A Corner of the Music Room in the White House

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ZON-O-PHONE

MUSICAL INSTRUMENTS
List Price From $20.00 to $75.00

We will equip the $50.00, $60.00 and $75.00 Machines with the Music Master Wood Horn at no extra charge.

Double Record Discs

10 inch—65c.  12 inch—$1.00

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

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.

Fourth and Race Streets

PHILADELPHIA, PA.

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

ARKANSAS
Hot Springs—Joe Hilliard, 216 Central Ave.
Little Rock—G. C. Bellinger, 704 Garrison Ave.

CONNECTICUT
Bridgeport—F. E. Beach, 903 Main St.

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

ILLINOIS
Chicago—Joseph Juran, 1333 West 18th St.
Chicago—W. S. Sadowski, 1011 Milwaukee Ave.

KANSAS
Topeka—Empire-Spielman Form Co., 817-819 Kansas Ave.

MARYLAND
Annapolis—Glee Music Form Co.

MASSACHUSETTS
Boston—Katz & Hoffman, 9 Portland St.

MINNESOTA

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

MISSOURI
Springfield—Morton Lines, 205 B罪 ville St.
St. Louis—Knight Mercantile Co., 211 N. 15th St.
St. Louis—E. K. Myers, 5089 Printz Ave.

NEW JERSEY

NEW YORK
Brooklyn—B. G. Warner, 1515 Bedford Ave.
New York—S. B. Daversa Co., 104 University Place.

OHIO
Alton—G. S. Dalus Co., 120 S. Main St.
Cincinnati—J. E. Pomeran, Jr., 609 Main St.

PENNSYLVANIA
Allegheny—G. A. Becker, 601 Ohio St.
Philadelphia—S. Bellinger, 2009 N. 10th St.
Pittsburgh—C. C. Miller Co., Ltd., 219 Fifth Ave.

TEXAS
Beaumont—K. B. Pierce Music Co., 905 Pearl St.

WISCONSIN
Milwaukee—G. H. Eichbott, 503 15th St.

CANADA
Toronto—Whaley, Royce & Co., Ltd., 227 Yonge St.
Vancouver—B. C. M. W. Watt & Co., Ltd., 568 Granville St.
Winnipeg—Man. Whaley, Royce & Co., Ltd.
TALKING MACHINES OF FORMER AGES.

Ancestors of the Present Creations Were Wonderful and Intricate Contrivances, But Without the Scope of the Modern Machine—Some Interesting Facts.

By MILTON GOLDSMITH.

The talking machine, a thing of yesterday, has already become a necessity in the social and commercial world, and has been so perfected and simplified that one may be bought for a trifling sum and carried to market to perform in its best manner the announcement that the Wizard of Menlo Park had found means of perpetuating the human voice and of taking an indelible record of the slightest variation of sound. It sounded like some fantastic fairy tale, beautiful but visionary, until at length Edison's first uncouth effort was exhibited and the world stood in mute surprise. Since then the phonograph has undergone such changes as to be scarcely recognizable from the cumbersome, uncouth, tin-foil cylinder of former days. The industry and gives support to an army of men.

It is interesting to note the wonderful contrivances that have preceded the phonograph. From the earliest time the world has any record the gods have striven to imitate the human voice, and many have been the efforts to construct a machine which would articulate or play upon musical instruments. Ancient magician devised much of their time in devising apparatus calculated to startle their uninitiated audiences, and found in the wonderful properties of acoustics a fertile field for their ingenuity. Theopilus of Mytilene named a head which not only moved, but talked in a rational manner. In 1835 the world was startled by the invention of a talking machine which went by the name of "Invisible Girl," and which for a long time baffled all attempts at solving. This machine not only repeated what its audience desired it to say, but answered questions and gave descriptions of persons addressing it. 

There is little doubt that many of these so-called speaking machines owed their powers to ventriloquism. The priests of Egypt and Greece were obliged to perform a certain number of miracles or oracles, and they were able to produce the variations, but in which the same result was obtained by a sliding lever from the outside.

In 1835 of all nations was startled by the invention of a talking machine which went by the name of "The Invisible Girl," and which for a long time baffled all attempts at solving. This machine not only repeated what its audience desired it to say, but answered questions and gave descriptions of persons addressing it. That some trickery was employed is evident from the start, but it was many years before the mystery was completely solved. We are indebted to Brevet's letters on natural magic for a detailed description of this ingenious device. Four metal cross posts were placed in a four-sided box, by cross pieces, forming as it were, the skeleton of a table. Four bent wires proceeded from the top of these posts and, forming an arch a few feet overhead, the ends of the wires were joined by a head on the ball, which was suspended by a string, hung four metal trumpets, forming a right-angled cross, the mouths of these trumpets being right on a level with the cross pieces. The apparatus could be examined, but the complete absence of machinery and its extreme simplicity baffled all attempts at discovery.

The spectator was required to ask a question by placing his mouth near one of the trumpets. An appropriate answer was then heard issuing from all four trumpets. The machine talked in any language, and the replies were usually very oracular and suggested a power almost superhuman. It was evident that the wires or string could not conceal anybody or body and the machine. The explanation of this prodigy was very simple. One of the legs of the supporting stand was hollow and communicated through a hole in the floor with a speaking tube to a distant room. The cross beams were also hollow, and the oracular girl was conveyed through the tube right against the mouths of the trumpets and thence reflect ed out into the ears of the persons listening.

There have been some wonderful acoustic automaton invented in past years which would put our modern ingenuity to shame. Sheep that bleated, the voices that barked and birds that sang were frequently heard in France during former centuries. In 1736 Mr. Vaucanson produced a very wonderful automaton called the "Flute Player." This contrivance, which was life sized, played the most intricate and beautiful selections on an ordinary flute without the aid of human hands. A metallic roller containing pins supplied the motive power and bellows the wind. The mechanism must have been exceedingly intricate. This was followed in 1741 by another figure called "The Pipe and Tabot Player," and executed with such fulness that King Louis XVI. himself took a hand in its construction.

How intricate all these contrivances appear by the side of our exceedingly simple machine is the human voice is impressed upon a hard rubber-like disc creating a series of indentations and depresions. When the needle attached to a sensitive diaphragm is made to follow these indentations, the resulting vibrations to the diaphragm give vent to the same sounds which at first produced them. No intricate wheels or levers, no imposition on the part of the exhibitor—simply a law of nature thoroughly comprehended and brought to a stage of perfection by great inventors. That this appliance should reproduce not only different sounds, but the minutest variations of sound and quality of voice is certainly marvelous, but so accustomed have we become to marvels of this kind that we are no more startled when we hear a bit of mechanism reproduce the voice of Caruso, Tetrazzini and a host of popular operatic stars, the inspiring music of the world's greatest bands or the rendition of the song of the nightingale or music of the sea. The Greeks or Egyptians would stare in amazement could they hear our own Victor talking machine utter sentences which, with all their supernatural backing, their talking heads were never able to accomplish.

TO HANDLE TALKERS IN CANTON.

Complete Victor Department to Be Installed in Store of W. F. Frederick Co. In That City—To Be Run Through Cleveland Store.

(Special to The Talking Machine World.)

Cleveland, O., April 9, 1912.

The W. F. Frederick Piano Co. is giving large display space and dividing attention between the phonograph and talking machine business. Norman H. Cook, manager of the talking machine department, said:

"Our business in Cleveland is still building up satisfactorily on the very solid foundation of satisfied machine and record customers. The company is about to install the talking machine line in the store in Canton, and the complete department at have been the contractor. We expect to have it installed about May 1, and look for a considerable increase in talking machine and Victrola records. I will handle the Canton store in connection with the one here in Cleveland. Miss Gast, now in the Canton store, will look after the department locally there.

TRADE INCREASED FIVEFOLD.

(Special to The Talking Machine World.)

Washington, D. C., April 9, 1912.

Some interesting figures which show the progress that the United States is making in this decade in manufactures appears in a final summary of the census of manufactures showing the total, the number of establishments, the output, and the States and cities in which principal manufacturing activities. The grand aggregate of manufacturing output for 1909, the year of the manufacturing census, was $36,972,078,000, an increase of 46.7 per cent over 1904, when the last previous census of manufactures was taken. This is almost a doubling of output in ten years, the total for 1904 having been $21,926,914, an increase of 46.7 per cent of the business.

In the talking machine industry there are interesting data to be observed.

The manufacture of talking machines increased fivefold from a total of $2,246,374 to $11,729,000. The number made five and ten years ago was not taken in the censuses of those years. The manufacture of records now constitutes 42.7 per cent of the business.
CONDITIONS ON THE PACIFIC COAST.


By the close of March, with 50,000 circulars featuring the Columbia machines, Mr. Wise was able to predict a large stock of Victor and Columbia goods, this being the most prominent of these.

The growth of the business merits special attention. Mr. Gray says the new double record, containing "King Chanticleer" and the "Hoo Dawg" song, has returned about three weeks ago from his Northern trip to make another trip South about April 15, planning to go as far as San Diego, where the rapid growth of the business merits special attention.

The progressive policy of the Columbia Phonograph Co. is fitting up some new rooms in the basement of the building and is making a display of these machines on the ground floor, and report many sales resulting from the new departure.

Geo. W. Lyle, general manager of the Columbia Phonograph Co., Gen'l., arrived here early in March accompanied from Los Angeles by W. S. Gray, the Coast manager. Mr. Lyle left for the East about the middle of the month. Mr. Gray is preparing to make another trip South about April 10, planning to go as far as San Diego, where the rapid growth of the business merits special attention.

Among the others are Byron Mauzy, Benj. Curtaz & Son and Clark Wise & Co.

Clark Wise & Co., who have been doing business in a rather desultory way for some time past, have rearranged their quarters, installing a large and well-appointed talking machine salesroom and a large stock of Victor and Columbia goods, this part of the business being under the personal supervision of R. H. Wise. They have already picked up quite a lot of business, and are sending out 50,000 circulars featuring the Columbia machines, from which they expect immediate results.

Byron Mauzy has just completed the new talking machine rooms in his building, and held a formal opening for the department on Thursday evening of this week, when the new records for April were played before a large and appreciative audience. In addition to the complete Victor line, which he has handled in the past, he has taken on a large assortment of Grafonolas. His demonstration rooms are the largest in the city, as he is convinced that the average demonstration room is too small to give the best results. Herman Beck, for several years with the local store of the Columbia Phonograph Co., Gen'l., and lately with Sherman, Clay & Co., has been engaged to look after the work of the department. Mr. Beck's energy and ability in this line are well known, and he is expected to build up the department to a point never before reached.

A special recital, similar to that of this week, will be held every month when the new records come out, this being the first house in the city to adopt this method of advertising. The first recital was a great success, resulting in some good sales the following day.

Benj. Curtaz & Son have been making a prominent feature of the Grafonola for the last month, making a display of these machines on the ground floor, and report many sales resulting from the new departure.

Geo. W. Lyle, general manager of the Columbia Phonograph Co., Gen'l., arrived here early in March accompanied from Los Angeles by W. S. Gray, the Coast manager. Mr. Lyle left for the East about the middle of the month. Mr. Gray is preparing to make another trip South about April 10, planning to go as far as San Diego, where the rapid growth of the business merits special attention.

Mr. Gray says the new double record, containing "King Chanticleer" and the "Hoo Dawg" song, has aroused more enthusiasm than anything he has seen in a long time, orders for it being far larger than can be filled promptly.

E. W. Scott, who operates the graphophone department at the local Kohler & Chase store, has been unable to get into his new rooms on the mezzanine floor as expected, owing to delay in delivery of the glass for the walls. The rooms are now complete, however, and the removal will be made at once.

The J. Raymond Smith Co. has its new talking machine store at the Harbor View Exhibition site well established, M. E. Dietrich being in charge. Mr. Smith is well pleased with the start made, but looks for an even greater growth when work on the exhibition grounds and buildings is fully under way.

Andrew G. McCarthy, of Sherman, Clay & Co., returned about three weeks ago from his Northern trip, where he found everything in very satisfactory shape. He looks for an active summer in the Victor line, and says the March business has been the best in his experience, with large sales of the more expensive Victrolas.

George Ornsby, traveling from the Victor office, was in San Francisco a few days ago. The Wiley B. Allen Co. has just about completed the new elevator in its talking machine department and is fitting up some new rooms in the basement. The increased accessibility of the demonstration rooms is expected to keep up the business.

The present prosperity and high expectations are putting in facilities for increased business. This is well illustrated by the great build up the department to a point never before reached.
VICTOR-VICTROLA

The best medium of the world's best music

As such it is acknowledged by the musical public, and as such it enjoys a commercial supremacy that is assured.

The combination of the most perfect musical instrument that the world has ever heard, with constant and convincing advertising is an invincible one, and the sensational success of the Victor-Victrola in the past is but a hint of its greater future.

Hand in hand with the commercial triumphs of the Victor-Victrola has come a prosperity to the music trade, never before thought possible.

The modern, luxurious salesrooms of Victor dealers all over the United States tell the story of Victor success better than words can describe it.

And the powerful Victor organization is back of every Victor dealer helping him to increase his profits and his prestige.


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

Victor-Victrola XVI

Mahogany or Quartered Oak, $800.

Victor-Victrola IV

Oak, $115.

VICTOR DISTRIBUTORS

Albany, N. Y. Finch & Hahn
Atlanta, Ga. Ely-Kentell Co.
Austin, Tex. Phillips & Crew Co.
The Talking Machine Co. of Texas
Baltimore, Md. Cohen & Hughes, Inc.
E. F. Drop & Sons Co.
H. R. Elsermann & Sons
Banger, Me. Andrew Music House Co.
Talking Machine Co.
Boston, Mass. Oliver Ditson Co.
The Eastern Talking Machine Co.
M. Scovars & Sons Co.
Brooklyn, N. Y. America Talking Machine Co.
Buffalo, N. Y. W. D. Andrews,
Neal, Clark & Neal Co.
Burlington, Vt. American Phonograph Co.
Butte, Mont. Orion Brothers
Chicago, III. Lyon & Healy, Wurlitzer Co.
The Talking Machine Co.
Cincinnati, O. The Rudolph Wurlitzer Co.
Cleveland, O. W. H. Borchert & Sons Co.
Callister & Coyle Co.
The Eclipse Musical Co.
Columbus, O. Perry & Wulff Co.
Denver, Colo. The Hunt Music Co.
The Ralphs-Campbell Music Co.
Des Moines, la. Chase & West.
Hager & Hilt, Inc.
Todd Bros.
Duluth, Iowa. Hager & Hilt, Inc.
Duluth, Minn. French & Sessions.
Elmira, N. Y. Elmira Arms Co.
Honolulu, T. H. Bergstrom Music Co., Ltd.
Indianapolis, Ind. Wurlston-Stewart Music Co.
Kansas City, Mo. J. W. Jenkins Song Music Co.
Schumacher Arms Co.
Lincoln, Neb. Rose P. Currie Co.
Little Rock, Ark. O. K. Hough Piano Co.
Los Angeles, Cal. Sherman, Clay & Co.
Louisville, Ky. Monarch-Rohon Music Co.
O. K. Hough Piano Co.
Milwaukee, Wis. Wigranstics Talking Machine Co.
Minneapolis, Minn. Laurence H. Lutes.
Mobile, Ala. Wm. H. Reynolds.
Montreal, Can. Berliner Gramophone Co., Ltd.
Nashville, Tenn. O. K. Hough Piano Co.
New Haven, Conn. Sherman, Clay & Co.
New Haven, Conn. Berkley Talking Machine Co.
Oak, $200.
N. Y. Victor Talking Machine Co.
New York, N. Y. Standing-Exchange Co.
N. Y. W. D. Andrews.
Oklahoma City, Okla. Schaefer Arms Co.
Omaha, Neb. A. Hogue Co.
Pennsylvania Cycle Co.
Peoria, III. Putnam-Page Co., Inc.
Chicago, Ill. Louis Burke & Brothers.
Pittsburgh, Pa. E. J. Hogue & Son.
Perry Phonograph Co., Inc.
Portland, Conn. H. A. Weymann & Sons, Inc.
Portsmouth, O. K. Houck Piano Co.
Pittsburgh, Pa. C. C. Mellor Co., Ltd.
Standard Talking Machine Co.
St. Louis, Mo. The Aeolian Company of Mo.
St. Paul, Minn. The Aeolian Company of Mo.
Shreve, Clark & Co.
Sicily Falls, S. D. Talking Machine Exchange
Shaw, Sherman, Clay & Co.
St. Louis, Mo. Kansas-Brunner Music Co.
St. Paul, Minn. The Aeolian Company of Mo.
St. Paul, Minn. Anderson Bros.
St. Louis, Mo. Koehler & Hinrichs.
Syracuse, N. Y. W. D. Andrews Co.
Toledo, O. The Whitney & Carrier Co.
Washington, D. C. E. F. Drop & Sons Co.
Robert C. Hogue Co.
Treasure of the American Graphophone Co. Appears Before the Finance Committee of the Senate for the Purpose of Protest ing Against the Placing of a Tax Upon Copal Gum and Gum Shellac—His Contentions.

