creditable institutions. All have comparatively large floor space and all are well equipped. The talking machine business has seen a large improvement in Indianapolis in the last few years.

SANITARY GLASS MOUTHPIECE.

A sanitary glass mouthpiece has been produced for use on the speaking tube of the Dictaphone. This accessory has been adopted, not for the sake of providing another separate article of merchandise, but to meet a demand which has grown out of the similar device now coming into general use on telephone transmitters.

The mouthpiece is of rough enameled glass, thick and smooth, not easily broken, which, together with a disc of antiseptic gauze, is clamped into the nickel-plated ferrule at the end of the tube.

BUSY TIMES IN CLEVELAND.

Distributors Without Exception Report an Active Demand for Talking Machines and Records of All Kinds—U-S Phonograph Co. Bring Out New Hornless Machine—Some Recent Visitors to the Factory—Columbia Co. Close Excellent Month's Business—What Lawrence Lucker Reports—W. F. Frederick Piano Co.'s New Quarters Most Attractive—Collister & Sayle Co. Incorporated—Other Items of Interest Worth Recording.

(Special to The Talking Machine World.)

Cleveland, O., Nov. 10, 1911.

Without exception every distributor in the city reports an unprecedented demand for the entire line of talking machines and records, while the retail dealers were never busier than they are at present, and were throughout the month of October. The showing is certainly a most gratifying one, and much of the increased activity in the trade is aducible to the low-priced hornless machines which appeal to the masses of limited means, without affecting business in the higher priced grades. The dealers generally are calculating on a large holiday trade and are laying in large supplies accordingly.

At the annual banquet of the Cleveland Chapter of the Sigma Chi fraternity over fifty members were in attendance. Victor Sincere, of the Bailey Co., acted as toastmaster, and presented the chapter with a loving cup. Music was furnished by the Sigma Chi Orchestra and Victrola records by Mr. Sincere.

R. B. Carnahan, Ravenna, O., whose place of business was burned last spring, has rebuilt, and is now occupying the new store. Besides his established piano business he is now handling the Victor and Edison line of goods and has a fine trade in both.

Miss B. M. Pierce, who was bookkeeper for the Eclipse Musical Co. for seven years, was recently married to W. E. Patterson, a prominent attorney of this city.

Continued expansion of business is the marked feature of conditions with the U-S Phonograph Co. The factory is in constant operation, fully manned and pressed with orders. The company are receiving flattering reports and large numbers of orders from their various agencies and new dealers, and the outlook is of the most encouraging character. The new U-S Phonograph, the "Royal," a \$50 concealed horn type of machine, in both oak and mahogany, is now on the market, and is meeting with universal favor. The company will be hard pressed to meet the demand for this machine, and certain departments of the factory are now working overtime to keep up with the demand.

John Kaiser, manager of the U-S Phonograph Co.'s recording laboratory in New York, spent several days at the factory the last of October. He expressed himself highly pleased with the outlook and prospects. E. E. Prairie, of the New York office of the company, also spent a day at the factory last week. He left pleased with the existing prosperous conditions. E. B. Bowling is traveling the State of Ohio, and E. T. Haile the State of Indiana for the U-S Phonograph Co. They report they are meeting with splendid success.

W. C. Patrick, of the Chicago branch of the U-S Phonograph Co., has resigned and engaged in the gas engine business. His position has been filled by H. A. Thomas.

The Columbia Phonograph Co. report conditions are of the most satisfactory character. A. W. Robertson, assistant manager, said: "We have just closed a very successful month's business both in the wholesale and retail departments and also in the dictaphone department. We have a number of excellent prospects of the coming month's business, and have every reason to believe that the next thirty days will outstrip the past month's successful business. The new hornless graphophones, at a popular price, together with the new electric-driven graphonolas, are attracting a deal of favorable attention. In our wholesale department several new dealers have



SOLID WOOD (NOT VENEERED)

Mr. Dealer:
Ask The Man Who Owns One



The whole world is awakening to an appreciation of music. In America and abroad, devices of modern invention designed to transmit sound waves, are daily becoming known. Among these is The *Music Master* (Solid Wood) Horn.

Listen to music by the *Music Master* on a Talking Machine, and compare the resonant tone with any other Horn or Hornless Machine and you will be convinced of the musical possibilities only found in the Solid Wood Horn. It brings out the full tone values of vocal and instrumental reproductions.

EVERY HORN GUARANTEED.

The Holidays Are Coming!

Are you prepared to demonstrate the qualities of the *Music Master*? If not, write at once.

SHEIP & VANDEGRIFT, Inc.
PHILADELPHIA, PA.

signed up for Columbia products and others are on the way."

The business done by the Eclipse Musical Co. during the past month was reported larger by a large per cent. than the previous month. "Business is good," said Mr. Lowell, "and is getting better all the time. Especially satisfactory is our increasing trade in the wholesale department, both for machines and records. While the demand for Victor machines is general, it is especially marked for Victrola IVs and IXs. Our retail department is having a fine run of business in both machines and records and is all the while growing."

Miss I. A. Johnson, formerly in the talking machine department of Grinnell Bros., Detroit, is now with the Eclipse Musical Co. She has had a number of years' experience in the talking machine business.

The talking machine department of the B. Dreher's Sons Co. musical emporium has leaped at once into popularity. F. B. Guyon, manager of the department, said: "Business is fine and daily

increasing. The demand for machines is good and we are building up a large record trade. From the number of orders already booked, and the many inquiries we shall unquestionably have a large holiday business."

Very satisfactory conditions exist at the Edison jobbing house of Laurence H. Lucker. "Conditions in general with us are good," said A. O. Peterson, manager. "New accounts and new dealers are being constantly added to our lists. Our business for the last week in October was the largest since we started in Cleveland, and it is continuously expanding. The announcement that the Thomas A. Edison, Inc., are unable to put the new disc machine and records on the market until the first of the new year has caused great disappointment among all dealers and the public in general. I anticipate an immense business as soon as the new machines and records are placed on the market. Reports from dealers are that they have a large number of prospects."

One-half of the first floor, including the show
(Continued on page 54.)

The inside back cover of the Talking Machine World always carries a list of Columbia Distributors down the center. It is there in front of you now. Get into correspondence with the nearest one.



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

BUSY TIMES IN CLEVELAND.

(Continued from page 53.)

window, of the W. F. Frederick Piano Co., No. 1612 Euclid avenue, has been devoted to the display and sale of Victor goods. Reserving ample space in front for the display of machines, three large sound-proof parlors in mahogany finish, trimmed in enameled white, with beveled glass, have been installed. Each parlor is supplied with ample record racks, and the furniture in each, including tables, chairs and divans, is of different woods—mahogany, oak and wicker. The tables are supplied with finely designed electric lamps. The design and finish of the parlors and their equipment reflect the judgment and artistic taste of the manager, G. W. Watkins. N. H. Cook, who has had several years' experience in the talking machine business, is in charge of the department. He says business since opening the latter part of October, has been exceptionally good, and that in connection with the company's established piano trade a fine business is assured.