Among those who took an active part in the recent fight before the Finance Committee of the Senate against the provision of the House Chemical Schedule that proposes to place a tariff upon copal gum and gum shellac, at present on the free list, was Marion Dorian, treasurer of the American Graphophone Co.

In his address before the committee Mr. Dorian stated that both copal gum and gum shellac enter largely into the manufacture of talking machine records and that the American Graphophone Co. had expended a large sum of money trying to find a substitute, but nowhere in the world except in the Far East can this be found. It cannot be produced in this country. He said that in the manufacture of talking machine records of the disc type shellac forms a very important ingredient. Copal gum is also used in some makes of records. In this particular industry, he said, it is clearly demonstrated that no substitute can be employed in place of the shellac and the same is true of the copal gum in the case of records employing it.

Mr. Dorian also said it was evident that no American industry was to be benefited by the imposition of this tax, but, on the other hand, he thought a handicap would be imposed upon the American industries manufacturing the articles enumerated, because the arts mentioned are common to several important foreign countries, with the manufacturers of which our American manufacturers are in constant and keen competition, not alone for the home market, but international markets as well. These foreign manufacturers, he said, already have a very substantial advantage over the American manufacturer, due to the fact that they are nearer the source of supply and profit by a much cheaper transportation rate, speedier delivery and less depreciation in transit.

"If we add to the handicap already referred to the additional burden of a specific duty on articles whose value is not largely and immediately involved in American manufacture we shall unquestionably discriminate in favor of the foreign competitor," he said. "We think the discrimination should be in the opposite direction if there are any means of accomplishing it. There is no doubt in the minds of the American manufacturer that the imposition of this duty will greatly encourage the importation of British and German made goods, which will do serious injury to the American manufacturer without benefit to the American consumer."

The speaker stated that his company had a large factory located in the city of Bridgeport, where they employed upwards of 1,500 people, and another in the near vicinity of London, England. Fifty per cent. of the product of the Bridgeport shop, he said, was records. He said that if this useless tax on their raw materials became a law it would be necessary for his company to transfer all of their record work to their London shop in order to compete with the foreign manufacturer. He said that about 30 per cent. of their product was exported under present conditions.

FEATURETING THE CARUSO RECORDS.

How the Wanamaker Store Calls Attention to the Famous Victor Records in Its Local Advertising—Telling a Story That Means Something, and in an Interesting Manner.

The high class of the Wanamaker advertising, whether it be devoted to cravats or player pianos, is generally conceded, for both the text and the manner of presenting it is not only original, but decidedly interesting and pleasing. In other words, the story each day is presented in a thoroughly readable manner, and the reader does not feel that the material is forced upon him.

For instance, when the new records for March appeared recently, the Wanamaker Auditorium was as crowded as at any opera matinée, and the records of this great singer's voice on the Victrola possesses a certain fascination which makes them of particular interest to every lover of music. The audienc e is eager to hear the voice with wonderful tears and laughter in marvelous depths of feeling and heights of emotion. A voice such as this is a treasure in itself, and with such musical qualities as no other tenor voice on earth possesses.

"When Caruso sings in the Wanamaker Auditorium, everyone is at home. Every word he utters is the message he wants you to hear. When Caruso sings you know, and you can't help feeling that by the magic of his voice he is charmed into the utterance of the story that means something, and in an interesting manner."

The I. C. S. system of language instruction by means of the phonograph makes learning a foreign language easy and practical to put in order again the defective motor to pieces, and without using any tools, simply without an interruption in using the machine, with a very practical to put in order again the defective motor to pieces, and without using any tools, simply without an interruption in using the machine, with the Hydra System. One of the advantages of the "Hydra" construction is that it avoids all the discrepancies which on any make of talking machine makes a machine of breakage or defect of the spring or spring box. In this connection the manufacturers say: "On Hydra motors a child can repair any of such defects within thirty seconds, by taking the detachable spring box by another one. By selling such complete spare spring boxes, which are supplied at a special cheap price to the trade, a decent profit to dealers and factors is due to the fact that the draftsman of the proprie tor of a talking machine with Hydra motor can do such repairs by himself, practically without an interruption in using the machine, without sending the machine to the clock shop, or without taking the motor out of the cabinet, or without taking the motor pieces, and without using any tools, simply by loosening one or two nuts. It is, of course, very practical to put in order again the defective spring box."

"The Hydra motors are to be supplied in several models, at all prices, with one or two spring boxes, all with a solid construction, first-class valves, valves, nickel plated. Of the greatest importance are the Hydra motors to all firms building up their own talking machine models, because all these different models of the motors possess the same, not that bring high prices and great credit, because all these different models of the motors possess the same

Passion, love, grief, anger, mirth, are all now recorded, and you have a new record every day. Yes, you have a "new record every day," unless you have gotten everywhere and everywhere."

"Some voices may occasionally rasp, or thin out, or flaw, in the Wanamaker Auditorium. By this means the proprietor of a talking machine with Hydra motor can do such repairs by himself, practically without an interruption in using the machine, without sending the machine to the clock shop, or without taking the motor out of the cabinet, or without taking the motor pieces, and without using any tools, simply by loosening one or two nuts. It is, of course, very practical to put in order again the defective spring box."

WON'T YOU HAVE A LESSON IN SPANISH?

The I. C. S. system of language instruction by means of the phonograph makes learning a foreign language easy and practical. It is 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 learning a foreign language easy and practical. It is so easy to learn by the I. C. S. system—and a knowledge of Spanish is so useful nowadays.

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 Conver sational Records teaching pronunciation guaranteed to be absolutely correct, with native intonation and inflection. In addition to these Conversational Records there are pamphlet Instruction Papers giving the language.

The new Outfit is at one and the same time the best and cheapest ever offered—the price being only $35.

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

International Correspondence Schools
Box 918, Scranton, Pa.
MRS. FRANCES E. CLARKE’S LECTURE.

Speaks Before the Annual Session of the Pub-
lic School Musical Supervisors—Also Met
the Executives of the St. Louis Schools Dur-
ing Her Visit—Entire Affair Was Most In-
teresting and Educational.

(Special to The Talking Machine World.)

Mrs. Frances E. Clark, director of the educa-
tional department of the Victor Talking Machine
Co., who was here in February to attend the Na-
tional Convention of School Superintendents, re-
turned recently to participate in the annual ses-
sions of the Public School Musical Supervisors.
By good fortune the musical meeting was coinci-
dent as to dates and hotel with the National’s
Mother’s Congress, and Mrs. Clark also interested the mem-
bers of the latter organization in the talking ma-
icine as an educational instrument and appeared
before the convention to talk on “The Education
of the Child Before School Age.”

Mrs. Clark’s March errand in St. Louis was vastly different from that of February. As was
told in The World, she was doing pioneer work
among the superintendents, showing those who had heard but doubted and further convincing those
who had permitted limited use of the machines
in their schools. But at the musical meeting she
was among those who, for the most part, knew and
appreciated the value of the talking machine and
who knew and believed in Mrs. Clark. For Mrs.
Clark was for many years in public school work
and she had been meeting with some of the per-
sons attending this interesting State associations for
20 years. Last year, soon after she took up the
Victor work, she appeared on the program of the
Musical Supervisors with her machines and gave
an extended and explanatory talk. This year such
a talk was not needed. Her mission was largely to
display new records, show the progress the Victor
developmental department has made toward meeting
school requirements and how much has been done
toward making the kindergarten work come up to
the ideal by presenting Mother Goose and other
childish classics through the highest type of human
ability, that the ordinary school teacher can
not hope to rival, for if she could larger salaried
fields would claim her.

However, the talking machine did not go without
a champion on the program, as it was referred to
by several speakers, and W. Otto Miesner, of the
Oak Park (Ill.) schools went into his profitable
experience with the machines rather thoroughly.
He has seen to it that an aboundsance of machines
have been provided in his schools and that he has
funds for the purchase of needed records.

Mrs. Clark’s relationship with this organization
is very intimate, as five years ago she was one of
the organizers and served as the first chairman.
She was then connected with the Milwaukee
schools, where she was for eight years in school
work. Last year the official badge of the super-
visors was a dainty bronze pin supplied with com-
plements of the Victor Co. at the suggestion of
Mrs. Clark. These pins were saved and worn by
the members this year, without the ribbons which
marked them as being for the Detroit meeting.
The centerpiece of the pin is a picture of Lowell
Mack, the great Irish tenor, in Kansas City on
March 9 to have inserted in the official program
of the Willis Wood Theater a notice to the effect
that each of the selections recorded McCormack
on Victor records were obtainable at the store of
the company.

In this connection they outlined

features McCormack Records.

Schmelzer Arms Co., Kansas City, Takes Ad-
vantage of Appearance of Great Tenor in
That City—Enter Fiftieth Year of Business.

(Special to The Talking Machine World.)

Philadelphia Now Has a Well Organized Deal-
ers’ Association, Which Should Win Heartly
Support from Their Conferences in That City.

The recent organization of the Talking Ma-
chine Retail Dealers’ Association, of Philadelphia,
Pa., with the following officers, president, Wm. S.
Gibson; vice-president, John A. Popp, secretary,
Mr. Keesee, and treasurer, W. M. Goodstein, and to put note in the market of getting the dealers
of that city an opportunity of getting together for mutual advancement. There are many matters that are ripe for discussion that
will tend to uplift the trade if the dealers co-
operate. They can uplift the standing of the busi-
dess, discuss ways and means for its develop-
ment and so emphasize the importance of the re-
results of the business as to make it a factor of
helpfulness to the industry as a whole.

The Philadelphia association, which held its last
meeting at 118 North Broad street, meets every
second Wednesday of the month, and among the
resolutions recently passed was that of taking
strong action against price cutters. This has al-
ready borne good results apart from the trade
benefits to be derived from the association effort
is the matter of interchange of views and social
amenities that do much to offset away the rough
edges of discord and misunderstanding.

FEATURES MCCORMACK RECORDS.

Schmelzer Arms Co., Kansas City, Takes Ad-
vantage of Appearance of Great Tenor in
That City—Enter Fiftieth Year of Business.

(Special to The Talking Machine World.)

Philadelphia, Pa., April 8, 1912.

The Schmelzer Arms Co., of this city took ad-
vantage of the recent appearance of John McCor-
mack, the great Irish tenor, in Kansas City on
March 9 to have inserted in the official program
of the Willis Wood Theater a notice to the effect
that each of the selections recorded McCormack
on Victor records were obtainable at the store of
that company.

The Schmelzer Arms Co., distributors of Vic-
tor talking machines and Edison phonographs in
this city, have entered on the fifty-fifth year of
their business life, and report a great trade
for the opening months of the present year. They
recently sent out a letter to the dealers in their
territory urging them to put more steam on and
sell more goods. In this connection they outlined
plans that might prove helpful.

NOW PROMINENT IN THE SOUTH.

T. R. Lombard, who is one of the incorporators
of a new corporation in Atlanta, Ga., for the de-
velopment of Southern enterprises, was at one time
president and general manager of the North
American Phonograph Co., which figured prom-
mendously many years ago in the talking machine
field.

Mrs. Frances E. Clark’s Lecture.

Speaks Before the Annual Session of the Pub-
lic School Musical Supervisors—Also Met
the Executives of the St. Louis Schools Dur-
ing Her Visit—Entire Affair Was Most In-
teresting and Educational.

(Columbia Phonograph Company, Gen'l
Tribune Building, New York)

Everybody’s Doing It Now! You couldn’t travel about this country very long with-
out discovering that the Columbia line is
going in everywhere, going in right, and
going on to stay.

(Columbia Phonograph Company, Gen'l
Tribune Building, New York)
Take it for granted that every

EDISON PHONOGRAPH

prospect is an Amberola prospect

Reports from all parts of the country show that more and more people are buying the Amberola—people in villages of 600 population as well as in the cities—folks who look at every dollar twice, as well as those who can afford anything they want.

This is because the desire for the best is growing all the time in all the people, and because live Edison dealers are fostering that desire and playing up to it.

Take the lesson home—offer your best first. Talk Amberola from the beginning, and talk to win. You will win in a surprising number of cases—and when you don't, it's easier to come down from the Amberola to one of the lower priced models than it is to start at the bottom and work up.

Optimism is contagious—so is enthusiasm. Call them in to help play your game.

Thomas A. Edison

INeorporated

59 Lakeside Avenue, Orange, N. J.
If you are not stocking and pushing Edison Amberol Concert Records, you are letting good profits go by.

Don’t underestimate your customers’ musical appreciation. Even those who generally buy the light, catchy airs of the day will also prize a few of the classics—many prefer them.

Edison Amberol Concert Records have scored a big success and are gaining in popularity every day. They offer a variety of the world’s best music, sung and played by the best talent, and perfectly recorded. Think of the appeal of Tosti’s “Good-Bye” as sung by Riccardo Martin—of Massenet’s “Thais” when played by such a master of the violin as Albert Spalding. And think of the added momentum this appeal will give, not only to your Record sales, but to your Phonograph sales as well.

Everybody in your vicinity who owns an Edison Phonograph, or is thinking of owning one, should hear all of the Edison Amberol Concert Records that have appeared and the new ones as they come out each month.

Keep your eye on the new record list and keep in touch with your Edison jobber.

Thomas A. Edison, INCORPORATED

59 Lakeside Avenue, Orange, N. J.
of special recitals or daily paper publicity. Wherever these plans have been adopted business has made steady strides.

THERE is no room to-day for the talking machine man who is indifferent to public requirements. The dusky, ill-kept talking machine stores with their crowded, dirty windows and poorly-kept stock—and we have a few of them, sad to say, in Manhattan—are not making headway and they never will. Such stores may have made progress in the past, when there was little competition, but they cannot win out to-day.

It is impossible to visit one of these stores without being disgusted and disheartened. And yet the proprietors actually expect purchasers to pass by well-equipped, well-lighted and attractively arranged talking machine showrooms and buy from them! They complain of hard times, but they rarely seek to find the reason why their business is retrogressing instead of progressing.

This is an age of keen competition in all lines, and no business man, whether in the talking machine field, or elsewhere, can expect to make headway unless he thinks and acts.

It is refreshing to visit the magnificent talking machine display rooms which are now to be found in practically every city of any importance throughout the United States. The men back of these establishments have had faith in the talking machine from the very start, and while others were talking hard times they were planning and perfecting their establishments so that they are to-day reaping the reward of their enterprise.

It is just this kind of effort that should give “light” to the men who are depressed, to the men who cannot comprehend why things are not going well with them. For it is time to wake up to the fact that the talking machine business is here to stay, that it is not a transitory trade “to be milked while the grass is high,” that a full measure of reward awaits the man who conducts his business with enthusiasm, with faith in and a full understanding of its future.

WHAT we want in this trade is men who appreciate the possibilities of the talking machine of our day—men who believe in its future—men who will not sit supinely by and wait for trade to enter their warerooms, but men who will use modern methods to bring the business to their store, and who are interested to the point of enthusiasm in that which they have to offer for sale.

There is plenty of waste territory in this country which can be cultivated with such profit that a big crop of orders can be reaped where the land is now sterile. Jobbers in particular should make a study of their territory to the end that it is properly worked to its full strength.

Many jobbers are not fully alive to the absorptive power in their territory and they should inaugurate a campaign so as to make dealers realize the situation; in other words, they must get busy. If one, two or three dealers are holding down the business lid and not working the territory, it is best to replace them, for an agency is worth nothing to a jobber or a dealer unless it pays.

This waste territory proposition is a topic worthy of a great deal of serious consideration. In these days it is necessary that the jobber and the dealer should be thoroughly alive to developments. In this way the enterprising dealer will be suitably rewarded, and the backboneless dealer, who is hindering progress, will be eliminated. There are new conditions coming up all the time which must be considered, and talking machine men, whether in the manufacturing, jobbing or retailing end, must be wide awake. There is an immense amount of unworked territory in this industry which can be made profitable, but it requires men fully awake to the situation to achieve the best possible results.