Mr. Coe, of the A. D. Coe Piano Co., says he is well pleased with the business and prospects of the talking machine department. The company is handling exclusively the complete line of the U-S Phonograph Co.'s goods, and has set apart considerable space, with demonstration booths, for the display of the various machines.

L. P. Davis & Co., Willoughby, O., representative of the Columbia Phonograph Co., reports trade in that town is good and rapidly improving.

Since the death of George Collister, of the firm of Collister & Sayle, Victor distributors, the Collister & Sayle Co. has been incorporated, and the business will be continued as heretofore. Phil Dorn continues in the management of the talking machine department, and he reports the wholesale trade especially good and improving. In the retail department he stated the demand for the smaller type of Victrolas was more in evidence, and that the record sales were good and increasing.

The W. H. Buescher & Sons Co. report the most satisfactory conditions. "Business is fine," said Mr. Buescher, "and the indications are that we will have the largest holiday trade we have ever had. We already have a large number of orders booked for delivery next month, and the selections are of the highest priced machines and records. The only trouble we are having is the inability of the manufacturers to fill our orders; however, we expect to be able to meet the demand."

The department stores and dealers generally handling talking machines all report a prosperous business—in fact, the outlook could hardly be better.

The Victor Talking Machine Co. announce three records by Kubelik, the famous Bohemian violinist, who has made an exclusive contract with the Victor Co. for a term of years. The three records are: 74256, "Pierrot's Serenade," by Alberto Randegger, Jr.; 74255, "Zanateado," by Pablo de Sarasate, and 74257, "Perpetuum Mobile," Suite No. 3, Op. 34, No. 5, by Fred'k Ries, and will go on sale November 28.

TEACHING COURSE IN MUSIC.

Prof. Holmberg, of the State University of Oklahoma Tells How the Victor Is Utilized in Connection with a Course in Music.

Prominent educational institutions, particularly those with musical departments, are finding the talking machine a valuable factor in their work. Noted teachers are recognizing its usefulness in varied forms. Sometime early last fall Mr. Womeldorf, of the Victor traveling force, sold a Victor Victrola to the State University of Oklahoma, where the instrument has been used in connection with the course in music. The following is part of a letter recently received from Professor Holmberg, of the University, who has supervision over this line of study:

"I use this machine in connection with class work as follows:

"In teaching musical forms: We discuss a certain form, then pick out a record written in the same form and use it as a good example.

"In teaching music analysis: I use records to illustrate peculiar characteristics in folk-songs of the different nations, to illustrate peculiar dramatic qualities aimed at by a composer of grand opera, giving reasons why a bass voice, for an example, is used to picture a certain emotion, etc., and for making comparisons between the different treatment composers have practically given the same subject with the same principal emotions involved, for example, the duel scene in 'Faust' and 'Carmen,' the Mad Scene in 'Lucia,' and the last scene in 'Faust,' etc.

"In connection with musical history: I use records to illustrate style and development, beginning with the Gregorian chants and ending up with the ultra-modern opera and orchestra selections, of which I can get records.

"I find the machine helpful, and also find that the students get more out of recitations and lectures than they used to. In fact, I find that the students become very, very enthusiastic."

Many such letters have reached the Victor Co. from all sections of the country, and they show the place the Victor is steadily and securely taking in the schools, colleges and universities.

EXHIBIT AT BUSINESS SHOW.

At the fourteenth annual Business Show, which was held in Madison Square Garden recently, an elaborate exhibit of Edison business phonographs was made by the Seeley Office Appliance Co., 114 Liberty street, New York, who have the local selling rights for those machines in the city. The various improved models served to attract much attention from the visitors to the show and many excellent prospects were listed.

A VISITOR FROM WINNIPEG.

J. A. McCracken, of the Modern Office Equipment Co., Winnipeg, Manitoba, and district representative in Manitoba for the Dictaphone, was a New York visitor last week. As the guest of J. C. Button, of the New York office, he was conducted through the factories at Bridgeport, Conn., Saturday. Mr. McCracken left the same evening for Winnipeg via Toronto, at which city he spent a few hours conferring with J. P. Bradt, Canadian manager for the Dictaphone.

Every employer, whether he has a job for one man or for one thousand, is always on the lookout for one quality. He wants efficiency, honesty, loyalty, sobriety, punctuality, industry—they are indispensable, but the attribute which marks the chap whose head and shoulders are going to show the crowd is initiative.

Two Big Sellers Every Dealer Should Have!

VELVET TONE NEEDLE BALANCE

Fits All Victors and Victrolas and Prevents Scratching



Patented June 28, 1910

Special Offer to Victor Dealers

Send \$1.30 and we will mail you a sample Velvet Tone Needle Balance, retail value \$1.50, postpaid.

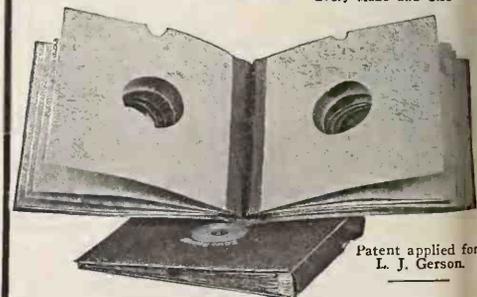
Put it on your Victor Machine or Victrola. If it does not convince you that it will save its cost over and over by preventing the records from wearing out from the cutting edge of the sharp needles used, return it to us and get your money back.

The Velvet Tone Needle Balance is easily attached to the taper arm of any Victor or Victrola. Made in either gold or nickel to match finish of Taper Arm.

Booklet on application. Discounts to the Trade. If your jobber does not carry them order direct from

A. D. Macauley, 417 Walnut Street, Columbia, Pa.

ECHO RECORD ALBUMS FITS DISC RECORDS Every Make and Size



Patent applied for L. J. Gerson.

If you send your name and address, a sample 1911 Album Booklet, illustrating the latest style Echo Albums for both single and double-faced records, with discount sheet, will be mailed you. Echo Albums are indexed 1 to 16 with index in front and fit all record cabinets after slats are removed. Also, can be substituted for the old-style filing cases in Victrolas. If your jobber does not carry Echo Albums remit \$1.00 to us for a sample 10-inch Echo Album, mailed postpaid. Regular discounts to dealers.

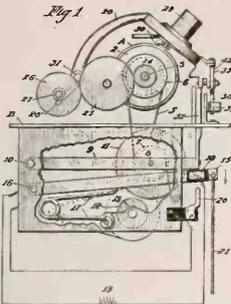
ECHO ALBUM CO., 926 Cherry St., Philadelphia, Pa.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially Prepared for The Talking Machine World.)
Washington, D. C., Nov. 9, 1911.

PHONOGRAPH AUTOMOBILE ALARM. Joseph H. Erikson, San Francisco, Cal. Patent No. 1,001,830.

This invention relates to a phonographic automobile alarm, and particularly pertains to an automatic repeating attachment for phonographs and the like.



It is the object of this invention to provide an automobile alarm which is operated by a phonograph so as to produce spoken or musical warnings, and to provide automatic means by which the warnings may be controlled and given repeatedly, if desired.

A further object is to provide mechanical means by which quick action of the phonograph will be effected, both at the beginning and at the termination of the alarm, thus insuring the warning being quickly and sharply given and instantly cut off at its completion.

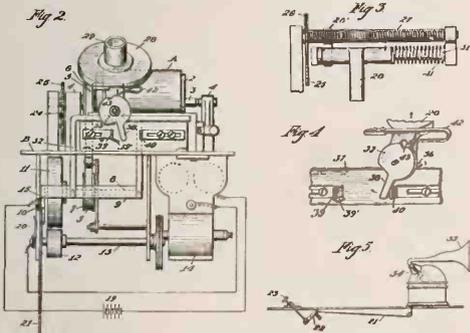
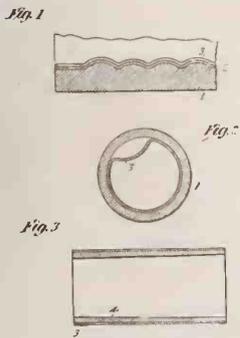


Figure 1 is a side view of the invention with parts broken away. Fig. 2 is a front view of the same. Fig. 3 is a plan view of the carriage actuating mechanism. Fig. 4 is a perspective view of the carriage tripping device. Fig. 5 is a view showing the invention as applied.

PROCESS OF MAKING METALLIC DUPLICATE SOUND-RECORDS. Frank L. Dyer, Montclair, N. J., assignor to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,002,659.

This invention relates to an improved process for making metallic duplicate sound-records, whether of cylindrical or disc type, and the object is to provide a very simple process which can be carried out on a commercial scale for the production of an unlimited number of accurate metallic duplicates from a single mold or matrix. Metallic duplicates thus made will permit the effective production and reproduction of a record of very great fineness, say, of three-thousandths of an inch, or less in width.



The invention resides in the fact that by producing on the record surface of the matrix or mold an excessively thin coherent layer of so-called "cement copper," and by electroplating the metal thereon, the adhesion between the particles of cement copper and between the latter and the matrix or mold, on the one hand and the electrodeposited metal on the other, is so slight as to permit the ready separation of the electrodeposited metal, after which any of the cement copper adhering thereto, or to the mold, can be easily rubbed

off. When the mold or matrix is of a tubular form, the electrodeposited metal will exist as a shell and can be removed by collapsing the shell inwardly, but when the matrix or mold is in the form of a flat disc, the electrodeposited metal can be freely stripped off of the same. The shell or disc obtained in this way, carrying the representation of the record to be duplicated, is supported on a suitable foundation.

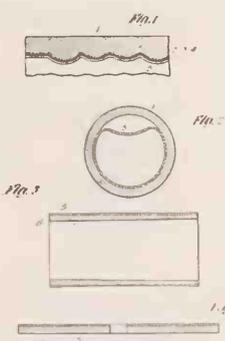
Figure 1 is a sectional view on an enlarged scale, of a portion of the matrix or mold with its film of cement copper deposited on the record surface thereof, and with the electrodeposited layer constituting the record surface of the duplicate; Fig. 2 a cross-sectional view illustrating the manner of removing the electrodeposited shell from the tubular mold; Fig. 3 a longitudinal sectional view of the composite cylindrical record with a metallic surface.

PROCESS OF MAKING DUPLICATE SOUND-RECORDS. Jonas W. Aylsworth, East Orange, N. J., assignor to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,002,482.

This invention relates to an improved duplicate sound-record made of metal, or provided with a metallic wearing surface, and to an improved process of making the same, the object of the invention being to provide such a metallic record which shall be a very close copy of an original master, and to provide a process or method of producing them, which shall be capable of being carried out commercially in an effective way. Cylindrical sound-records at the present time are generally made of a wax-like material molded or cast within a hollow matrix, and disc records are formed of a somewhat harder material employing considerable quantities of shellac, the impression being secured from a flat matrix. In either case, the records are subject to wear which would be very largely increased if the attempt were made to materially diminish the size of the record groove. Cylindrical and disc records have also been made of a tough material, like celluloid, but such records are generally of poorer quality than those formed of a wax-like material, and they also appear to deteriorate with time. Moreover, a celluloid record would be subjected to objectionable

wear if the attempt were made to materially diminish the size of the record groove. The making of duplicate copies of sound-records in metal has also been suggested, but in every case so far as the inventor is aware, when this has been done, the matrix has been destroyed so that the process would be obviously unsuited for use for the commercial manufacture of metallic duplicates.

Figure 1, is a section of a cylindrical mold many times enlarged and illustrating the duplication from a master having a record groove only three-thousandths of an inch in width, a portion of a metallic film being illustrated as being formed in

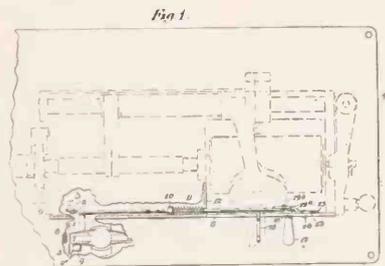


the mold; Fig. 2 a cross-sectional view of a matrix or mold illustrating the manner of removing the duplicate record therefrom; Fig. 3 a longitudinal sectional view showing a complete cylindrical record with a metallic wearing surface; and Fig. 4 a corresponding view showing a disc record with a metallic wearing surface.

PHONOGRAPH. Edward L. Aiken, East Orange, N. J., assignor to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,002,479

This invention relates to phonographs and similar talking machines, on which provision is made for automatically stopping the rotation of the mandrel when the end of the record has been reached, and more particularly to instruments of this character in which a spring motor is used for furnishing the driving power.

This invention has for its object the application of such means to phonographs as now built and on the market, preferably in such a way that the device will be for the most part concealed so as not to detract from the appearance of the instrument.



This invention also has for its object to simplify the construction in such a manner that the brake which is automatically applied for stopping the spring motor will also act as a frictional member for determining the speed of rotation of the motor during the operation of the instrument.

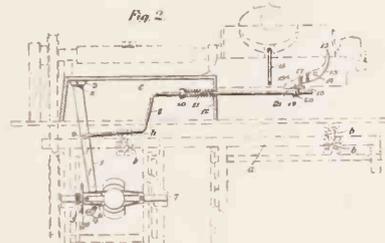


Figure 1 is a plan and Fig. 2 a front elevation showing in dotted lines a phonograph of ordinary construction and in full lines one form of device in which the invention may be embodied together with those parts of the phonograph to which it is applied and with which it co-operates.