VNS are now being perfected by the National Association of Talking Machine Jobbers for the annual convention to be held at Atlantic City on July 1 and 2. Present indications point to a very large attendance from all parts of the country for this reunion offers a very pleasing opportunity for the talking machine jobbers and their families to make a short stay at one of the most famous seacoast resorts in the world.

The Jobbers’ Association has been a factor of no small importance in bringing about many betterments in the trade, aside from the social enjoyments which form no small feature of its
annual gatherings. Through co-operation it has helped to bring the jobbing trade of the entire country closer together and through association intercourse, views have been exchanged and suggestions made which have been of mutual advantage to every member.

The association has been conducted along broad lines, and has been free of those pecunary animosities which oftentimes do so much to mar trade progress. While the list of jobbers who belong to the association is imposing there is still room for others, and it is time that all should lend a hand to making this association a greater power for trade good and trade advancement.

The coming convention at Atlantic City will be a most opportune time for jobbers outside the fold to come into line. The arrangement committee for the forthcoming convention, of which J. C. Roush, of the Standard Talking Machine Co., of Pittsburgh, Pa., is chairman, is perfecting plans and outlining a program for the gathering and within a few days Mr. Roush, accompanied by Perry B. Whitits, L. C. Wiswell and E. F. Taft, will make all the necessary hotel, banquet and other arrangements during a visit to Atlantic City.

We understand that L. F. Geissler, general manager of the Victor Talking Machine Co., has extended an invitation to the jobbers' association to spend the day of July 3 with the Victor Co., and a very unique program will be arranged for the jobbers' entertainment.

ADVERTISING A BIG ORDER.

J. W. Jenkins' Sons Music Co., Kansas City, Mo., Hold Parade Upon Occasion of the Transfer of Two Carloads of Victrolas from the Railroad to Their Warehouse.

When doing something big it never hurts to get full credit for the act. This at least appears to be the theory of the J. W. Jenkins' Sons Music Co., Kansas City, Mo., and judging from the success that had attended their efforts during the past they have the right idea.

Some weeks ago the company received a shipment of two carloads of Victrola XIV's and immediately set to work to acquaint and impress the public with the fact. The entire showpiece was hauled on a large motor truck and six double horse trucks, and each truck was appropriately decorated with large banners telling of the reason for the exhibition. The parade wended its way through the principal streets of the city to the J. W. Jenkins' Sons Music Co., warehouse, with its progress heralded by a booster stationed on the first truck. The event afforded an excellent indication of the extent of the company's business.

DOLBEER IS OPTIMISTIC

Regarding Business Generally, and Reports a Marked Increase in Sales—Piano Dealers Pushing Edison Goods Energetically—Eilers' Great Record—Discusses Labor Troubles.

Commenting about business, F. K. Dolbeer, general sales manager of Edison phonographs, says: "The past few weeks have shown a marked increase in sales, which reflects the general prosperity of the country at large. The volume of business comes from all sections, thus devoting an absence of the 'spotty' conditions which were in force some time ago."

Mr. Dolbeer remarked that he is greatly pleased at the energetic manner in which the piano dealers of the country are handling Edison machines and records; he says that many of them are making a fine success, particularly those who are prosperous in the piano field. He pointed with considerable pride to the statement made by H. W. Eilers, head of the big Eilers piano and music industry along the Pacific Coast, who sells Edison goods, wherein Mr. Eilers said: "Half of our enormous business is in talking machines."

"Do you believe that the coal strike will affect the talking machine industry?" was asked of Mr. Dolbeer.

It is evident that he has some inside information on this point, as he is keeping in close touch with the situation evidenced by his reply: "I look for the coal strike to be promptly cleared, so I cannot say that any injury will come to our industry from that score. I had a communication yesterday from a party who is closely affiliated with the powers that be in this strike, and he advises me that the coal strike will be adjusted in a very few days." Probably ere this appears the trade at large will have had an opportunity to judge of the correctness of Mr. Dolbeer's prediction.

THE VICTOR IN SAVANNAH.

Success Met With in Pushing That Line by the Phillips & Crew Co. Store.

(Special to The Talking Machine World.)

Savannah, Ga., April 8, 1912.

One of the interesting features of the recent celebration of the ninth anniversary of the establishment of the local branch of the Phillips & Crew Co., Atlanta, Ga., was the attention given to the line of Victor talking machines, Victrolas and Victor records handled by that house. One of the most successful departments of the store since its opening has been the Victor department, and many homes in Savannah and vicinity have been supplied with elaborate outfits of machines and records by the house.

USING PHONOGRAPH RECORDS

As an Aid in Teaching Telegraphy—The National Educational Association Behind the Move of Which W. Smith is President.

The National Educational Association, Wm. Smith, president, Boston, Mass. is behind the movement of a new stunt in educational lines for the Edison phonographs, and this is to teach telegraphy by the aid of phonograph records. It has succeeded admirably in getting master records of the telegraph alphabet, minerals and pronunciation marks by which even the beginner can learn exactly what the "tapping" is. Wm. Smith, the prime mover in the new school, is an old telegraph operator of years of experience and he believes that by the aid of the Edison records people can be taught telegraphy very quickly and at a low cost. Public announcement of this method will be forthcoming shortly.

The DITSON Pledge

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

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

The Fastest Victor Service

which is a requisite in this hustling age. We possess the largest stocks, the best organization and most up-to-date equipment in the Eastern half of the country. This covers Victor machines, records and supplies of every kind, not to mention cabinets, needles and trade-marked accessories. Will you let us tell you more about Ditson co-operation? A postal gets this information!

OLIVER DITSON CO., Boston, Mass.
The Talking Machine Trade in New England

TRADE IN GLOUCESTER
Is Now Becoming Very Active—Demands from Summer Resorters and Shipping Men.

(Special to The Talking Machine World.)
Gloucester, Mass., April 10, 1912.
The Gloucester Talking Machine Co., which is conducted by Schwarts & Bernstein, reverses the usual experience that obtains with talking machine dealers. For instance, while most of the houses enjoy a big demand for goods during the winter season, that is just the time when this company does its smallest business. On the other hand, during the spring and summer, when the city concerts are feeling the effect of people going away, the Gloucester company makes ready for its heaviest demand for goods, and that is why this Gloucester concern just now has been heavily stocking up, for Gloucester is not only a popular summer resort but it likewise is a fishing port, and the great number of fishermen who have been away on fishing trips all the winter are now coming back into port as the spring comes on. These same fishermen are great enthusiasts over talking machines, and many a Columbia outfit is to be found on the fishing craft. Always ere they start on a cruise these vessels stock up with records, for there is scarcely a ship that is not equipped with a Columbia machine. So that is why Schwartz & Bernstein are now beginning to do their big annual business.

Sells Many Edison in Brockton.

(Brockton, Mass., April 8, 1912.
Charles S. Sackett, proprietor of the Caefer Misch Store at this place, is doing a big business with the Edison line of outfits. His store is fortunate in having fine display windows, which show off the goods to splendid advantage. Much of Mr. Sackett's business is confined to high-priced goods, and his customers number some of the most prominent people in Brockton.

Charles Monahan, who runs a large installment jewelry house at Worcester, Mass., has found it profitable to add Columbia machines and records to his line of trade, for his business in this department alone has grown at a rapid rate.

REPUTATION AND PROFITS
Are Centered in the Bagshaw Needles—Why the Duplextone Has Won.

Knowledge is power, a student of manufacturing cannot know as much as the teacher or the professor. As each step advances, so does the amount of knowledge. Being the oldest makers of talking machine needles in this country, it is proper to give the title of professor to W. H. Bagshaw, the widely known needle manufacturer of Lowell, Mass. The honor of making the first needles for a disc talking machines is something worth achieving, particularly from the experience point of view.

All the time since these first needles appeared, W. H. Bagshaw has strived to follow all possible trends of the market with a contingent improve of the products. Quantity never interfered with quality, as when the unchallenged world's shipping record was made by Bagshaw some time ago when 63,000,000 needles left the Bagshaw factory in ten consecutive working days, the needles were of the same artistic quality as marks the Bagshaw standard. It is a question of quality once and for all the time.

This extended and varied experience behind the new needles recently put upon the world's market—the Duplextone needle—the needle with two tones. The crystallization of years of effort is centered upon one needle and it is no wonder that the dealers and jobbers of the aggressive type are displaying these Duplextone needles prominently with good advantage to themselves and profits.

GETTING RESULTS IN VERMONT.

(St. Johnsbury, Vt., April 8, 1912.
The McLean Music Store, of this city, is a favorite rendezvous with music lovers, and with Miss Morrison in charge of the talking machine department the business has grown considerably, for this capable woman is especially qualified for the position. Mr. McLean, who is a hustler, has gone some long distances through the snow this past winter to work up business in the Edison goods, and he will long remember some of his twenty-mile rides in a sleet with the thermometer 90 degrees below zero.

Two Edison supply centers with a single thought—Fast Service

If you have tried our "P-E Service" you know how valuable it is to your business success. THE PARDEE-ELLENBERGER CO. positively guarantees that all orders will be filled the same day as received.

Our complete stock of Edison Goods and up-to-date methods make our "P-E Service" an absolute necessity to up-to-date dealers.

Remember, we are exclusively Edison and exclusively wholesale, which insures your getting machines and records just as they come from the Edison works. Two complete sources of supply Boston and New Haven.

HOW DEALERS ARE HELPED

(Boston, Mass., April 11, 1912.
Perhaps the greatest compliment a man can secure is to have the term applied to him "His superior in knowledge and experience, Mr. R. H. Winkelman, the reference used, is the manager of the Victor department (wholesale and retail) of The Oliver Ditson Co. He is known as one of the most pleasant and experienced men in the field and has a wide circle of friends all over New England. He has been with the Ditson Co. for years, during which time he has watched the talking machine field grow and prosper. One of the important parts of Mr. Winkelman's duties, which is pleasing to him as well, is the coaching of new dealers so that they are equipped and ready to give the most profits. He helps them and he invites their inquiries regarding all phases of the business.

BUSINESS SUFFERS FROM STRIKE.

(Wellsville, Mass., April 8, 1912.
Among those who are greatly feeling the effect of the Lawrence textile strike is over is Mr. Kneupfer, of Kneupfer & Dimmock, who are large Victor dealers in that city, Mr. Kneupfer said in a conversation lately that business has been cut down considerably while the strike was on, and himself included, though no means, in proportion to other departments of business. However, now that it is all over business is picking up considerably, and he has a big business ahead in Victor outfits. He has a well-fitted-up establishment in a very convenient locality.

DEMAND FOR PURITONE NEEDLES.

John M. Dean, the talking machine needle manufacturer of Putnam, Conn., offers to send a sample package of "Puritone" needles to any talking machine men who will send the name of his jobber. The evident faith of this proposition is surely indicative of merit, and to those who are not acquainted with the Puritone needle it is an excellent offer. Anent business conditions, Charles R. Dean remarked: "I am pleased to say that the sales of Puritone needles are gaining all the time, and meeting with our strongest gains being with those of the trade who have been using the brittle foreign needles to the detriment of their business. In buying the Puritone needles they secure an American-made needle at even a little less cost than they were paying, quality considered. The outlook for the year is most encouraging and I believe it will rank with the record year."

MEETING WITH BIG EDISON DEMAND.

(Newport, Vt., April 8, 1912.
Charles A. Clark, of this city, is making some much-needed alterations in his store, mainly in the way of installation of booths whereby more perfect demonstrations of the Edison goods can be made. Mr. Clark has sold some of the highest-priced Edison outfits lately, and his business is coming along right merrily.

COLUMBIA LINE IN HOLYOKE, MASS.

J. G. Heidner, the leading piano dealer of Holyoke, Mass., has just installed a large number of Columbia outfits, and the first day saw a great demand for these goods. Each customer has become so enthused over the possibilities of the machine that he or she has informed neighbors, with the result that already Mr. Heidner's business has grown rapidly.
There is a rumor abroad in the city that there is more or less price cutting being practised among those handling talking machines, and the worst of it is, according to The World's informant, it cannot be run down. Evidences of the practice keep cropping up and it is hardly stand. Clearly, many of the Boston trade who have good prospects, but find someone has got in ahead of them with a lower price on the same goods, but with the manager of the firm explained the situation and the low price that others were able to purchase the goods, and that the chances are that a large number of the other concerns are not obtaining the same advantage. It is not long ago one read of the rather de-moralized condition of the talking machine business in England due to this deplorable practice of price cutting, and as then was a matter of congratulation on this side that such a condition did not obtain here. It would be a pity, and bad for the business at large, if there were to be a disposition to break faith on the part of the local distributors. Up to now there has been an honest disposition to "play fair" and it has been a source of pride that the business has not felt the sting of what is so frequently found in other departments of commercial activity.

Arthur C. Erisman's Visit to New York.

Manager Arthur C. Erisman, of the Columbia Phonograph Co., General, was over in New York a week ago and visited the Columbia's laboratory in 38th street, and while there he witnessed the taking of records of a number of prominent singers and comedians, whose names will be conspicuously displayed in a forthcoming list of the Columbia Co. While in New York he located at the Knickerbocker Hotel with Manager Henry Russell, of the Boston Opera Company, who was sailing that very day for Europe. Mr. Erisman and Manager Russell discussed the new stars whom the latter is to contract with for appearances at the Boston opera house next winter, and tentative arrangements were made for taking records of their work at the Columbia laboratory. Manager Russell is a great believer in the efficiency of talking machines as a medium with which to popularize grand opera in Boston.

Talking Machine Associates Meet.

The Eastern Talking Machine Associates enjoyed a very pleasant evening at their headquarters the latter part of March, and the chief feature was the entertaining talk that President E. F. Taft, of the company, gave the members relative to his visit to the several factories where talking machines are turned out, and the information that he gave should prove of the greatest value to the Eastern's employes in their future trade relations. Incidentally the information which he gave threw new light on why there is such a shortage of goods at this time.

The committee on entertainment reported that considerable progress is being made in the details of the field day, which will be enjoyed at Crescent Park, Rhode Island, on June 17, which is the same place the boys went to last year and where a great day was enjoyed. Mr. Brown, who recently resigned his connection with the company to go with the Wallaham Ewery Wheel Co., sent a letter of resignation from the several committees on which he had so ably served, among others that of chairman of the press committee, and the chairman asked S. J. Freeman, manager of the Victor department, to accept that position to serve on, Mr. Brown's unexpected term as publicity representative of the company.

Sylvester With Columbia Co.

Roy C. Sylvester, a brother of Chester J. Sylvester, manager of the talking machine department of the C. E. Osgood Co., has become associated with the Columbia Co. and is "making good" in fine shape. This new addition to the Columbia forces is a little husky, active, alert and right "on the job" all the time.

Atwood's Easter Display.

Charles F. Atwood's new place in Tremont street, around the corner from Boylston, had the large window almost entirely given over to a beautiful Easter display of Victor goods early in the month. In the center was an angelic figure with a harp, and the lily effect was used to good advantage. There was a quantity of discs of Easter hymns, with their titles conspicuously displayed all around the window, and several handsome machines were included in the exhibit. The window was as attractive as anything one sees around town at this time.

Sales of High Priced Outfits.

Chester J. Sylvester, in charge of the talking machine department of the C. E. Osgood Co., has been having some good sales in high-priced outfits. The sale referred to last month of a lot of records, which the house was able to secure at a low figure over in New York, are being rapidly disposed of, and the purchasers are surprised at the good things they are able to pick up in this collection.

Visitors at Pardee-Ellenberger Co.

W. O. Pardee, president of the Pardee-Ellenberger Co., was a visitor in Boston for a few days lately, going back to Connecticut deeply impressed with the idea that there is a large field here for the Edison goods. Another visitor at the Pardee-Ellenberger Co.'s quarters in Buttermarch street was M. A. Carpell, Eastern sales manager of the Herreg Art Furniture Co., of Saginaw, Mich., who handles cabinets, and was in town calling upon the trade. Still another caller who dropped in on Mr. Silliman, of the Pardee-Ellen-

(Continued on page 14.)

This is the Loud Position for Duplexetone Needles below is shown the Soft

C You have many customers who want the BEST; they own a high priced machine and buy expensive records. They want the BEST MUSICAL EFFECTS. These are the people who WILL BUY Duplexetone Needles, the HIGH QUALITY needle with TWO tones.