DICTAPHONE RECORDER AND REPRODUCER. Thomas H. Macdonald, Bridgeport, Conn., assignor to American Graphophone Co., same place. Patent No. 1,003,625.

This invention relates to talking machines designed for dictation purposes where it is desirable to have the recorder and the reproducer combined in a single instrument, to the end that the operator may readily shift from recording to reproducing, or vice versa, and more particularly the invention relates to the recording and reproducing element, or, as it is now technically known in the art, the combined recorder and reproducer. In this art, it is recognized that the recording device should be lighter than the reproducing device, or, to ex-

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.

press it another way, that the recording device should exert less pressure upon the record than does the reproducing device. It has, therefore, been proposed to make the recorder-reproducer with a single diaphragm having a recording stylus and a reproducing stylus mounted thereon and to provide means for shifting the recorder-reproducer so as to bring either one of the styles into operative relation with the record at will. It has also been proposed to mount a weight directly upon the recorder-reproducer and fixedly secured thereto, the relation of the parts being such that when the recorder-reproducer is adjusted into reproducing position the weight exerts a greater pressure through the style upon the record than it does when the recorder-reproducer is adjusted into recording position.

In application Serial No. 450,811, filed August 29, 1908, is shown and described, among other things, a recorder-reproducer having a single diaphragm provided with a recording and a reproducing style and means for shifting the recorder-reproducer so as to bring either style into operative relation with the record; and there is shown, co-operating with such recorder-reproducer, a weight mounted independent of the recorder-reproducer and, therefore, independent of the diaphragm mounting, with means for adding the weight to the recorder-reproducer, and hence also to the diaphragm, when the instrument is in reproducing position, and removing the weight therefrom when the instrument is in recording position.

This present invention is an improvement on that shown in said application and it consists, generally speaking, in a combined recorder and reproducer having a single diaphragm with two stylus points secured thereto and a weight pivotally mounted directly upon the recorder-reproducer (instead of independent thereof as in a former

application), with means for relieving the recorder-reproducer of the greater part of the weight when the instrument is in recording position and for applying the entire weight to the recorder-reproducer when the same is in reproducing position.

More specifically stated, the invention consists of a combined recorder-reproducer of the character last described with a weight having its main portion located approximately over the recording and reproducing styles and provided with a plurality of arms connected by a suitable pivot to the recorder-reproducer at or near the neck portion thereof.

Figure 1 is a vertical section through the carriage of an ordinary dictating graphophone showing the combined recorder-reproducer in reproducing position; and Fig. 2 is a substantial horizontal section through the combined recorder and reproducer and its connecting parts.

Figure 1 is a vertical section through the carriage of an ordinary dictating graphophone showing the combined recorder-reproducer in reproducing position; and Fig. 2 is a substantial horizontal section through the combined recorder and reproducer and its connecting parts.

SOUND AMPLIFIER. Albertis Hewitt, Camden, N. J., assignor to Victor Talking Machine Co., same place. Patent No. 1,004,256.

This invention relates to sound amplifiers in general and more specifically to those used in talking machines. The principal object is to provide a sound amplifier by which the audibility of sound is increased and at the same time preserving its purity of tone and keeping it free from extraneous noises. A further object is to provide a sound amplifier in which sound waves passing therethrough are first amplified and then concentrated at a predetermined position or line of concentration. A further object is to provide a sound amplifier which also has concentrating means and which may be readily inclosed in a talking machine cabinet or casing. A further object is to provide a sound amplifier constructed of a rigid and substantially non-vibratory material, thus permitting

the sound waves to pass therethrough without being mingled with sound waves heretofore caused by vibrations of the casing of sound amplifiers previously used.

In the improved sound amplifier there is also provided means whereby the sounds emitted are best audible at the line of concentration and elsewhere equally audible at points of equal radial distance from the mouth of the sound amplifier within the area extending in front of the mouth of the horn.

Referring to the accompanying drawings in which similar reference characters indicate like parts in the several figures, Figure 1 is a vertical sectional view of my sound amplifier and a suitable enclosing cabinet; Fig. 2 a horizontal section of improved sound amplifier and the enclosing cabinet taken on the line 2-2 of Fig. 1; and Fig. 3 is a perspective view of this invention.

ELECTRIC BRAKE FOR GRAPHOPHONES. John F. Means, Oil City, Pa. Patent No. 1,004,059.

This invention relates to improvements in electric brakes for graphophones and the principal object is to provide an improved construction of electric brake mechanism for graphophones whereby the machine will be automatically stopped.

Another object is to provide means whereby the circuit closing mechanism of the electric brake releasing mechanism may be adjusted to operate the brake when the needle has reached any desired point on the record.

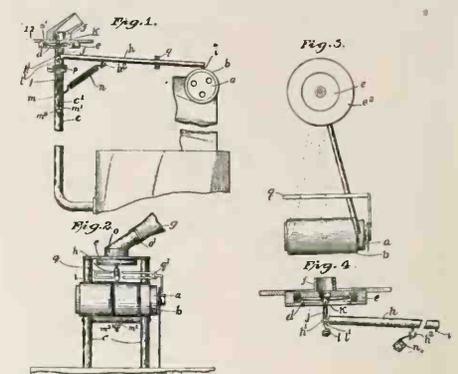
In the accompanying drawings Figure 1 is a plan view of a disc graphophone showing the application of this invention; Fig. 2 is a vertical section taken on the line 2-2 of Fig. 1; Fig. 3 is a plan view partly in section on an enlarged scale, of the magnet and brake releasing mechanism; Fig. 4 is a vertical section taken on line 4-4 of Fig. 3 with the parts in retracted position; Fig. 5 is a similar view with the brake in operative position; Fig. 6 is a front elevation with the casing removed; Fig. 7 is an end elevation thereof; Fig. 8 is a detail cross section view through the horn showing the mounting of the contact carried thereby.

PHONOGRAPH. Clinton B. Repp, New York, N. Y., assignor of one-half to William E. Cook, Roxbury, Mass. Patent No. 1,003,655.

This invention relates to phonographs, more particularly to the mechanism relating to sound translation, and consists primarily in a phonograph embodying therein a diaphragm, means placing same under tension, a reproducer point and a vibratory member between said point and said diaphragm, whereby the vibrations resulting from

the engagement of said point with indicated sound waves on a record will be transmitted from said point to said diaphragm through said vibrator member.

Referring to the drawings: Figure 1 is a side elevation of a phonograph embodying this invention, the diaphragm and its sound box being shown in vertical section; Fig. 2 is a front view thereof; Fig. 3 is a plan view thereof, and Fig. 4 is an



enlarged sectional detail view of the diaphragm, sound box, interposed vibrator member and reproducer point.

STYLUS FOR SOUND-REPRODUCING MACHINES. Samuel Levin, Highland Park, Ill. Patent No. 1,003,474.

This invention relates to styli for sound-reproducing machines of the gramophone type, and has for its object to produce a new and improved necessity of changing the stylus at each operation as is necessary in the use of a stylus of the ordinary type.

In the drawings Figure 1 is a fragmentary side view of the rotary table and record disc, of an ordinary gramophone, with the ordinary reproducer in position thereon with the stylus engaging the sound

groove in the record, the view being toward the center of the rotary table. Fig. 2 is an enlarged detail, being a very much enlarged section on the line 2-2 of Fig. 1, and showing the sound groove in the record. Fig. 3 is a still more enlarged detail, being an enlarged section on line 3-3 of Fig. 2. Fig. 4 is a section on line 4-4 of Fig. 3. Fig. 5 is a view of the jewel as seen from the right in Fig. 3.

ET TU BRUTE?

I can write ads philosophical,
And deeply psychological,
But never tautological,
To fill a given space.
I have a natural proclivity,
For appeals to subjectivity,
Always read with keen avidity,
By all the human race.

With language iridescent,
My ads seem incandescent,
Filled with sparkling, effervescent
Thoughts galore.
And to frame up illustration,
Is a pleasant relaxation,
Just esthetic recreation,
Nothing more.

I believe, myself, implicitly
That I can get publicity,
With ads of that simplicity
For which the public yearns;
But tho' having each essential
That *should* make them influential,
They don't seem so dampontial,
For they never bring returns.

RECORD BULLETINS FOR DECEMBER, 1911

THOMAS A. EDISON, INC.

- EDISON AMBEROL RECORDS.
- 840 Ring Out the Bells for Christmas. Edison Concert Band and Edison Mixed Quartet
- 841 Wallflower Sweet—"The Siren".....Reed Miller
- 842 Whistling Pete.....Golden and Hughes
- 843 Tyrolienne Serenade.....Harry S. Barbour
- 844 O'er the Fresh Green Fields.....Henri Scott
- 845 Pinafore Airs—No. 3.....Edison Light Opera Co.
- 846 The Oceana Roll.....Billy Murray
- 847 The Siren—Waltzes.....American Standard Orchestra
- 848 O Loving Heart, Trust On.....Reed Miller
- 849 Calm as the Night.....Elizabeth Spencer and James F. Harrison
- 850 You're the Queen in the Kingdom of My Heart.....Roland Hogue
- 851 Invercargill March.....New York Military Band
- 852 Knock Wood.....Sophie Tucker
- 853 If the Waters Could Speak as They Flow.....W. H. Thompson and Mixed Chorus
- 854 Sweet Longing.....Venetian Instrumental Trio
- 855 I'd Love to Lead a Military Band.....Ada Jones and Chorus
- 856 The Rosary.....Elizabeth Spencer and Knickerbocker Quartet
- 857 In the Shadows.....American Standard Orchestra
- 858 Open the Gates of the Temple.....R. Festyn Davies
- 859 When You're in Town.....Ada Jones and Billy Murray
- 860 Will the Roses Bloom in Heaven.....Ethel Hepburn
- 861 Charme d'Amour—Valse Lente.....Charles Daab
- 862 Annie Laurie.....Marie Narelle
- 863 Winter.....Billy Murray and Chorus
- 864 If I Were King Overture.....Edison Concert Band
- EDISON STANDARD RECORDS.
- 10526 With Sword and Song March.....National (London) Military Band
- 10527 Will the Roses Bloom in Heaven?.....Ethel Hepburn
- 10528 You'll Do the Same Thing Over Again.....Billy Murray
- 10529 Good Morning Judge.....Sophie Tucker
- 10530 Washington Waddle.....Premier Quartet
- TEN NEW RECORDS BY HARRY LAUDER.
- AMBEROL.
- 12360 Jean McNeil.....National (London) Military Band
- 12361 The Blarney Stone.....Cecil Fanning
- 12363 Killiecrankie.....Cecil Fanning
- 12368 The Referee.....Cecil Fanning
- 12387 McGregor's Toast.....Cecil Fanning
- 12400 Aye Waken O.....Cecil Fanning
- 12401 Goodbye—Still We Meet Again.....Cecil Fanning
- 12415 I Wish I Had Someone to Love Me.....Cecil Fanning
- STANDARD.
- 14080 The Scotch Errand Boy.....Cecil Fanning
- 14081 Just Like Bein' at Home.....Cecil Fanning

COLUMBIA PHONOGRAPH CO.

- 12-INCH SYMPHONY DOUBLE-DISC RECORDS.
- A1670 Natoma—Vaguero's Song (Who Dares the Broncho Wild Defy?)—Herbert, Baritone Solo, orch. accomp.....Cecil Fanning
- Boccaccio—The Cooper's Song—Franz von Suppe, Baritone Solo, orch. accomp.....Cecil Fanning
- 10-INCH DOUBLE-DISC BLUE LABEL RECORDS.
- A1061 Spanish Eyes—Wenrich, Contralto Solo, orch. accomp.....Dolly Connolly (Mrs. Percy Wenrich)
- Open Your Eyes—Wenrich, Contralto Solo, orch. accomp.....Dolly Connolly (Mrs. Percy Wenrich)
- A1062 Der Schmetterling (The Butterfly)—Razek.....Kaltenborn String Quartet
- La Toupie (The Top)—Gillett.....Kaltenborn String Quartet
- A1076 Star of the East—Kennedy, Contralto Solo with Mixed Quartet, orch. accomp.....Roma Devonne and Mixed Quartet
- Medley of Christmas Carols. Vocal Quartet, Mixed Voices, unaccomp.....Agnes Kimball, N. Van der Veer, R. Miller, F. Croxton
- A1077 Just One Word of Consolation—Lemonier, Counter-Tenor Solo, orch. accomp.....Will Oakland
- Take This Letter to My Mother—Hays, Counter-Tenor Solo, orch. accomp.....Will Oakland