C It is absolutely ESSENTIAL that you sell the highest grade needles for the reason that it helps your business by a bettered tone. Customers say: "I can get better tones with Duplexetone needles and also I can secure both LOUD and SOFT tones with ONE needle." They'll go out of their way to reach your store.

C You are losing profits if you do not sell the Duplexetone.

C Although Duplexetone needles have only been on the market for a few months, the sales have leaped forward by kangaroo jumps. Remember that they are made by the House of Bagshaw, the oldest and largest makers of needles in the country. We sell to jobbers only, furnishing all sizes, shapes and styles.

C Your jobber will supply you with any quantity desired. If you want a generous package of Duplexetone needles for your personal tests, send us his name and the package will go to you postpaid by return mail.

W. H. BAGSHAW
Sole Manufacturer
LOWELL - MASS.
Alice Nielsen, the opera star, who has sung the background, which from Boston Common, across in Tremont street these days. for the front of a large business in Columbia outfits ever since it opened up the department under the management of Ubert Urquhart, manager of the Victor department, has been considerably rearranged so far as counters are concerned, and business therefore can be despatched with more economy of time and space. Manager Silliman has been a large and well-arranged establishment is being moved from the first floor of his house across the building across the hall and is devoting these rooms exclusively to the Victor goods. The rooms are tastefully furnished, with a handsome rug on the floor, and Manager Charles Trundy is thus given the free quarters quite apart from the piano rooms. The business has been excellent during March, so Mr. Parker reports.

Steinet Reaarranged:
The first floor of the M. Steinaert & Sons Co.'s Arcade street quarters, with which the Victo department, has been considerably rearranged so far as counters are concerned, and business therefore can be despatched with more economy of time and space. Manager Silliman has been a large and well-arranged establishment is being moved from the first floor of his house across the building across the hall and is devoting these rooms exclusively to the Victor goods. The rooms are tastefully furnished, with a handsome rug on the floor, and Manager Charles Trundy is thus given the free quarters quite apart from the piano rooms. The business has been excellent during March, so Mr. Parker reports.

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Get the fast-selling U. S. Line

More Profit

Exclusive Features that will appeal to you as they do to the public.

The Silent Motor
Positive and long running. Can be wound without hitch or interference while record is being played.

The "Duplex" Reproducer
permits playing two minute or four-minute records with equal facility. A simple turn of thumb-screw, to right or left respectively, engages the proper feed-gear.

The Flexible Tone Arm
An exclusive feature of the U.S. PHONOGRAPH, made of metal (not rubber) and it gives the exactly proper amplification to the sound waves. It means the correct impact of sound which carries naturally and without mechanical loss of tone-roundness.

Sapphire Reproducing Points
of hardest jewelled Sapphire. Need no replacing and never wear out. They last like the jewels of a watch—forever.

No loss through breakage---a feature that adds to your profits.

Demonstrate them as often as you like—the music is everlasting—no loss in tone values or salability.

Popular Prices
for a positively permanent entertainment.
Grand Opera Records—United States 75 cents; Canada 90 cents.
Four-Minute Records—United States 50 cents; Canada 65 cents.
Two-Minute Records—United States 35 cents; Canada 40 cents.

Popular Selections
by the highest talent of the day, reproducing the very latest and best there is in Opera, Oratorio, Concert, and Sacred Music, as well as Band and Instrumental Music, Vaudeville, and all the popular entertainment from metropolitan centers.

No needles to destroy the tone value—or wear out the records.

The absolute freedom from any adjustment whatever stamps the U-S PHONOGRAPH as a leader. The Sapphire Reproducing Points neither wear the record or need replacing—they are as permanent as the keys of a piano.

A Big Line
that means satisfaction to your customers and to yourself. They buy U-S EVERLASTING RECORDS which they can enjoy forever, and you have no broken or worn-out stock to discount from your profits.

May List Now Ready

Send for Catalog and Dealers Proposition

The U-S Phonograph Company
Associated with
The Bishop-Babcock-Becker Co.
1013 Oregon Ave.
Cleveland, Ohio

Send at once full information and literature regarding your proposition to Dealers.

Name __________________________
Street __________________________
Town __________________________
State __________________________

BRANCHES

The U-S Phonograph Company

Cleveland

Send at once full information and literature regarding your proposition to Dealers.

Name __________________________
Street __________________________
Town __________________________
State __________________________
Everybody’s Doing It Now! Not necessarily supplanting competitors, but the Columbia line is making its profit for dealers on even terms—a profit some of them used to miss entirely.

THE INFLUENCE OF THE TALKER.

Grant S. Jones, of the Scott & Jones Co., recently called at the Bon Marche Dry Goods Co., Youngstown, O., April 8, 1912.

Youngstown is really a musical city, besides the many who can play the piano or some other musical instrument there are thousands who are getting an excellent musical education by means of talking machines. So heavy has the local demand for talking machines become that the dealers are finding some difficulty in securing sufficient stock to supply their customers. It is stated on excellent authority that one store supplied over $800 worth of records to the inhabitants of one square block during the holiday season. The growing popularity of talking machines in this city recently caused the Sunday Vindicator to publish a special interview with Grant S. Jones, of the Scott & Jones Co., the prominent piano and talking machine dealers of this city, on the subject, in which he said in part:

"There is many a home in Youngstown where the talking machine is all that the household has to cheer and brighten it. Men and women who objected to it at first and declared that they would not have such a thing in the house, are now among the talking machine's best friends. Music made a bigger difference in their home than they had ever dreamed it could. Once they had experience of it, heard how well it reproduced and felt what charm it could add to their homes, they would not do without it.

"Music is Mechanical and it is a step backward. Many people object to it on this ground that it is mechanical and that it provides entertainment without making them forget themselves. They hold that it is a step backward that modern children should enjoy the music of a talking machine, whereas the children of a generation ago themselves acquired by long practice and study the accomplishment of playing. Dealers say that the objection does not hold good. The head of the largest music house in the city said last week that instead of making young people satisfied with listening to music played by others, the talking machine was encouraging them to learn to play. More people than ever are buying pianos, he said, and the only effect that talking machines have had upon the sale of pianos has been that people are buying better pianos. Hearing good music on the records has given them a better ear. The talking machine has had an effect upon the sheet music department; but the effect has been to decrease the sale of ragtime and increase many times, the sale of music that is really good."

Mr. Jones also took the opportunity to call attention to the growing use of talking machines in schools and to the elaborate repertoire of records offered to talking machine owners.

FILLING A RECORD ORDER.

Several Trucks Required to Handle the Initial Order of the Bon Marche Dry Goods Co., Lowell, Mass., Which Was Placed with the Eastern Talking Machine Co. Recently—251 Machines and Accompanying Records and Supplies Make a Total of $7,996.87.

(Basic to The Talking Machine World.)

Boston, Mass., April 8, 1912.

The accompanying photograph shows the front of the Eastern Talking Machine Co.'s establishment in Tremont street, on one of its busy days. The Bon Marche Dry Goods Co., of Lowell, Mass., recently qualified as Victor dealers, placing with the Eastern Co. the largest initial order for a dealer's contract that ever had been placed, and this initial order is the first one seen in the picture all ready to start away. The Bon Marche is one of the largest and best department stores north of Boston. Its general manager, Mr. Gilmore, and the confidential man, Mr. Martin, recently called at the Eastern's quarters and, in discussing the details of this order, said: 'If its in the Victor catalogue it is good, and if it is good, we want it and we'll have it.' The machines ordered totaled up $251. Every record in the entire Victor catalogue was sent the firm, and all of the fixtures that go to make up the Victor outfit were sent also.

The progressiveness and enterprise of this Lowell house, which is known far and wide to the people who live within any sort of distance of Lowell inspires a most faithful representation for the Victor products.

T. W. Duncan, one of the bustling traveling men for the Victor line, was largely instrumental in putting the big deal through and his success in the matter is another proof of his ability as a salesman.

M’GREAL WINS OUT FOR CLARK.

Chosen Delegate for Clark to National Democratic Convention Despite Progressive Sentiment Throughout State.

(Miscellaneous to The Talking Machine World.)

Milwaukee, Wis., April 8, 1912.

Lawrence McGreal, president of the National Association of Talking Machine Jobbers, and Edis-son jobber for Wisconsin, won a sweeping victory at the polls in the recent election and was chosen as a Clark delegate from the Fifth Wisconsin district to the National Democratic Convention in Baltimore, June 25 to 28. Despite the fact that Wisconsin is a strong progressive State and went almost unanimously for LaFollette and Wilson, Mr. McGreal secured the largest vote polled for a Democratic delegate and won by a plurality of 1,500 votes. The vote was sure proof of the decided popularity of Mr. M’Greal in Milwaukee and surrounding territory. Mr. McGreal will now be able to combine his Eastern trip to the Baltimore convention with his trip to the annual convention of the National Association of Talking Machine Jobbers at Atlantic City. Mr. McGreal has long been a personal friend of Champ Clark, having met the well-known Democrat many years ago in Missouri, and is regarded as the original Champ Clark man in Milwaukee.

The more a man mixes with the world generally, the less he is apt to develop into a crank.

Columbia Phonograph Company, Gen. Tribune Building, New York
Dealers Seem to Be Satisfied with the Business Developments for the Past Month, and Each and All Look Forward to a Very Active Spring and Summer Trade—Victrola Concerts at Wurlitzers Attract Crowds—C. S. Browning a Recent Acquaintance—Columbia Styles Which Are Especially in Favor.

"Special to The Talking Machine World"

Cincinnati, April 6, 1912.

There have been no startling doings in the local talking machine situation during the past month. All the houses appear to be satisfied with the business transacted during March, and are now looking forward to the opening up of the coming season and the consequent demand for goods, particularly in the cheaper grades, for use during the summer.

The Rudolph Wurlitzer Co. report a very flourishing trade for the month of March, the sale of Victrolas and records far exceeding their expectations. The special records which were recently issued by the Victor Co. are certainly proving good sellers, particularly the record, "They Gotta," by the company. The organization has given a number of concerts wherein the Victrola has played a leading part with such good effect that a number of record buyers, everyone hearing its music, have been inspired to buy records. The announcement of the new "Princess Regent," $35, has created great interest among the dealers, whose orders are being filled as fast as stock arrives from the factory.

We are proud of our great record in taking care of our enormous sales the past month or six weeks, as we have been able to make prompt deliveries on nearly all types, thus avoiding the disappointment of our retail customers as well as wholesalers, which is greatly appreciated by them. This shows great work and foresight on the part of our factory as has gone even beyond our expectations, the figures for March going far ahead of any other March in the history of this store, which is proof positive of the great progress we are making from month to month."

The Dictaphone department of the Columbia Phonograph Co. had a very satisfactory month in March; C. M. Beckett, Springfield, Ohio, agent, placed a large number of Dictaphones with The Bauer Bros. Co. and the Robbins Myers Co., while J. S. Reid, Columbus, Ohio, agent, placed several Dictaphone outfits of equal interest; of course the Cincinnati manager came in with his share of the business with several large installations, the chief one being with the law firm of Reeves, Burch, Peters & Oppenheim, of Cincinnati.

C. M. Wintzdtale, exclusive Columbia dealer of Bedford, Ind., spent a very pleasant day in Cincinnati talking over Columbia plans of the future with Mr. Whelen, of the Columbia Co. E. J. Meyer, of Madison, Ind., exclusive Columbia dealer, was also another visitor at the Columbia store recently.

The Mt. Healthy Public School, of Cincinnati, has purchased a Columbia Grandola "Favorite" for school work, with which the teachers and pupils are all delighted.

The larger number of instruments sold during March by the Wurlitzer Co. were of the larger type. This may have been due to the shortage of the smaller types. Altogether the business for March far exceeds the business for any month of last year, and the Wurlitzer Co. is looking forward to a still larger month in April. All indications are pointing this way.

C. S. Browning, formerly of the Victor Co., has joined the ranks of workers of the Rudolph Wurlitzer Co. to act as their traveling man. It can be said that the month of March has been one of the best months which the Wurlitzer Co. has enjoyed for some time at this season of the year.

President W. H. Steves, of the Lyric Piano Co., is more than pleased with the results that is being obtained from his experiment of adding a talking machine shop to his piano business; the results that he has obtained are very satisfactory. Through a little extra effort of keeping in touch with each and every consumer by writing them every month, sending them catalogues of the new records that have been issued and sending machines out upon approval, he finds he has been very successful. He now has two people in the department and keeps them busy most all the time. He is planning on bringing in the whole thing for very few things that Mr. Stever turns his mind to that he does not make a success of in some way or other. He is now thinking of making some more room for his Victor machines, and he says he expects before another four or five months to double that amount. He thinks this is a nice way to get people into his place of business, and he has found that this has brought him several good piano deals and player customers. He is more than pleased with his efforts in this line.

With John Arnold, Elm street dealer, the last half of March was the best he has ever had. Mr. Arnold stated, was a good one, beating the sales for March, 1911. He is planning some big things which he expects to spring upon the trade as a surprise.

J. F. Poorman has not very much to report about the machine end of the business, but is highly pleased with the demands for records. Mr. Poorman gives up much of his window space to the plates.

TALKING MACHINE EXPORTS.

The Figures for February Presented—Reports Show Falling Off for the Month.

(See Special to The Talking Machine World.)

Washington, D. C., April 6, 1912.

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

The total exports of talking machines, records and supplies for February, 1912, amounted to $385,342, as compared with $244,001 for the same month of the previous year. The eight months' exportation of talking machines, records and supplies amounted to $1,463,594.

ALTERS STORE TO HANDLE TRADE.

(See Special to The Talking Machine World.)

Montpelier, Vt., April 9, 1912.

Thanks to the alterations made in his well arranged store, this city, E. T. Sequin is now better able than ever before to handle his rapidly increasing business. He has already set up a number of booths for purposes of demonstration and his business has grown so that he is able to show the best results of any time in three years.

More dollars are lost through the lack of force put into the throw, than through inaccuracy of aim.

If you want to catch the crowd, bait your hook with something that looks like money.
Everybody's Doing It Now! Columbia money is good money—and "velvet" to many dealers who used to get none of it.

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

FIFTEEN YEARS OF SERVICE.
Hayward Cleveland, Manager of the 23d Street Warerooms of the Columbia Co., Has a Great Sales Record to His Credit—An Interesting Chat with Old-Time Columbia Man.

In a recent chat with Hayward Cleveland, manager of the retail store of the Columbia Phonograph Co., General, on West 23d street, New York, the Talking Machine World learned that Mr. Cleveland had been with the Columbia Co. for fifteen years. In speaking of his long term of Columbia service, Mr. Cleveland said: "Early in March I entered my fifteenth year of service with the Columbia Phonograph Co. General, this fourteen years added to fourteen years in a previous position makes a total of twenty-eight years in two employments. My total years of labor number thirty-one and a half, and I am still a 'boy' in thought if not in years."

"I guess," continued Mr. Cleveland, "I can claim to be one of the old guard now. I can recall only ten or twelve who preceded me, among whom were Mr. Easton, G. W. Lyle, E. N. Burns, the Dorianos, V. H. Emerson, H. A. Budlong, W. P. Phillips and R. F. Bolton. The rest have left the service or have gone to the Great Beyond."

"Some call me the 'dean of the office managers.' I do not know if this is true, but certain it is that I have been largely on the same old job, in the same dear old town all these years, making an exception to that unwritten law of the Columbia Phonograph Co., General, that 'all men shall move.'"

"I have been through two panics with the company and wavered but once, in 1901 when things were at a low ebb. I have seen a mere toy, thought by many to have a short life, become a dignified musical instrument with a certain future. I have seen the trade completely shift around from cylinder to disc.

"From the day when I issued the first list of special records on a postal card (that was to grow to the now well established monthly supplement) I have taken an interest in the larger game, and while the task recently set me was very exacting, I have found time to continue and perhaps enlarge upon that interest. I recall several moves, made in the last two years that I strongly advocated."

Mr. Cleveland is too well-known throughout the industry. The Twenty-third street store is typical of his success as a manager. The Talking Machine World joins with the rest in wishing him fourteen years more of prosperity and success.

GOOD BUSINESS IN MALDEN.
(Special to The Talking Machine World.)
Malden, Mass., April 8, 1912.

In Summer street there is a store which few people can pass by without stopping to look at the admirable arrangement of Edison outfits. It is conducted by W. H. Cooper, who is one of the most enthusiastic of Edison dealers. Mr. Cooper's March business was very large, and he reports the outlook as excellent.