- 12-INCH DOUBLE-DISC BLUE LABEL RECORDS.
- A5324 Love's Old Sweet Song—Molloy, Contralto Solo, orch. accomp.....Margaret Keyes
- The Meeting of the Waters, Contralto Solo, orch. accomp.....Margaret Keyes
- A5325 Il Trovatore—El Miserere (Ah, che la morte ognora)—Verdi, Soprano and Tenor Duet with Chorus, orch. accomp (in Italian).....Luisa Villani, Carlo Carica and Chorus
- Il Trovatore—Selections—Verdi.....Prince's Orchestra
- A5326 Florodora—Vocal Gems—Stuart, Opera Selection, orch. accomp.....Columbia Light Opera Co.
- Florodora—Selections—Stuart.....Prince's Orchestra
- A5327 The Fortune Teller—Gypsy Love Song—Herbert, Bass Solo with Chorus, orch. accomp.
- Naughty Marietta—I'm Falling in Love with Someone—Herbert, Tenor Solo, orch. accomp.
- Charles W. Harrison
- A5328 The Messiah—Hallelujah Chorus—Handel, Chorus, orch. accomp.....Columbia Oratorio Chorus
- Stabat Mater (Rossini)—Movements from Overture—Mercadante.....Prince's Band
- 10-INCH DOUBLE-DISC RECORDS.
- A1063 Irish Hearts—Evans and Frantzen, Banjo Solo, orch. accomp.....Fred Van Epps
- Pearl of the Harem—Guy, Banjo Solo, orch. accomp.....Fred Van Epps
- A1071 Oceana Roll—Denni, Baritone Solo, orch. accomp.....Arthur Collins
- Billy—Kendis and Paley, Soprano Solo, orch. accomp.....Ada Jones
- A1072 For Killarney and You—Teasdale, Tenor Solo, orch. accomp.....Henry Burr
- Goodbye, My Love, Goodbye—Ball, Vocal Quartet, Male Voices, orch. accomp.....Columbia Quartet
- A1073 Texas Tommy Swing—Brown, Baritone and Tenor Duet, orch. accomp.....Collins and Harlan
- After the Honeymoon—Berlin and Snyder, Tenor Solo, orch. accomp.....Walter Van Brunt
- A1074 Reminiscences of Ireland, Part I—Arranged by Godfrey.....Prince's Band
- Memories of Ireland—L. O. DeWitt.....Prince's Band
- A1075 In All My Dreams, I Dream of You—Piantadocci, Tenor and Baritone Duet, orch. accomp.
- Frank Coombs and Wm. H. Thompson
- I'll Go with You to the End of the World and Then to the World Beyond—Krouse, Vocal Quartet, Male Voices, orch. accomp.....Quartet
- A1078 On a Christmas Morning—Currie, Prince's Orchestra
- Adeste Fideles (Christmas Hymn).....Chimes Solo with Organ, Thos. Mills and Chas. A. Prince
- 12-INCH DOUBLE-DISC RECORDS.
- A5329 The Girl of My Dreams—Dr. Tinkle Tinker—Hoschna, Soprano Solo with Chorus, orch. accomp.....Grace Kerns and Chorus
- The Siren—Wallflower Sweet—Fall, Soprano Tenor Duet, orch. accomp.....Grace Kerns and Chas. W. Harrison

UNIVERSAL TALKING MACHINE CO.

- ZON-O-PHONE DOUBLE-RECORD DISCS—10-INCH.
- Zon-o-phone Concert Band.
- 5814 A—Winter—A Descriptive Fantasy (With the American Quartet).....J. Bodewalt Lampe
- B—The Naval Commander—March, Fred W. Clement
- 5815 A—Spring Maid Waltzes.....Heinrich Reinhardt
- B—Flower Girl—Intermezzo.....Percy Wenrich
- Zon-o-phone Orchestra.
- 5816 A—Luxembourg Waltz (From the operetta "The Count of Luxembourg").....Franz Lehar
- B—Rendezvous Waltz.....Pedro de Zulueta
- 5817 A—The Birthday Serenade.....Paul Lincke
- B—Carmencita—A Spanish Divertissement.....Emmett George
- MISCELLANEOUS SELECTIONS.
- With Orch. Accomp.
- 5818 A—Music Caringing of Violins—Waltz Caprice (From "The Siren") (Leo Fall).....Inez Barbour and Harry Anthony
- B—Who is Sylvia? (Franz Schubert).....Wm. Wheeler

- 5819 A—I Want to Sing in Opera (From "The Siren") (Jerome Kern).....Bob Roberts
- B—Nelly was a Lady (Stephen C. Foster).....Coombs and Thompson
- 5820 A—Any Place the Old Flag Flies (From "The Little Millionaire") (George M. Cohan).....Billy Murray
- B—A Morning in Mrs. Riley's Kitchen (Steve Porter).....Al Campbell and Arthur Collins
- 5821 A—Wallflower Sweet (From "The Siren") (Leo Fall).....Inez Barbour and Harry Anthony
- B—Little Black Lamb (Theodore Morse).....Harriette Keyes
- 5822 A—That Mysterious Rag (Berlin and Snyder).....Geo. W. Ballard
- B—Santa Claus Song (Chas. F. Ellis).....Geo. P. Watson
- 5823 A—In the Shadows (Herman Finck) (From "The Henpecks").....Helen Clark and Wm. Wheeler
- B—The Harp That Once Thro' Tara's Halls (Sir John Stevenson).....Henry Burr
- 5824 A—Love Me (Albert Gumble).....Walter Van Brunt
- B—Soukriout Is Bully.....Geo. P. Watson
- 5825 A—Whirlwind Rolls Around (Louis Wesley).....Jones and Murray
- B—Columbus Was an Irishman (Chas. Graham).....Steve Porter
- 5826 A—Deep Down in My Heart (Tom Kelly).....Geo. W. Ballard
- B—Won't You Please Let Me Come Home? (Armstrong and Clark).....Arthur Collins
- 5827 A—Bring Back My Lovin' Man (Irving Berlin).....Amy Butler
- B—Beside the Old Wood Fire (Kenneth S. Clark).....Stevenson and Burr
- 5828 A—Chatterbox Rag—Banjo Solo (Geo. Fred Van Epps)
- B—Dance of the Bugs—Zon-o-phone Orchestra.....Will H. Dixon

VICTOR TALKING MACHINE CO.

- BLACK LABEL RECORDS.
- Charles Gilbert Spross, Pianist.
- 5865 En Bateau (In the Boat).....Debussy 10
- 31845 Gems from "A Runaway Girl".....Monckton-Caryll 12
- 31846 Bridal Chorus from Lohengrin.....Wagner 12
- 31847 Gems from "The Quaker Girl".....Ross-Greenbank 12
- 31848 Song Medley, No. 1, "Snyde's Successes".....Victor Mixed Chorus 12
- 16983 On the Bosphorus—Intermezzo (Lincke).....Guido Giardini 10
- Whistling.....Guido Giardini 10
- Dollar Princess Medley (Leo Fall) Whistling.....Guido Williams 10
- 16992 Who Are You With To-night?.....Billy Murray 10
- Van Alyseur.....Billy Murray 10
- We All Fall (Goodwin-Meyer).....Billy Murray 10
- 16991 In the Golden Afterwhile (F. Stanley Grinstead).....Peerless Quartet 10
- Don't Blame Me for Lovin' You (Harris).....Peerless Quartet 10
- 16996 O Come All Ye Faithful (Adeste Fideles)—with Chimes) Christmas Hymn (Portugallo).....Trinity Choir 10
- Joy to the World (Watts-Handel) Christmas Hymn.....Trinity Choir 10
- 16990 I Want a Regular Pal for a Gal (Leo Christy).....Walter Van Brunt 10
- Make Me Love You Like I Never Loved Before (Bryan-Fischer)....."That Girl" Quartet 10
- 16994 Bring Back My Lena to Me (from "He Came from Milwaukee") (Berlin-Synder).....Maurice Bursard 10
- Schneider, Does Your Mother Know You're Out? Yodel Song.....George P. Watson 10
- 16981 Don Juan's Serenade (Tolstoi-Tschaikowsky).....Reinold Wrennarth 10
- 'Tis All that I Can Say (Hood-Temple).....Reed Miller 10
- 16980 Marche Heroique (Saint-Saens).....Arthur Pryor's Band 10
- Dead March from "Saul" (Funeral March from Handel's Oratorio, "Saul").....Pryor's Band 10
- 16995 Schubert's Serenade (Franz Schubert) Violin—Flute—Harp.....Neapolitan Trio 10
- Serenade (A. E. Titl).....Neapolitan Trio 10
- 16977 All That I Ask of You is Love (Seldon-Ingram).....Reed Miller 10
- You Are the Ideal of My Dreams (Ingram).....Raymond Dixon 10
- 16993 Mascotte Selection (Audran).....Arthur Pryor's Band 10
- Olivette Selection (Audran).....Arthur Pryor's Band 10
- 35207 Way Down Indiana—Two-Step (Crémieux).....Victor Dance Orchestra 12
- Joyful Sounds Waltzes (Freudenklange Walzer) (Resch).....Victor Dance Orchestra 12
- PURPLE LABEL RECORDS.
- Agnes Kimball, Soprano
- 70054 Madame Butterfly—Some Day He'll Come (Butterfly's Air in Act II).....Puccini 12
- Victor Herbert's Orchestra.
- 70055 Madame Butterfly Selection—Fantasie.....Puccini 12
- 70056 Rose of Algeria—Entrance of the Sultana.....Victor Herbert 12
- Luey Isabelle Marsh, Soprano
- 60057 Within a Mile of Edinboro' Town.....D'Urffy 10
- A DRAMATIC RECORD BY ROBERT HILLIARD.
- 70057 Scenes from "A Fool There Was".....NEW RED SEAL RECORDS.
- Janet Spencer, Contralto.
- 74253 Don Carlos—O don fatale (Oh, Fatal Gift!).....Verdi
- Albert Reiss, Tenor.
- 64214 Nord-Express (from "Schon war's doch").....Hollaender
- Otto Goritz, Baritone; Albert Reiss, Tenor.
- Ten-inch.—In German.
- 64215 Siegfried-Wohn schleichst du? (Whither Slinkest Thou?) (Alherich and Mime, Act II).....Wagner
- Emilio de Gogorza, Baritone.
- Twelve-inch.—In French.
- 74229 Patrie—Air du Sonneur (My Native Land!) (The Bell Ringer's Air).....Paladilhe
- Alma Gluck, Soprano.
- Ten-inch.—In English.
- 64213 Bohemian Cradle Song from "Hibicka".....Smetana
- Jeanne Gerville-Reaché, Contralto.
- Ten-inch.—In German.
- 87085 Ich rolle nicht (I'll Not Complain).....Schumann
- Herbert Witherspoon, Bass.
- Ten-inch.—In French.
- 64212 Le Muletier de Tarragona (The Muletier of Tarragona).....Paul Henrion
- John McCormack, Tenor.
- Ten-inch.—In English.
- 64205 Macushla.....Rowe-MacMurrrough
- Evan Williams, Tenor.
- Twelve-inch.—In English.
- 74254 My Pretty Jane (The Bloom is on the Rye).....Bishop

Continued on page 58.)

The use of the talking machine makes the need an automatic Imper We this for auto-Stop ative. supply want



RECORD BULLETINS FOR DECEMBER.

(Continued from page 57.)

- POLISH RECORDS.**
- 63458 (1) Praktyczni. (2) Dobry Król (Konarski) Recitation Karol Wachtel 10
Kiedy baba wrzeszczy (A "Mazur" Peasant) Folk Song Karol Wachtel 10
63459 Kadeci Gaskonscy (Cyrano de Bergerac) (E. Rostand) Recitation Karol Wachtel 10
Pieśń Styxa (z operetki "Orfeusz" (Offenbacha) Karol Wachtel 10
- 63460 Krakowiak (Soprano) Folk Song 10
Roza Kiolbassa Kwasigroch with Orch. 10
Na Wawel, Na Wawel (Male Quartet) Folk Song 10
Chopin Conservatory Male Quartet with Orch. 10
63461 Jas i Marysia (Pieśń Ludowa—Folk Song) (Duet) 10
B. Rybowski-Bolesława Iza Wawrzynska with Orch. 10
Polak nie Sługa (Pieśń Patriotyczna—Patriotic Song) Mixed Quartet 10
Chopin Conservatory Mixed Quartet with Orch. 10
- THE VICTOR NOVEMBER SPECIAL.**
Ten-inch Purple Label.
- 60059 Melody of Love from "Gypsy Love" (Lehár)..... Lucy Marsh
Twelve-inch.
- 31883 Gems from "The Spring Maid" (Smith-Reinhardt) Victor Light Opera Company Chorus, "At the First Class"; Solo, "Day Dreams"; Duet, "Two Little Love Bees"; Solo and Chorus, "The Fountain Fay"; Solo, "How I Love a Pretty Face"; Finale, "Day Dreams." Ten-inch Double-Faced.
- 16985 There's a Girl in Havana from "The Never Homes" (Goetz-Sloane) Lyric Quartet Spring Maid Waltzes (Smith-Reinhardt)..... Victor Band
- 16978 In the Shadows (Herman Finck)..... Victor Orchestra Kiss Waltzes from "The Kiss Waltz", (Ziehrer)..... Victor Orchestra
- 6982 Rolling Stone (Havez-Botsford)..... Victor Orchestra That Mysterious Rag (Berlin-Snyder) Wm. F. Hooley and Quartet
- 17000 Down by the Old Mill Stream (Taylor)..... American Quartet Harry Macdonough and Chorus Oh That Navajo Rag (Williams-Van Alstyne)..... Murray and American Quartet
- 35203 Hm! She is the One Girl from "The Siren" (Smith-Fall) Raymond Dixon Gypsy Love Waltzes from "Gypsy Love" (Lehár) Victor Orchestra
- 35206 Count of Luxembourg Waltzes (Lehár)..... Victor Military Band Siren Waltzes (On Motives from "The Siren") (Leo Fall) Victor Concert Orchestra

DEALERS' COMMITTEE MEET.

Executive Board of the Eastern Talking Machine Dealers' Association Meet and Prepare for Open Meeting on November 21.

The executive committee of the Eastern Talking Machine Dealers' Association met at the Hotel Lion d'Or, Twenty-fourth street and Sixth avenue, New York, Monday, October 23.