AN ORIGINAL WINDOW DISPLAY.
McCormack Greeted With A View of His Native Athlone Upon a Visit to the Store of Sherman, Clay & Co., San Francisco.

The importance of attractively decorated show-windows has been dwelt upon to such an extent that there is probably not a talking machine dealer in the country who does not realize the fact. The activity of the manufacturing companies themselves in suggesting and actually preparing window displays for their dealers has done much to stimulate this form of publicity. Whatever virtue may lie in window displays of standard character there is no question but window decoration represents a field wherein originality pays premiums.

An interesting example of the effectiveness of originality in window decoration was recently evident in San Francisco during the tour of the country made by John McCormack, the Irish tenor. When the famous singer reached the Golden Gate one of the first things to attract his eye was the display in the window of the Sherman, Clay & Co. store, which represented a bird's-eye view of Athlone, Ireland, McCormack's native town, with a figure representing the singer himself placed in the foreground. The Victor records made by the tenor were placed along each side of the window and the general effect was thoroughly pleasing. Incidentally it sold records.

NEW RECORD DISPLAY STAND
Which Will Certainly Interest Columbia Dealers

The Columbia Phonograph Co., General, New York, has still another record display stand ready which it is offering to its dealers at factory prices. It is the first time that a stand of this model has been offered. It is designed to display Columbia records vertically in front of the passer-by and at any height the dealer may please. The records are held in place by a thumb-screw without damage—always in plain sight and clean. The company is ready to ship them in any numbers from one up.

Advertising at its best is something more than space in magazines, clever copy and attractive designs. It is a vital part of the problem of salesmanship which can best be solved by the team work of experts—experts in manufacturing, experts in distribution and experts in publicity—pulling together for a common purpose.

Buy no business which has failed, or which has been given up by its owner for lack of prosperity. The old stock will be like so much lead.

PLAYING THE AUDIENCE.
Christie MacDonald, Star in "The Spring Maid," Enjoys Interesting Experience When Listening to "Day Dreams" Through the Medium of the Victrola.

One of the most popular of the operetta records issued by the Victor Talking Machine Co. during the past season has been that of "Day Dreams" from the clever operetta, "The Spring Maid," in which Christie MacDonald plays the stellar role. Much of the value of the records, besides that of their musical excellence, lies in the fact that they were made by Miss MacDonald herself, the artist who actually sings the numbers in the operetta. An interesting picture in the Voice of the Victrola for April shows Miss MacDonald resting on the floor while Christie MacDonald's face she is perfectly satisfied.

CHRISTIE MACDONALD LISTENING TO CHRISTIE MACDONALD.
The Demand in Cleveland is For the More Expensive Machines and Records, but the Sales as a Whole for the Month Are Away Ahead of Last Year—The U.S. Phonograph Co. Brings Suit Against Lawrence Lucket as Editor of the Firm's Patent Infringement—The Business of Talking Machine Co.—Situation Analyzed.

(Special to The Talking Machine World)

Cleveland, O., April 9, 1912.

Business in Cleveland is keeping up its good record and the demand for talking machines and records instead of letting up is actually showing a considerable volume of increase. The distributors are all doing more than a normal business, although hampered by their inability to obtain from the factories a sufficient quantity of goods to keep up their supplies of either machines or records. This condition with the distributors is reflected in the business of the retail dealers, and they are almost without exception doing a satisfactory business.

It is observed that the demand is for the more expensive durable and ornate machines. In his purchase, the buyer selects the more costly, conditioned on time payments, rather than a cheaper cash-down machine. There are few more expert musical critics than the Italians, and there are few that have not a machine or some musical instrument in their house, however humble it may be. Everybody among the dealers' best patrons, and have among their repertories some of the most famous operatic selections, and are the owners of records for which they have paid from 80 cents to $7.

The April lists of records are the most popular that have been issued this year. Especially favorites are "Let Us Have Peace," by Wetternbrath; a double record by Maria Gay and Giovanni Zena-tello, and They Gotta Quit Kickin' My Dang Ass Out.'

The last week in March the State convention of motion picture men was held at Findlay, O. Although the industry is practically in its infancy, there were present on the occasion upward of one thousand. The proceedings of the convention demonstrated that the industry is growing and expanding in various directions.

William N. Thornburgh, former general manager of the American Multinola Co., recently filed a petition in involuntary bankruptcy in the Federal Court. A grand jury investigation of his admitted debts of over $30,000, of his creditors, has been asked, they alleging he incurred most of his liabilities by obtaining money and merchandise under false pretenses. Among the numerous creditors in Samuel Grossman, a director of the Multinola Co., and K. D. Bishop, president of the Bishop-Hart Piano Co. Purchases Business of Talking Machine Co.—Situation Analyzed.

Among the numerous creditors of Samuel Grossman, a director of the Multinola Co., and K. D. Bishop, president of the Bishop-Hart Piano Co., are the following:

- Mrs. Edward Leighton, well known in talking machine circles in Cleveland, is now with the Eclipse Musical Co. in the retail department. She takes the place of Miss Ida A. Johnson, who was for several years with Grinnell Bros., of Detroit. Max Strasburg, who was with the same firm, has gone into business for himself and drafted Miss Johnson back to Detroit.
- John McCormack, whose records are so popular here, sang in a concert given by the Irish Choral Society in the Hippodrome March 24. During his stay he called at the Eclipse store and delightedly listened to some of his own productions.
- The Talking Machine Co., 42 The Arcade, has sold out to the Hart Piano Co., just across the Arcade, and on the first of May will establish the talking machine business in the piano store.
- The dictaphone business, under the management of G. J. Probeck, is steadily improving, and has been increasing month by month since the first of the year.
- The outlook for April is very bright, and looking from this and other number of prospects it is going to be an unusually good year for the dictaphone.
- Suit for the infringement of patent on phonograph reproducers has been filed in the United States District Court here by the U.S. Phonograph Co. against Lawrence H. Lucket, the Edison distributor. An accounting is asked for, and the plaintiff also seeks an injunction restraining Lucket from the further use or sale of the patent.

Business at the Columbia Phonograph Co.'s store is characterized by a steadily increasing volume, both in machines and records. "Business is extra good," said Mr. Madson, manager. "March was the second best month we have had since we opened up here. The retail dealers throughout this territory all report trade good and are quite well satisfied with conditions. Our $50 Grafonola 'Favorite' is leading in sales, which are constantly increasing. The new $75 Grafonola 'Princess' is one of the most attractive of that type and has made a most favorable impression. It will prove a good seller."

Mr. Madson relates the following incident: "I was in one of the small towns in my territory a few days ago taking a customer's order, when one of the townsmen, hearing our conversation, called our attention to the March number of one of the magazines which contained two stories of Edward D. Easton, president of the company. The man was contemplating purchasing a talking machine and he said: 'Now if your company had such a well known president that the magazine would write him up I would buy your machines.' I immediately produced a Columbus letterhead showing Edward D. Easton, our president, and the local dealer on the strength of that sold the man a Regent Baby for spot cash."

The March business of the W. H. Buescher & Sons Co. showed continuous sales of Victorolas and records, largely decreasing the stock, which it was unable to replenish from the factory. Trade, Mr. Buescher stated, greatly exceeded the most sanguine expectations of the company, both as regards variety and the large volume of business transacted.

F. B. Guyon, manager of the Victorola department of the B. Dreher's Sons Co., reports business very satisfactory and that he is booking new customers daily. "We are making sales of cabinets and records," said Mr. Guyon, "to customers who purchased Victrolas last winter, and the volume of this trade is away ahead of expectations."

In line with other Victor distributions, the Col-lier & Sayle Co. are busy throughout March, the volume of business being circumscribed both in machines and records by the inability of the factory to fill the orders. Mr. Dorn said he was completely out of some types of machines, for which there was an excellent demand, and which he hoped the Victor people would soon be able to supply.

If Bought at the Right Price

Alarms are Profitable.

THE Schafford Albums

Are made by the best of album makers. They possess qualities found in no other, and the prices are the lowest. Think of better albums at lower prices.

New York City dealers bought 600 in one week.

Schafford Albums are for Victor or Columbia records, in popular songs and famous popular favorites. If your order is sufficient we can have a special issue in the style you desire, to suit your name and trademark without extra charge.

Send for Folder "T" and learn more about increasing your album sales and profits.

THE SCHAFFORD ALBUM CO.

23-25 Lafayette Street, New York.
The recent visit of Geo. W. Lyle, general manager of the Columbia Phonograph Co., Gen'l, to Los Angeles, was attended by many enjoyable incidents. After calling on the numerous dealers in the various parts of the city, a duty which he seemed to take exceptional pleasure in, Mr. Lyle, together with Pacific Coast Manager W. S. Gray, Local Manager W. F. Stidham, and Special Representative A. G. Farquharson, attended a sumptuous dinner at the Cafe Bristol given by the Southern California Music Co., represented by Vice-President and General Manager Geo. S. Marigold, and Advertising Manager Jas. A. Stitt, Edison Business Photographic Manager C. H. Rundel and Talking Machine Manager O. A. Lovejoy.

The dining table was decorated in a most elaborately manner with huge bunches of roses, and was fittedly ornamented by a very pretty miniature figure of Miss Columbia, which entirely captivated the visitors, one of whom, in fact, well known for his gallantry, insisted on presenting his card. Mr. Lyle complimented the Southern California Music Co. on its beautiful establishment in a city which was remarkable for its handsome music houses and remarked that his visits to Los Angeles seemed more enjoyable each time.

After dinner the company proceeded to the Majestic Bowling Alley, where a team consisting of O. A. Lovejoy, J. V. Haines, W. E. Smith, J. Depew and O. W. Terry, of the wholesale department of the Southern California Music Co., met O. W. Terry, of the Columbia five, with W. S. Gray, W. F. Stidham, W. V. Hardy, F. Salta-machia and I. M. Stone. The result was a victory for the former team.

Great enthusiasm was then aroused when Mr. Lyle and the popular C. H. Rundel proceeded to give an exhibition game, and when the Columbia general manager was declared winner the applause and delight knew no bounds. General Manager Lyle, accompanied by Pacific Coast Manager Gray, left for San Francisco the following morning to continue his work of inspection.

Mr. Denison has been the recipient of many congratulations in consequence of the new-comer in his home.

SUCCESS COMES AT LAST.

The bright young man had tried several business ventures and promptly failed in each.

"You're not well grounded," said a friend who had been watching his commercial tumbles. "What you need is technical knowledge.

So the bright young man sat himself down and sat up the six best sellers of the commercial library. They told him how to do business in every way known to the gods of supply and demand, and they plainly showed him that if he had efficiency and energy and enthusiasm on his side he could take the limited to success and get there ahead of time.

So the bright young man read these helps to prosperity forward and back and down the middle. One day he met his friend.

"Hell," he said; "I've got all the success dope I can carry and don't intend to shake down for any more.

"Good," said the friend. "I suppose you'll be right back in business again?"

"Nothing doing," laughed the bright young man. "I've got something better on hand than that.

"But aren't you going to apply the principles you have just absorbed?"

"Yes, yes."

"By working?"

"No, by lecturing."

Up to date-to-day will be out of date to-morrow unless you have an open mind and keep up with the procession.

Being satisfied with old methods handicaps a merchant's progress.

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 Catalogues, Prices and List of Perforated Music Rolls. You will be interested.
ABOUT THAT SPRING TRADE.

A Few Suggestions Relative to Toning Up Your Tired Business, Mr. Dealer.

The air is balmy; I hear a robin calling from amid the naked branches of a maple; the chipmunks are quarreling over the last of their winter store, and above the waters of the Rancocas, a wild gander is marshaling his feathered legions for their northward flight. There comes the staccato roar of a motor, and a long black shape darts round the wooded bend. The gander, wild-eyed, or frightened, breaks his followers into line, and describing a long irregular U southwestward, quickly fades away to the skylark. While the skylark, entirely eliminated when heard upon the water, and all selections, whether they represent the matchless boating of Maid Powell, or the eminent gymnastics of the Great Francis, are absolutely true to life.

Oh, the peace that flows into the soul from the fountain of phonographic melody is past all understanding. A few miles below the quaint little town of Mount Holly, nestling close to the tranquil bosom of the Rancocas, stands our Antlers Club House. Of an evening, our launches and canoes thrashed to the landing stage, our pipes aglow, and the appetizing aroma of frying cards in our nostrils, we line up as all night before the campfire, watching the gorgeous banners of the sinking sun fling themselves in glorious array across the western sky, and listen to Elman make love to his violin. That is life, indeed.

Cost gladly meets engine or frame; Where will glee bide and never be lost? A much worse at the water's edge To glimpse the moonrise in the east.

A whisperer-who calls to his love: The strungs of his violin close to his ear Are not lines in the pages above: The last star lights the rising sky.

The shadows lengthen—night is near; A faint faint banner tosses the rent; On, Antlers, a crimson blazes bright; “Waltzer whisperer,” “Twilight, rest.”

Then, rising, presents liquid effluvia. A very breath of silver strings Silver-Girl’s right legging spins itself. And to the great Carson song.

Now, Mr. Dealer, after reading this little sale of mine, I trust you will consider it worth your while to investigate the motoring fraternity, and that you may be able to do some good business with them, the very earliest wish of your most humble servant.

L’Envoi.—By way of finale, the writer has just learned that John M. Smith, Supt., Burl. Co., Trans. Co., Hainesport, N. J., has a collection of something like 8,000 records. Can you beat it?

Mr. Smith lives alone upon the property of the company in a snug little bungalow, and in the evenings after his labors connected with the maintenance of the plant are over, he turns to the talker for recreation, deriving much pleasure from the succulent reproductions. Some dealer has profited by Mr. Smith’s enthusiasm. Why not create other opportunities. Pin your faith to labor, rather than to the short cut. The genius who works indefatigably is the only one his generation remembers.

The man whose selling points don’t carry ought to use more sugar for ammunition.

THE TALKING MACHINE WORLD.

A Great Opportunity for the Dealer.

Some dealers have been advertising the merits of the talking machine, andprescribe a rigid diet of Red Seal Records. This remedy will prove most effectual, and both your business and reputation will wax great. The opera goer is a valuable customer, and can be depended upon to carry you through the months of light trade if you handle him judiciously. He represents the class that enjoys itself during the summer season. He has his automobile, his motor-boat, and, perhaps, his aeroplane. Each of these vehicles should be equipped with a diminutive 'ola, and if you do not advertise the merits of the talking machine in this particular field, you are neglecting golden opportunities.

In reference to the small cabinet machine as part of a motor-boat's equipment, I wish to state what my friend, Benjamin S. Cross, of Mount Holly, N. J., has to say upon the subject. This gentleman holds a unique and enviable position in the marine world, his racer, The Witch, being the fastest craft of her power aloft, so his opinions should bear some weight.

"To my mind," explains Mr. Cross enthusiastically, "there is nothing that adds so much to the pleasure of motor-boating as the talking machine. I am having a small hornless installed in my Lady Alice, and anticipate much enjoyment from it during the spring, summer, and autumn, while skimming the waters of the beautiful Rancocas.

Although we talker-enthusiasts contend that our instruments give perfect renditions under all circumstances, the fact remains that they sound their very best on dry-shod. Slit plot imperfections in the records, such as surface noise, etc., which are sometimes apparent in the music room, are entirely eliminated when heard upon the water, and all selections, whether they represent the matchless boating of Maid Powell, or the eccentric gymnastics of the Great Francis, are absolutely true to life.

On the peace that flows into the soul from the fountain of phonographic melody is past all understanding.

Have you received your package of imported needles?

You can have these if the request is made on your business letter-head.

These needles are made in various sizes and imported solely by The Talking Machine Supply Co. You cannot buy these special needles from anyone else.

When you consider that the needles will be put up for you in lithographed boxes with your own advertisement and that they cost no more than inferior needles made in this country, it is the most wonderful opportunity that you have.

The tonal possibilities with our imported needles are many, being adapted for demonstrations. They are used with equally fine results by your customers, too.

Capacities of our factories have been doubled and there will be no more delay in shipping—we positively guarantee this.

Special prices for large quantity buyers. Send us specifications of your requirements for our lowest prices. Today is a good time to write.
LANDAY ON BROADWAY.

Lease Quarters in Building Now Being Erected at Broadway and 42d Street—Will Be Fitted Up in the Style of the Grand Salon of Versailles—Will Be Fourth Store.

Landay Bros., Inc., have signed a lease for ten years, at an aggregate rental of $10,000, for a store in the twelve-story building now being erected at the northeast corner of Broadway and 42d street, Times Square, New York. The Landay store will be on the ground floor about 50 feet from the corner. This building will probably be completed about September 15.