A brief business meeting and dinner were the main events. It was decided to hold an open meeting on November 21, and committees were appointed to make the necessary arrangements. Representatives from the various manufacturers and jobbers will be invited, and a general discussion of advertising and trade topics will be in order.

Those present were: Frank C. Storck, president, of Redbank, N. J.; Abe Lustberg, secretary, Huntington, L. I.; A. Lasus, treasurer, New Rochelle; R. Montalvo, Jr., New Brunswick, N. J.; E. F. Glover, Plainfield, N. J.; Meyer Goransky, Yonkers; Mr. Bremner, Orange, N. J., and Thomas Riddell, Brooklyn.

ENORMOUS VICTROLA TRADE.

Reported by Manager Williams of the New York Talking Machine Co.—Sales Far Ahead in All Lines of Any Previous Year.

G. T. Williams, manager of the New York Talking Machine Co., 83 Chambers street, is optimistic regarding the business outlook. To date this year sales are far ahead of any previous year's showing, and it bids fair to be the largest fifty-two weeks in the history of the concern. Not only is local business exceptionally good, but out-of-town orders are coming at a rate to tax the shipping department to its utmost. The demand for Victrolas of all styles and prices is enormous, and is steadily increasing.

GREAT SELF-CONTROL.

"What makes you so sure you have a right to consider yourself a good trust?"

"The fact," replied Mr. Dustin Stax, "that we have been kind and patient and forbearing. For a while everybody was yelling 'down with the trusts!' But we never retaliated by saying down with anything—not even prices."

KEEPING CLOSE TO CUSTOMERS.

Some Timely and Helpful Suggestions to Talking Machine Dealers on This Subject.

The Columbia Phonograph Co. appear to have about the right idea regarding their dealers securing the names and addresses of customers for the purpose of compiling a mailing list. Each month it is their suggestion that the dealer mail their customers a copy of the monthly record supplement, and in that way stimulate the trade and keep their patrons interested. In this connection, they say further in the Columbia Record:

"Every customer has a name. Yes! Every one of your customers has a name and address, and you ought to have both on record.

"A name with an address tacked onto it should be a pretty good lead to business, and when it is the name of one of your customers, or of any person owning a talking machine, how much more valuable it is.

"Every person to whom you sell a Columbia should have his name and address properly indexed in your little card filing system. When you have some interesting news to tell him (he may be particularly fond of accordion music, for instance, and you have just received new records by Guido Deiro, and you certainly can't get a better way of putting the monthly record supplement in his hands regularly), you have only to turn up your file and pick him out with the others who may be interested in accordion music or to whom you send the monthly record supplement.

"Get all the names and addresses you can of people who own talking machines and of people who are interested in music. People who have bought from you need to be constantly kept alive by little reminders and the mail bag is the easiest, quickest and surest way of getting their personal attention. By constantly bringing your goods to the notice of the musically inclined you are eventually going to arouse their interest in what you have to sell.

"At least you certainly ought to have the names and addresses of every person who comes to your store and makes a purchase. Surely there is no difficulty in obtaining such information. Your clerks have only to request it: 'May we have your name and address, as we should like to send you our monthly list of records reviewing all the new records as they are issued—with pencil and paper handy he has got it. Keep a mailing list and keep it growing.'

This is truly a timely talk.

REGENT TALKING MACHINE CO.

The Regent Talking Machine Co., New York, has been incorporated with capital stock of \$400,000 for the purpose of engaging in the manufacture of talking machines. The incorporators are: Thomas G. Dorey, Jacques Cahn and Chas. W. Fernald.

NEW RECORD ENVELOPES

Of Special Crafts Paper to Be Used With All Victor Records—Re-enveloping by Dealer Prohibited—Circular to the Trade.

The Victor Talking Machine Co. have just sent out to their dealers samples of a new record envelope of Crafts paper, strong and attractive in appearance, and in which all Victor records will be delivered in the future. The new envelopes have been adopted to make it unnecessary for the dealer to re-envelope the records. In their letter to the trade the Victor Co. say:

"This improvement is undertaken at a great cost to us, and as Victor records will now be delivered in a satisfactory envelope in every respect, we must demand that our ruling in reference to using only Victor envelopes as supplied by us with Victor records be adhered to strictly.

"In order to cause as little loss as possible to dealers, who are now using special envelopes, we will postpone the enforcement of this ruling until January 1, 1912.

"Therefore, let it be distinctly understood that after January 1, 1912, Victor records are to be sold and delivered only in Victor envelopes as distributed by us. A disregard of this ruling will result in an immediate withdrawal of Victor privileges.

"This ruling is not made in the spirit of exercising arbitrary authority, but for what we consider the greatest good of the greatest number of Victor dealers.

"We will be prepared early in November to supply these envelopes in quantities at the following prices to dealers through our distributors: Single or double-faced, 10 inches, \$4.53 per thousand, net; single or double-faced, 12 inches, \$6.30 per thousand, net.

"Remember that a clean-appearing record stock is a most valuable selling asset. Brighten up your stock shelves by getting a supply of these envelopes and re-enveloping your records."

TAKE ON COLUMBIA LINE.

The Crown City Music Co., who handles the Baldwin piano as their leader in Pasadena, Cal., have taken the agency for the Columbia line of graphophones and grafonolas.

To the young man seeking success and happiness in life there is one suggestion to make. It is the only rule a man need follow to win his way. Always give of the best that is in you. Feel your responsibility toward yourself and your work. Never be content with a compromise with work. Give your employer the best that you have in you to give. And always remember that if you play fair you are bound to win.

Give out the generous thought, the self-reliant, helpful, honest desire to benefit and bless, and all doors open at your touch.

Leading Jobbers of Talking Machines in America

Paste This Where You Can Always See It!

MR. DEALER:

We refer all Talking Machine inquiries coming from towns where we are represented by dealers to the dealer or dealers in that town.

VICTOR and EDISON JOBBERS



CHICAGO

Jobbers! Write us for samples and prices of our famous

PURITONE NEEDLES

Acknowledged the fastest selling needle on the market.

Daily Plant Capacity
Two Million Needles

JOHN M. DEAN, Putnam, Conn.

Leading Jobbers of Talking Machines in America

HARGER & BLISH
JOBBER
VICTOR EDISON
It's worth while knowing we never substitute a record. If it's in the catalog we've got it.
Dubuque, Des Moines and Sioux City
IOWA

Try Our Hurry-Up Service
on VICTOR,
EDISON and
REGINA.
We make a specialty of getting the order out on time—every time.
The Rudolph Wurlitzer Co.
Cincinnati and Chicago
Two points of supply; order from the nearer



CHASE & WEST
Eighth Street, between Walnut and Locust
DES MOINES, IA.
Victor Distributors
Talking Machines, Records and Supplies.]
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