In a chat with The World, Max Landay said: "We are going to install ten booths fitted up in the style of the Grand Salon at Versailles, with many novel acoustical devices for Victor exhibitions. Weekly concerts will be given there of both grand acoustical and radio style of the Grand Salon at Versailles, with many novel acoustical devices for Victor exhibitions. Weekly concerts will be given there of both grand acoustical and radio

"There was old man Joppy, down in Iowa. He was crazy on horse racing, although he had never seen a real race horse in his life. His trade was worth having, and so I fairly soaked myself in race track figures and statistics, and when I blew into his store I'd give the history of every race horse in the world. I am Beethoven down to the President's saddle horse, and the way the old man would loom up when I produced my order book was a sight for sore eyes.

But he's a little fat and ugly now."

"Well, my scheme fell down just once, and if I live a hundred years I'll never forget that once. I returned home from a trip and learned that an old customer in Iowa had sold out to a stranger. That old customer was one of my good friends, and the news didn't cheer me up any. I wanted to know what particular fad afflicted the new man and wrote to the hotel man in the town asking for information.

"The hotel man answered that the merchant's chief peculiarity was an unreasonable hatred of meat, which was then being agitated after me. I opened up without loss of time. If a traveling man bounced into a store and opened his grip and began lecturing on the goods he was selling before he had said a word about the weather and the crops and the Sullivan-Kilrain fight, he'd be pretty apt to bounce out again with no sales.

"I made a special study of every customer on my route. I knew every man's fads and peculiarities and made the most of them.

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Two Disc Record Cabinets From The Hanover Factories

Hanover Quality will be Maintained

Illustrated matter sent on request. Distributed by the jobbers.

A sample order will show you the exceptional construction and splendid finish.

THE GEO. A. LONG CABINET CO.
HANOVER, PA.

Address Communications to CLEMENT BEECROFT, Sales Manager. 309 W. Susquehanna Ave., Philadelphia.
Everybody's Doing It Now! The fact that dealers are everywhere installing the Columbia line doesn't half tall so good a reason for your doing it as the profit there is in it but it's interesting just the same.

Columbia Phonograph Co., Gen'l
Tribune Building, New York
IRELAND AS A FIELD FOR TALKING MACHINES.

By WALDEN FAWCETT.

For no industry more than the talking machine trade does the present "new era" in Ireland hold promising significance. It means, in effect, the development of what will probably prove in time one of the richest fields open to this form of musical expression as a field, too, in which, for sentimental and other reasons, American firms and their foreign connections will have an immense advantage. And, finally, it is unique in that it is a field every step in the development of which will be reflected by a corresponding stimulus to trade here in the United States—the explanation of this latter phase of the situation being found, of course, in the steady and growing demand here in America for the various talking machine records of Irish music.

During a recent extended journey through almost all parts of the Emerald Isle I was struck

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Copyright, Walden Fawcett.
the Gaelic language. A number of public-spirited men and women have determined that the rising generation in Ireland shall have a knowledge of the native Irish language, and in pursuance of this policy traveling teachers and others are making use of a series of thirty-six Gaelic records, including twenty-one dialogues, two folk-tales, six recitations and seven songs. It is probable that Gaelic songs and recitations in record form would become very popular in the present time in the open market both in the United States and in Ireland.

No Rehearing in Patent Case.

United States Supreme Court Stands by Its Decision—Important Action That Has Wide Significance—Subject Up to Congress.

Washington, D.C., April 9, 1912.

It will interest manufacturers and sellers of talking machines to know that the Supreme Court, sitting in chambers to-day, refused to reopen for rehearing the "Patent Monopoly" case decided a few weeks ago. The decision reached to-day was a surprise, as it was generally expected that a rehearing before a full bench would be ordered, as the question involved is one of transcendent importance, involving issues in one or more important anti-trust cases brought by the Government, notably the United Shoe Machinery case.

No statement was made by the Court as to the reasons for denying the rehearing. It is presumed that the justices decided, owing to the wide diversity of opinion disclosed in Federal Court decisions construing the patent laws, that Congress should assume responsibility for removing all ambiguity by remedial legislation that will definitely fix the legal rights of a patentee.

The case which called out the "Patent Monopoly" decision was brought by the A. B. Dick Co., of Chicago, against the Henny Co. of New York. The patentees held patents on a rotary duplicating machine which were the subject of many complimentary remarks from visitors and trade members. The new records also coming through are winning high praise.

INSTALL COMPLETE DEPARTMENT.

(Special to The Talking Machine World.)

Washington, D.C., April 10, 1912.

The F. G. Smith Piano Co. has installed a modern and complete department in its handsome new store at 1217 F street, with a full line of Columbia Graphophones and Grafonolas, as well as a complete library of Columbia disc records. The new department is under the management of Joseph H. Chase, a thorough musician, and who is acquainted with the talking machine of to-day.

The new department is being widely advertised in the daily papers, a special announcement being set in the center of a liberal white space in a manner to attract attention.

Men who brag are like brass drums. The bigger the noise the greater the hollow.

"Sparks" from Blackman's Wire

Have You Noticed This Condition in Your Territory?

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

You Must Be One or the Other

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

Think This Over, Mr. Dealer

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

What Is the Matter With My Business?

Have you ever asked yourself the above question, or, if so, did you try very hard to find the answer? If your business and profit is entirely satisfactory you won't need to, but that is seldom the case.

Find the "Trouble," Remove the "Cause" and Effect a "Cure"

Take the position of one of your own customers and be serious. Be just as particular, critical and impatient as you would be in some other store and you will soon notice the "weeds" in your business.

When you know that a man is not satisfied with your service, and you have really done your best you are almost sure to make a mistake somewhere.

Perform an "operation" if necessary; "clean house," put things in order. Systematize what stock you have so you can find anything called for quickly, and last, but not least, increase your stock so that you will be in a position to give "service."

We Believe in "Reciprocity" and Hope You Do

Reciprocity is a "Give and Take Proposition" whereby one should balance the other.

To work satisfactorily it should not be one-sided, for then it defeats its purpose and becomes something else.

"The Blackman Policy" Calls for "Reciprocity in Service"

That means that we owe "Service" to our "Steadiest Customers," for they encourage it and are entitled to it by steady patronage. You owe them "Emergenecy Bait" when some other jobber cannot make good with his regular dealer. That should be the "Cue" for the dealer to become a "Regular Customer," so that he can expect "Regular Service."

Blackman's "Regular Dealers" Come First Every Time

This means fewer disappointed dealers and less necessity to go to the other dealers who will pay you to become a "Regular Blackman Dealer."

"Show Good Faith" and don't place orders only for goods that you cannot get. It will pay you to become a "Regular Blackman Dealer."

Your for EDISON or VICTOR

Blackman Talking Machine Co.

97 Chambers Street, New York
THE QUAKER CITY IS AWAKE

To the Value of the Talking Machine as a Musical Factor in the Home and Elsewhere—March Business Surprisingly Good and April Is Following Suit—Interesting Chats with Some of the Principal Jobbers Reveal Progress All Along the Line—Some Anxiety Through State Over Coal Strike Prospects.

(Special to The Talking Machine World.)

Philadelphia, Pa., April 8, 1912.

The talking machine business in Philadelphia during the month of March was excellent in every way and the only complaint that is to be heard is the change among the dealers is the old story of scarcity of goods. All of them agree in the statement that the difficulty they have experienced in getting ma- chines and records has seriously handicapped them in preventing them from securing the full amount of business which would ordinarily have come to them had they been able to supply the demand. The trouble in this department seems to be the cause of more complaint just at present than is the lack of machines.

Manager T. C. Henderson, of the Columbia Photograph Co., reports that the retail business of his firm was excellent in March, and the whole sale business was quite satisfactory; however, the coal region business has been affected somewhat by the talk of strike. It has been doing con- siderable advertising in Philadelphia, which has assisted it materially in the volume of business it has done. It has been having a number of attractive window displays during the month, and its Easter window is one of the prettiest ever seen in this city. Its business has shown quite an in- crease in March over last year.

Among the recent visitors at the Columbia house were F. Grant Sweet and Charles Reed, of Will- iamsport, who have just organized in that lumber city of Pennsylvania the firm of Sweet & Reed, and they were in Philadelphia placing a large order for Columbia machines and records. Morris Housel, who is at present connected with the Col- umbia, is going to Williamsport to conduct the Grafonola department for this firm.

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The Columbia Co. had considerable business during March on its Dictaphone, having sold a large quantity of them to the Pennsylvania Railroad Co. Walter Linton, who had been with the firm for several years and recently went to Wilkesbarre in the same business, has again returned to Philadelphia to the Columbia Co. It is patienty waiting the new Princess Columbia, a $75 machine upon which they expect to have a large sale.

Gimbels Bros., last week called a meeting of the talking machine men with the general managers of the store with reference to the coming fall business and the talking over of changes in the department which have been contemplated for some time, most important of which is the building of several more hearing rooms. Gimbels Bros. will make some extensive improvements in the department, and the plan of the department as a whole is to be more comprehensive and much more extensive than ever before. The system of filing records at the Gimbels department will be entirely changed.

Everybody's Doing It Now! Arranging to give them a square deal by giving the Columbia line a side-by-side representation their interest being centered on the making of a sale to every caller.

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

W. J. Elwell, manager of the Heppe talking ma- chine department, reports that his firm had a most excellent March, with the old complaint of short- ness of goods still seriously handicapping it. It has also had considerable trouble in getting from the Victor factory parts of machines which it wishes to use in repair work. It has sold a number of machines which the owners have damaged either through carelessness or not understand- ing how to use the same, and they have sent them to the house to be repaired, and some of them have been held for six weeks and two months awaiting the parts to go ahead with their repair work, and as many of these machines have been purchased on the installment plan the owners have refused to pay instalments until they have had their machines returned to them. Among the visi- tors to the Heppe department recently have been Harry F. Cake, of Pottsville, Pa.; J. Harry Holt, of Mt. Holly, N. J., and William Keys, of Tren- ton, N. J.

C. N. Woolcrop, secretary and assistant treasurer of the Columbia Photograph Co., spent an after- noon last week at the Gimbel department trying to prevail upon that firm to undertake the handling of the Columbia Phonograph Co.'s product.

Lit Bros. have made a wonderful improvement in their talking machine department in the short time that it has been in charge of Harry Howe, their new manager. Three new hearing rooms were built during March and a little later several more will be added. The entire department has been rearranged and they have been having a splendid business.

Louis Buehn & Bro. report that they are con- siderably ahead of last year. Mr. Buehn says that they would have been able to have done consider- ably more business if they would not have been handicapped by a lack of Victor stock. He fur- ther says that the outlook for business during the coming months is extremely good and expects a fine summer trade. He believes that the grand opera season has helped the sale, particularly of the high-class records, but on the other hand he attributes the unusual success of the past opera season to the great love for music that has been fostered by the Victor and Edison talking ma- chines, as well as other machines of the same char- acter.

The Buehn branch in Pittsburgh is booming and each month is showing an increase of Edison sales over the previous month.

W. C. Holzbauer, manager of the Wanamaker talking machine department, and A. C. Weymann, of Weymann & Sons, have the same report to make of a good March business—much better than last year.

The trade generally in Philadelphia feels that the coal strike agitation in Pennsylvania is going to materially affect business in that section, and as they depend almost entirely on Philadelphia, the volume of business in a wholesale way is going to be considerably cut until conditions again change.

There were no new stores opened in Philadel- phia during the month of March, but there is con- siderable talk of other firms going into the han- dling of the little "talkers."

J. W. Binder, now a Woodrow Wilson presi- dental campaign manager, with headquarters at 42 Wall street, New York, was a caller at the Colum- bia general offices Monday.

Joseph H. Wilson, Dominion manager for the Dictaphone, spent the week-end at headquarters, New York.

Kenneth N. Johns, manager of the Columbia Phonograph Co., General, store at Detroit, Mich., with his wife, spent the latter part of the week in New York. Mr. and Mrs. Johns were entertained Sunday at the New Jersey home of President E. D. Baldwin.

J. "Dictaphone" Westervelt, outside Traveler for the Dictaphone, is back at headquarters after an absence of several days among the trade in the South. He reports business conditions in the South as improving rapidly.

SALES STEADILY INCREASING.

That little talking machine accessory, the "Dust- off" de luxe disc record cleaner, while only being on the market a little over six months, is certainly showing some results for itself by its steadily in- creasing sales. The manufacturers report that init- ial orders are being steadily duplicated by the trade throughout the country and some of the foreign countries. This de luxe model is a very pretty thing, being made of a beautifully designed metal holder finished in a "tiger back" oxidized design. Besides being individually boxed the cleaners are put up every dozen in an effective display caron that helps a great deal in selling the article on the dealer's counter. "Dustoffs" are now being manufactured under the new trade name, namely, "Minute Shine Co."

G. A. Scorfis, manager of the retail department of the Pease Piano Co., which handles the Victor line of talking machines and records, 189 West Forty-second street, New York, in speaking of the talking machine trade said: "There is a good de- mand for Victrolas, in fact the demand is a little stronger than we are able to supply. The medium priced machines are enjoying the bulk of the call just at present. The entire line of records is doing well. Popular music is, maybe, a little more in vogue than opera or classical selections."

Don't take it for granted that the engine which whistles the loudest pulls the heaviest freight.
CONDON-AUTOSTOP EXPANSION.

Wm. A. Condon Returns from Successful Road Trip—Placed the Representation of the Condon-Autostop with Leading Jobbers—Campaign of Publicity in the Magazines—To Visit the South This Week.

Wm. A. Condon, treasurer and general manager of the Condon-Autostop Co., 20 Front street, New York, returned this week from an extended Western trip, which carried him as far as Denver. He visited in all thirty-one of the leading cities and placed the representation of the Condon-Autostop, with representative jobbers in every city visited.

While in Chicago Mr. Condon appointed H. P. Carrier, at 130 State street, to represent the company with headquarters in Chicago. The latter, who is an experienced talking machine man, has been associated with the Chicago branches of the Victor and Aeolian companies and intends to give the Condon-Autostop a vigorous representation in the territory allotted to him.

At every point Mr. Condon found the jobbers interested in this Autostop for disc machines and a proof of its popularity is to be found in the fact that at the present time the Condon Co. has orders on hand for more than five thousand Autostops to be delivered at an early date. Consequently its large factory is now being kept fully manned, so that there will be no delay in shipments.

Late this week Mr. Condon expects to make a tour of the South visiting the cities of importance, and it goes without saying that he may expect the same success that he met with in the West.


DINE AUSTRALIAN MANAGER.

W. W. Wyper, Managing Director of Thomas A. Edison, Ltd., in Sydney, N. S. W., entered at Banquet Upon Eve of Departure for America, the Chilled Menu and Toast List Presented to Guests—An Excellent Sense of the Fitness of Things Exhibited.

(Special to The Talking Machine World.)

Sydney, N. S. W., March 6, 1912.

An interesting event in talking machine circles in this city was the dinner given to W. W. Wyper, managing director of Thomas A. Edison, Ltd., by the staff of that company upon the eve of his departure for a tour of America, where he will take occasion to visit the factories of Thomas A. Edison, Inc.

The dinner, held on February 28, was an elaborate affair, one of the interesting features being the menu and toast list, which trade terms were injected with due regard for the fitness of things. The matter on the menu card, which may offer inspiration to those in charge of other trade banquets, is reproduced herewith. It is like reading through the Edison catalog:

MENU.

"Hello People" (8080)
A Prize for the best of this race (or some other)
Oysters (without any buttermilk) Shells (No oyster allowance) 25c
Cranberries (Mashing Fruit) 50c
Fried Fish of Whiting, Sauce a la Florrie Forde (hot stuff)
Fruit Study your Cookery Book " (12747)
EXTREMS

"Two Little Sausages" (13320) got drowned, Bow Wow (11514) got drowned, 
"Possum Pie" (16077) and "Rabbit Hash" (16257) are ok.

BELIEVES

"Spring Chicken of the South" (13260)
If you order this it's "Too Bad" Boys! (13320) got drowned, maybe your luck, (13338) got drowned.
"Built Beef and Carreras" (19924) got spanked, so don't order it.

Potatoes

Fried 50c

SALAD

Charlotte Russe a la Billy Williams (13265)
Boiled Celery a la Brindisi (13089)
Know what you want to order a la Brindisi (13089)

SANDWICHES

"Strawberries" (333) "Peaches and Cream" (449)
"Group a Banana" (23939)

COLD

"Drink Boys and Girls, Drink" (13265)
"Boys and Girls, Drink" (13089)
"Ask Anybody Except Me" (431)
Or know the "Cook's Watercolors" (13089)

"I was Here for To-night" (13264)
Our Guest (13264)
"He was Very Kind to Us" (13260)
Proposed by Mr. W. W. Wyper.
Response by Mr. Wyper.

We won't see him again for "Months and Months and Months" (13260)

THE LADIES

"You all want something to c'uddle" (13120)
If not "Too The Bachelors" (13120)
"No Wonder We (the married men) Look Jolly" (13127)
Proposed by Mr. Wyper.
Response on behalf of Ladies, Mr. J. Carmichael.

CONDIA STERA—The Green Whisperer" Mr. A. H. Pettifer
I'm Bursting to Tell You This! (13262)

THE STAFF

"B.P.O.E." (228) which sounds like Bee People on Earth
Prepared by Mr. Cumming, Auguste.
Response by Mr. C. L. Thomason, Secretary.
"Is Everybody Happy Here?" (13120)

MRS FOGG

"Over the Waves Waltz" (333)
This is a Miss Record not Master.
"Don't Wake Up We're Dreaming" (696)

PRESENTATIONS TO OUR GUEST

"It's Better than having a Cronkey Charger" (13126)
By the Chairman (13126)

This Programme was made up by the "Two Poets" (696)
"We've had a most delightful evening" (68324)
"Fall In and Follow Me" (10261) "Good Boy" (68324)
"Good Bee Til We Meet Again" (12404)
"Join Long Syn" (282)

"There is a good idea," said a clerk as he picked up a bright trade paper and read suggestions it contained, and which would be especially helpful to his department of the store. "I'll just file that away, until I get a little time, and then I'll make the few changes that are called for in order to enable me to apply that idea in our store." That is just where this young man fell down. He filed it away instead of going at it at once to put "the bright idea" into execution.

NEW CABINETS PLEASE TRADE.

Numerous Reorders Coming in for the Products of the Hanover Factories—Handsomely Finished to Match the Leading Styles of Machines—Clement Beecroft's Good Work.

(Special to The Talking Machine World.)

Philadelphia, Pa., April 11, 1912.

Clement Beecroft, of 509 West Susquehanna avenue, reports that the high-class talking machine cabinets recently placed on the market by the George A. Long Cabinet Co., Hanover, Pa., are meeting with a full measure of favor, and that with repeat orders coming in rapidly the sales total is most satisfactory. The attractiveness of the form is being widely known in the trade, and the result is making itself evident in the form of orders.

The various cabinets in the new line are made under the direction of experts in cabinets, and the construction and finish are both exceptionally fine. The cabinets are designed to conform with the leading styles of machines as to finish, and will be kept strictly up to the minute as that particular as new machines are placed on the market by the different manufacturers.

Mr. Beecroft, through his long connection with the trade, is well qualified to handle the sales end of the proposition in a thoroughly satisfactory manner. The cabinets are sold to the retailers through the recognized distributors and jobbers.

MAY TRAVEL CHEAPER NOW.

Through Business Allowed on Excursion and Commutation Tickets—Of Interest to Traveling Men in the Talking Machine Field.

(Washington, D. C., April 11, 1912.

The Interstate Commerce Commission announced today its interpretation of the law governing the use of mileage, excursion and commutation rates, and if in accordance with tariffs lawfully filed with the commission, may be used in busing fares for the transportation of both passengers and bags, the same as if the passengers held through tickets over the entire route of their journeys. Railroads then would be permitted to accord through accommodations, including all conveniences, such as through sleepers, in the same manner as is accorded on through tickets over the entire physical line.

SALESMAN WANTED.

Wanted—An experienced Columbia retail salesman for position with an up-to-date, progressive music house located in Central Iowa. State experience and furnish references. Address COLUMBIA PHONOGRAPH CO., 101 North Wabash Ave., Chicago, Ill.

Wanted—The best retail Talking Machine manager in the United States to take charge of largest Victor retail business in the country; must be aggressive, with knowledge of Department Store advertising, and have ability to pick retail salesmen. Salary $3,500 and excellent prospects. In answer give present employer, references; go into detail about self, age habits of life. Address XLT, Chicago Office of The Talking Machine World, 37 South Wabash Ave., Chicago, Ill.

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An offer of "the 24 best records"

The List of 12 Ten-inch Records (Selection)

Any one of these Records delivered by your dealer at the price named—or the complete series for $8.65

"HEBD GIRL'S DREAM." (Double-Disc No. A525, 65c.) This selection has already had the biggest sale of any record in the world. Soprano Solo by CARMEN, with orchestra.

"SILVER THREADS AMONG THE GOLD." (Double-Disc No. A535, 65c.) Coupled on the reverse side with "My Grandmother," Tenor solo by FREDERICK CRENSHAW, with orchestra.

"HOLY CITY." (Double-Disc No. A503, 75c.) Sung by ARCHIBALD BROTHERS QUARTETTE, unaccompanied.

"SILVER SHADOWS AMONG THE SAGE." (Double-Disc No. A535, 75c.) Sung by ARCHIBALD BROTHERS QUARTETTE, unaccompanied.

"HUNGARIAN DANCE NO. 6." (Double-Disc No. A1906, 75c.) Played by PRINCE'S ORCHESTRA, with orchestra. Coupled on the reverse side with "In the Mornings of the World." Alto Solo by Rental, with orchestra.

"CONSTANTLY." (Double-Disc No. A551, 75c.) Sung by BERT WILLIAMS, with orchestra. Coupled on the reverse side with "I'll Lead You Anywhere I've Got, Except My Way," sung by Bert Williams, with orchestra.

"COOPE'S SONG." (Double-Disc No. A1070, 75c.) Baritone Solo by CECIL FANNING, with orchestra. Coupled on the reverse side with "Yankee Doodle," sung by CECIL FANNING, with orchestra.

"ROSARY." (Double-Disc No. A227, 65c.) Violine Solo by VICTOR SOLIN, with orchestra. Coupled on the reverse side with "Mother March," Bass Solo by Verdi's Oratorio, with orchestra.

"ON THE BANKS OF ALLAN WATER." (Double-Disc No. A1906, 75c.) Soprano Solo by GRACE KERNS, with orchestra. Coupled on the reverse side with "I Want a Million Dollars," sung by Ida Blodgett, with orchestra.

"LOVE'S OLD SWEET SONG." (Double-Disc No. A468, 75c.) Violine, Cello and Hary Trio, played by STEHL, RICHARD AND SCHUETZE, with orchestra. Coupled on the reverse side with "Song Without Words," Hary Solo, played by Charles Schwartz.

"HOLY CITY." (Double-Disc No. A424, 65c.) Tenor Solo by HENRY BURR, with orchestra. Coupled on the reverse side with "Take the Name of Jesus With You," Duett by Harrison and Antrobus, with orchestra.

"BEAUTY'S EYES." (Double-Disc No. A492, 75c.) Tenor solo by REED MILLER, with orchestra. Coupled on the reverse side with "Berga-Bessa," Tenor solo, by Reed Miller, with orchestra.

"LIBERTY BELL MARCH." (Double-Disc No. A119, 65c.) Played by COLUMBIA BAND, coupled on the reverse side with "American Brass," played by Columbia Band.

The List of 12 Twelve-inch Records (Selection)

Any one of these Records delivered by your dealer at the price named—or the complete series for $24.25

"SOLDIER'S LUSTY BARD." (Double-Disc No. A553, 75c.) Sung by BERT MILLS, with orchestra.

"LIBERTE." (Double-Disc No. A599, 75c.) Sung by MARY GARDEN, in French, with orchestra. Coupled on the reverse side with "The Two Roses," sung by Archibald Brothers Quartette, unaccompanied.

"HUNGARIAN DANCE NO. 6." (Double-Disc No. A1906, 75c.) Played by PRINCE'S ORCHESTRA, with orchestra. Coupled on the reverse side with "In the Mornings of the World," Alto Solo by Rental, with orchestra.

"TWO ROSE OF SUMMER." (Double-Disc No. A599, 75c.) Sung by ALICE NELSON, in English, with orchestra. Coupled on the reverse side with "Home to Our Mountains," sung by WILLIAM B. MICA, with orchestra.

"HOME TO OUR MOUNTAINS." (Double-Disc No. A530, 75c.) Duet by JOSEPH ZENTENZELLER and MARIA GAY, in Italian, with orchestra. Coupled on the reverse side with "Only You in Lamentation," from Il Trovatore. Duet by Giovanni Zentenzer and Stella Gay, in Italian, with orchestra.

"MARY OF ARGYLE." (Double-Disc No. A531, 75c.) Sung by DAVID BISHOP, with orchestra. Coupled on the reverse side with "Drink To Me Only With Thou Eyes," sung by David Bishop, with orchestra.

"YOU, BRAZILIAN BIRD." (Double-Disc No. A530, 75c.) Sung by BENEDICT DE PAUW, in Portuguese. Coupled on the reverse side with "O Luce di cura," sung by Benito de Parnasse, in Italian, with orchestra.

"EVER OF THEE." (Double-Disc No. A548, 75c.) Sung by MARGARET KEYES, with orchestra. Coupled on the reverse side with "Angels Sereenes," sung by Margaret Keys, Cavalleria, with orchestra.

"SCENES THAT ARE BRIGHTEST." (Double-Disc No. A519, 75c.) Violine, flute and harp trio, by STEHL, LUNSFY AND SCHUETZE, with orchestra. Coupled on the reverse side with "Selections from Schubert's Serenade," sung by Prince's Orchestra.

"TERRA ADDIO." (Double-Disc No. A531, 75c.) Sung by COLUMBIA ITALIAN OPERA COMPANY, with orchestra. Coupled on the reverse side with "Selections from "Aida," sung by Prince's Orchestra.


"BARC-BOLLIE." (Double-Disc No. A571, 75c.) Sung by DELETT PATTENSON AND MARIA KEYES, with orchestra. Coupled on the reverse side with "Chiquita's Dream," sung by Delette Patten and George Cluer Jell, with orchestra.

You have considered this subject at various times before, of course. But it seems to us that you owe it to yourself right now to take it up again and decide whether you are going to get along without the Columbia line.
and a splendid success renewed

THE “Favorite” offer of April 6th was practically a repetition of the first one which appeared in the Saturday Evening Post of February 17th, and started the rush of “Favorite” and record business that everybody knows about now. This advertising campaign is planned to keep our dealers’ stocks moving—not to force something new every twenty minutes. The “Favorite” is the most regular kind of regular stock—and only two of the records in the advertised outfit are named; the selection of the rest is left to the dealer.

Everybody’s Doing It Now!

(Columbia Double-Disc Record 41123)

Turning the Columbia demand into money, instead of turning it away.
Selling Columbia instruments and records, instead of paying salesmen to tell their customers why not.
Meeting a good business half way, instead of missing it altogether.
Putting Columbia instruments and records alongside their other lines to let them all sell on their merits.
For the good, plain everyday reason that there’s money in it.
Because the Columbia “Favorite,” for instance, is in popular demand, with nothing in the market to touch it.
Because the Columbia “Regents,” for another instance, are musical instruments that have no competitors at all.
Because every Columbia model is an instrument that appeals to certain people who won’t be satisfied with something else—and at a price that makes that appeal final and decisive.
Because records by Nordica, Fremstad, Garden, Nielsen, Destin, Zenatello, Hofmann, Bispham, and hosts of others are so sure of an audience that it’s good business policy to be in a position to furnish them to inquiring customers.
You next! Next or soon, that’s certain. But how soon? Don’t give yourself a last year’s reason why it shouldn’t be this afternoon!
Write our nearest distributor or direct.

Tribune Bldg., New York

More Dealers Wanted—Exclusive Selling Rights Granted Where We Are Not Actively Represented.
A CONDITION TO BE IMPROVED.

In discussing business conditions with J. Newcomb Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, New York, who said:

"Who can honestly say that dealers, jobbers and manufacturers are not always seriously handicapped and suffer great loss when they cannot get the benefit of holiday business through a shortage of goods?

"Is it not discouraging to the dealer and jobber, who has patiently and expectantly paid the rent and other heavy expenses during the summer season in view of the reward he expects to get from the extra heavy holiday business? What manufacturer can truthfully say that his competitor does not benefit by such a condition?

"Then, again, does it not encourage other manufacturers to enter the field, and perhaps do so in a manner which would be objectionable to the trade in general?

"I think that most all would agree that the above are but a few of the results of a general shortage of manufacturers' goods.

"Those who point to a condition which should be improved usually leave it to the 'other fellow' to suggest a remedy, but I am going to try and be more fair, even though the suggestion may not be received with open arms."

"Compared with other months the summer months represent a dull period in the talking machine business. It is the time when we all should use the temporary lull to find defects and apply remedies. Is this not the time when manufacturers in our business reduce their manufacturing force, catch up on orders and sometimes deliver in April, May or June, a carload of 'machines' needed badly during the winter, but hardly as much when received. In other words, can holiday machine orders always be received with the same welcome in March or April and will they fill the purpose for which they were intended?

"The dealer cannot be forced, and more often cannot afford to stock up months in advance of the demand, and this condition is also true of the jobber. The factories say, 'We are manufacturers, the jobber should carry the stock,' all of which is true to a 'reasonable' extent."

"The successful merchant is the man who pays his bills, and the man who pays his bills nowadays usually likes to discount, and this type of man is considered a desirable representative for the factory. That being the case, as well as the fact, that most everybody's resources are limited, it is conservative, in my opinion, for the manufacturer to encourage the jobber to 'plunge' during the dull season by stacking up all machines that he can stagger under, simply because he feears the factory will be unable to fill his orders, except on a 10 per cent. basis, during the coming holidays? Should he not consider that the factory might find it necessary to make certain changes during the many months intervening, and that these changes might make it almost impossible to dispose of the old type machines?

"The factories often relieve jobbers in such cases, but I believe in giving as much thought in 'preventing fire' as in having an efficient fire department to put it out. To hail it down, is not the situation?

"The dealer expects the jobber to carry the stock for him to get 'telegraph service,' and it seems as though he will continue to view it that way. The jobber does not have unlimited capital, and if conservative wants to remain so and must consider the possible evil of plunging as much as the benefits that may mature.

"The factory doesn't propose to stack up machines during the summer for delivery to the jobber in the fall. Now, what are we going to do about it? Let us consider what they do in other lines of business.

"In the dry goods and other staple lines goods for a certain season's use and delivery are sold months in advance against bona fide orders for specific delivery and are made up during what is the dull season from a retail sales standpoint.

"The manufacturer gives dating consistent with the time the goods will lay on the jobber's or dealer's shelf before the season opens. The manufacturer obtains his financial accommodation from banks during this period without difficulty, because it is considered necessary to manufacture ahead and have the goods on hand when the harvest is at hand. Why cannot we adopt this principle in the talking machine business? The manufacturer could determine what would be a reasonable regular stock for the jobber to carry during the summer months and require him to maintain that stock on current terms. Above that, special stock orders could be given in May or June with regard to fall and holiday requirements, with invoice dating to September, October and November, on proper proportionate parts of the quantity of machines ordered.

"Assuming then that a large quantity of machines was shipped and received by the jobber in July, the invoice dated from October 1, the jobber who discounts could, after properly checking the invoice, give his note to the manufacturer payable on the discount date, after dating, for the gross amount. The factory would, after payment of note, then credit the jobber with the cash discount.

"In the case of the jobber who never discounts, his note could be made to mature on a proper date for net payment. These notes would come from concerns whose financial standing would probably make it very easy for the factory to use them for discount purposes.

"Instead of laying off a large number of factory hands during the summer and suffering the effect of re-employing a lot of green ones at the eleventh hour, a steady experienced force would be kept at work during the summer and we would all have the goods when the big rush was on.

"If this is not 'the plan,' I think it certainly represents something that can be used as a basis for careful consideration, for the factory is the 'supreme court' when it comes to making decisions regarding changes, improvements, etc., and they could so regulate the matter as to provide properly for such contingencies.

"This article is not to be considered as a complaint, but more as a suggestion, for those who have the future welfare of the business at heart should be of a 'progressive' type and, taking the talking machine business as a whole, it certainly has been and should continue to be progressive. If I cannot do anything else I want to set everybody to thinking on this subject, for I feel that many thousands of dollars have been lost by not better solving this problem during the last few holiday seasons. Let us get together and see if we cannot crack this 'stubborn nut' and expose the 'kernel' of 'desired results.'"

THERE'S A DIFFERENCE.

There is a wide difference between having a note in the bank and having a banknote in the pocket, and therein lies the difference between complacency and discontent.

One breedes confidence, the others worry.

RECORDING WAX

Noiseless Cutting.
Ready for recording without any further preparation.

ERNST WILKE & CO., Goerlitz.

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

RECORDING WAX

HAS UNLIMITED LIFE.

SPECIALTY

Wax plates for private record taking.

FACTORY: Berlin, Ger., N. 20, Kolonie Strasse, 3-4

MOST PERFECT RECORDING-SENSITIVENESS

Plates absolutely ready for recording.
SERVICE

Give the Wurlitzer Victor and Edison wholesale service a trial.

We believe you will find Wurlitzer service the most satisfactory you have ever had.

Large shipments of all types of machines and records are now arriving daily. Wurlitzer has complete stocks of every type of machine and record the factories can supply.

Send us your orders—large or small—and they will be promptly and completely filled with fresh, new goods.

The Rudolph Wurlitzer Co.
CINCINNATI :: :: :: CHICAGO

TWO POINTS OF SUPPLY; ORDER FROM THE NEARER
VIEWS OF THE NEW YORK TRADE.

Business in and around New York is far ahead of any previous year. All of the representative New York jobbers and distributors are substantially ahead of the first three months of last year, and, in every instance, they say that actual sales might be much further advanced if they were able to get shipments in quantities desired.

The growing tendency of the public toward high-grade goods, both in records and machines, is most notable. This does not mean that lower-priced goods have gone out of date or even lost much ground; it is a fact that the demand for the better class of instruments and records has grown all out of proportion to the lower grade. This in itself is a pleasing feature of present day conditions, and one which has marked the marvelous upturn of the industry the country over.

Collections are fairly good. There is also a slight gain in the percentage of cash sales. The installment departments report larger initial payments in many cases than characterized the business for 1911. This would seem to argue that money is more plentiful among the working people, and that general prosperity has not retreated from the active campaign, as some would try to make out.

The main item of gossip in the talking machine circles the past few days has been the contemplated expansion of Landay Bros., Inc. who are planning to occupy another store at the corner of Broadway and Forty-second street, one of the busiest centers in the city. Details of their signing a lease for ten years at an aggregate rental of $110,000 are to be found in another section of The World.

The rental of the new store is at the rate of $11,000 per year; the store at 563 Fifth avenue, the store at 400 Fifth avenue and the one at 27 West Forty-second street, one of the busiest centers in the world; it

really there is nothing to tell you except the same old story. We are busy, of course, as is everyone else in this business. The situation at present is deplorable. Here we are with almost unlimited opportunities waiting at our very door, and we are unable to get enough to fill even a substantial percentage of our orders. At present we are easily 25 per cent. ahead of the corresponding three months of last year. Nobody knows how much we might increase that if we secure good shipments. I've no doubt the result would be surprising then. Mr. Moody said that the demand was not confined to any particular instrument or line of records. Victor goods generally, and of course when Victor is mentioned everyone immediately thinks of the Victrola, are enjoying a popularity hitherto unprecedented. Wholesale and microwormous advertising, coupled with Victor quality in both records and machines, are largely responsible for the creation of a demand which is far in excess of the factories' resources.

In speaking of the new machine recently marketed by the Columbia Phonograph Co., General, New York, which is fully described in another part of this issue of The World, R. F. Bolton, manager of the company's store at 89 Chambers street, New York, stated: "The Princess, our newest model, Grafomola, which we sell for $25, is proving itself a winner from the start. We have taken more for the Princess directly from the photograph, and even before we had a sample machine for our customers' inspection, than of any other in our whole line. Our advertising campaign in the local papers, with local dealers advertisements surrounding ours, is wonderful. The new journals, Globe, Commercial and two German papers are the mediums employed so far. The dealers are particularly enthusiastic over this scheme for keeping trade lively in local circles. The special list of Easter records was a great success."

Channing Ellery, director and manager of Ellery's Band, has recently arrived in New York from London. Most everyone is acquainted with the Ellery Band reputation, both in this country and on the Continent. Mr. Ellery was a caller at the Columbia store on Chambers street the first of the month, and brought with him several band records which were made in London, and as Mr. Bolton expressed it, they were "some" records.

O. Brushaber, manager of the Dictaphone for New York, states that his department is fully 50 per cent. ahead of March. To explain this extraordinary increase he says the selling organization is improving, our men are a unit, they work for each other and for the firm, personal gain is secondary, for they thoroughly realize the advantage of strong for the desired end, increased general sales. We are confident of gaining still more right through the summer. The cream of the phonograph business has hardly been touched as yet, and the summer season will be just as productive for us as any other."

S. B. Davyga & Co., 126 University place, New York, report the same conditions as are in evidence among the other New York jobbers. Both the Edison and Victor lines which the firm handle are away behind so far as filling orders is concerned.

SPECIAL "FAUST" WINDOW FOR USE OF TALKING MACHINE DEALERS

The Victor Talking Machine Co., Camden, N.J., is announcing the Faust Window Display No. 27, and suggesting that now, with the close of the opera season, is the time for bringing the Victor to the attention of the music lovers of all communities. The Victor Co. has recorded the entire opera, and the window display is designed to promote the sales of these records. The imitation of the art glass window with Marguerite at the spinning wheel, and the life-size pictures in colors, true to life, of Mephistopheles and Dr. Faust, illustrate the story of one of the most highly dramatic scenes in the opera. The display is easy to assemble. Machines and records are arranged as best suits window space available. Victor dealers will find the Victor Window Display a puller and a typical Victor creation, which it will pay them to feature. No live dealer can afford to overlook this display.

(Continued from the Review.)

Chicago, Ill., April 11, 1912.

The story of March can be told in a few words; it was an unusually good month and did not betray, even at the close, the usual slacking up of activity coincident with the approach of spring. In fact, the talking machine business this year has been really remarkable, especially when considered in conjunc-

tion with the distressing dullness in the piano trade. There is no doubt whatever but what a considerable proportion of the March sales now being made are to people who were piano prospects before they got interested in the talker game. Especially does this manifest itself in the case of the higher priced machines, which constitute attractive pieces of furniture, as well as universal entertainment. This statement, of course, furnishes a potent argument for the handling of talking machines by piano dealers.

Business Situation Discussed.

F. A. Siemon, assistant manager of the Chicago House of Wurlitzer, says that March this year with him was 20 per cent. better than March of last year, and 10 per cent. ahead of February. However, the new Victor $15 and $20 machines should stimulate this class of trade considerably because of both their low price and extreme portability.

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D. Geissler, the general manager. Instead of compiling a list of the stock records on hand each month and sending them to the dealers, Mr. Geissler has reversed the custom and is sending them a list of what is out of stock. In this way the dealer can compare his own list with the company's, and if he finds they do not compare he knows that the company has on hand the records he desires. In compiling the record, Mr. Geissler finds that out of 3,000 titles in the Victor catalog there are only about 300 that are not now in stock at the Chicago headquarters. Consequently they are able to fill their orders 85 to 90 per cent. complete.

Speeches by Dictaphone.

A unique entertainment feature was pulled off by Hibbard, Spencer, Bartlett & Co. last week in their farewell dinner to S. Sandell, manager for many years of the purchasing department of that firm. About thirty men representing the heads of the different departments of Hibbard, Spencer, Bartlett & Co. were in attendance. Instead of making personal speeches, as is usual in an affair of this kind, the banqueters had previously recorded their remarks which were then reproduced by means of the dictaphone through a Twentieth Century horn, several of which are used in the company's store, and these were reproduced on a Columbia phonograph. The stunt was quite a novel one and furnished much amusement.

The above picture illustrates Salters' Patent Adjustable Square Corners, made to fit any make of machine, providing the top, in which the talking machines are made, of sufficient size.

Salters' corners do away with the old style rails, which have always been a source of annoyance for the reasons that they were either too large or too small, and that they were dust catchers. These corners are made in both mahogany and oak and finished in any color. There are four to a set, furnished with eight round head, nickel plated screws. They are easily adjusted and make an excellent appearance. The use of the corners is to keep the machine in place on the cabinet. They are sold, complete with screws, at $1 a set.

The Phonograph in the Home.

The Subject of Some Comendatory Remarks From Walt Mason.

Thomas A. Edison, Inc., has had put in folder form the very clever story written by Walt Mason in the Chicago Daily News recently, entitled "Caused Symphonies." It is worth reproducing for the benefit of our readers generally.

"The man who invested his hard-earned savings in a phonograph," said the morose boarder, and he keeps it going every evening, so when I want to read some omissions I can be suppressed I fancy that I'll have to hunt another boarding house for I can't stand it any longer. It's a howling when I have to tell the Daisies Bloom, Dear," every evening.

"But I trust you will seek another boarding house," said the star boarder, politely. "Such a proceeding would give general satisfaction, As William Clarencn Shrubours remarked, the man who invested his hard-earned savings in a phonograph, and he keeps it running every evening, so when I want to read some omissions I can be suppressed I fancy that I'll have to hunt another boarding house for I can't stand it any longer. It's a howling when I have to tell the Daisies Bloom, Dear," every evening.

The Wade Fibre Needle Cutter.

The Wade Fibre needle cutter, manufactured by Wade & Wade, 2197 East 46th street, is continually growing in favor with the trade. This cutter reaches the high point of efficiency, convenience and ease of operation. It works like a pair of scissors or piers, and is hauled generally in the trade as one of the most practical devices of the kind ever placed on the market.

NEW EDDISON "OPERA" STYLE.

Is the Opera Model Which Has Been in Great Demand Throughout the Country.

One of the most popular creations put out by Thomas A. Edison, Inc., in some years is the new opera style, of which an illustration appears here-with. It has proven a big seller and its reproductions are appreciated for the reasons that they are either too large or too small, and that they are dust catchers. The opera style is made in both mahogany and oak and finished in any color. There are four to a set, furnished with eight round head, nickel plated screws. They are easily adjusted and make an excellent appearance. The use of the corners is to keep the machine in place on the cabinet. They are sold, complete with screws, at $1 a set.

The Wade Fibre Needle Cutter is manufactured by Wade & Wade, 2197 East 46th street, Chicago.
Our Hat's in the Ring!

You know our stock is not in as good condition as it should be—and we realize it. But we're sending out the most completely filled orders in the country—and we can prove it.

And You Mr. Dealer—

you that have some empty bins, you've been trying to fill—send us that order. See if we don't come pretty close to "making good."

Another Point—

The Talking Machine Company is the original concern doing business under that name—been in business fifteen years—has no branch offices—and wholesales exclusively.

The Talking Machine Company
137 N. Wabash Avenue : : Chicago, Illinois
U.S. PHONOGRAPH CO. PLANT REALLY A LABORATORY.

Every Move the Result of Close Study and Under the Direction of Experts—Some Facts About Sapphire Quality—Interesting Views of the Principal Departments of the Large Plant—Nothing Left Undone to Guarantee Reliability in the Product of the Company.

(Special to The Talking Machine World.)

Cleveland, O., April 10, 1912.

The thing that impresses the visitor to the plant of the U-S Phonograph Co., of this city, is the scrupulous care exercised in every department of the business. Each of the various processes is carried out under the charge of a man of long experience in that particular branch. Technical books are seen everywhere. This is not a factory in the accepted sense of the term—it is a laboratory. It is hardly possible at this time to enter into a detailed description of the manufacture of the U-S phonograph and of the everlasting non-breakable records, but every dealer within reach of Cleveland would find an hour or so spent in this remarkable plant a most enjoyable as well as instructive experience. A few views of the interior of the factory are here given. The conditions under which the employees labor are the very best, and the high character of the workers is evidenced by their countenances. One does not go very far in his journey in this plant before he under-

stands why the finished product has achieved such wide distribution in so comparatively short a time.

Take, for instance, the department in which are prepared the permanent sapphire needles that are used on the U-S machines. It is in charge of a man whose experience in this line goes back to the inception of the cylinder machine. A special type of sapphire is used. The stones come either from the island of Ceylon or the Casimer mountains. Experiments were made at one time with stones from Montana, but it did not prove suitable to needle purposes. It's quite a scientific procedure, the grinding of these sapphires to the required size and shape, and one requiring expert workmanship of the highest order.

 Probably next in interest is the record-making department. The matrices come direct from the recording laboratory in New York, are subjected to a copper bath and finally leave their impression on the celluloid rolls, which are afterwards appropriately mounted. The assembling department where the various parts of the machine are put together is a model of system. Scientific factory management here maintains and waste of time is here reduced to a minimum. The men controlling the destinies of the U-S Phonograph Co. are used to handling big propositions, and everything in this plant moves with a noticeable precision and accuracy.

The fact that the manufacturing methods of the U-S Phonograph Co. have been successful in developing a product of recognized quality is indicated by the cordial reception extended to its machines and Everlastings records by the trade throughout the country. The entire proposition is a big one and has long ago passed the period of experimenting.

This brief sketch only suggests one or two of the salient features in this remarkable plant. A trip of inspection to Cleveland is well worth the taking.

WHERE DR. COOK FELL DOWN.

A map is to a country what a photograph is to a man.

NEW STRAIGHT TUBE TRADE "TZ-IT" MARK Phonograph Horn Connection and Tone Modifier This new combination will fit all Edison Machines equipped with Optima or Music Master Horn and Model "O" or "S" Reproducer.

"TZ-IT" COMPLETES THE EQUIPMENT Price: $1.00 Plain (without modulator) 75c

Kreiling & Company
1364 N. 40th Avenue
CHICAGO, ILL., U. S. A.

If it looks natural it is not regarded as authentic. On maps all bodies of water are blue, and some States are pink, while others are yellow, green, mauve, magenta or red.

New York is always red and Rhode Island is green. Massachusetts is a calm gray and Texas is a hectic pink.

Maps are useful to show children how some place is bounded.

Railroad maps are more interesting than any other kind. A railroad map can make the State of Illinois twice as long east and west as it is north and south, without the slightest inconvenience. Only on a railroad map may New York, Nashville, Butte and San Antonio be shown upon the accurate parallel of latitude.

Dr. Cook sought the North Pole with a railroad map. Much should be forgiven him, therefore.—Chicago Evening Post.

TEACHING BIRDS BY PHONOGRAPH.

In the death chamber of the Ohio Penitentiary, with the electric chair and the old gallows as companions, John Atkinson, Cuyahoga County prisoner, is conducting the largest and most scientific canary bird farm in the State. Every bird raised in the old death chamber is taught to sing by the use of a phonograph.

Atkinson was received at the prison 15 years ago from Cleveland to serve a sentence of 15 years for robbery. Before his sentence expired he killed a guard and was tried in the Franklin Co. for murder, and was sentenced to Columbus and was sent back to the penitentiary to serve a life sentence.

A NEW FORM OF AUTOMATIC LIGHTER.

The Laval pocket lighter, which fits in anywhere that a match is ordinarily used, has simplicity as one of its strong features. The lighter is handomely nickelcd, fits in the pocket like a pencil and is, moreover, durable and waterproof. The claims of the manufacturers are backed by their guarantees. It should be a pleasure for the smoker to possess an automatic lighter that does not require the constant services of an experienced mechanician to keep it in working order.
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.

DEALERS, ORDER FROM YOUR DISTRIBUTOR

VICTOR DISTRIBUTORS CHICAGO EDISON JOBBERS

(Milwaukee, Wis., April 10, 1912.)

Now that one of the most exciting and bitterly fought municipal elections in the history of Milwaukee is a thing of the past, local talking machine dealers say that business is beginning to take on new life. The Socialist administration was defeated by a decisive majority. People had been too deeply engrossed in politics during the latter part of March to have much time to buy much of anything out of the line of absolute necessities.

Conditions in all lines have settled down once more and business is showing steady and healthy improvement. Genuine spring weather has made its appearance and the reaction from a long and severe winter is making itself manifest in a better trade in all fields. The fact that this is a Presidential election year does not seem to be causing any uneasiness either in the jobbing or the retail trade. As long as business in general is showing improvement, local dealers are confident of meeting with a fairly prosperous year and the outlook is better at this time than it was a year ago. Indications are that retailers are not stockpiling and conditions are not as reported in Chicago.

The Milwaukee trade was shocked recently by the death of Oscar Bach, 3515 North avenue, a well-known music dealer, who carried both the Edison and Victor lines and has always played a prominent part in the music dealers' association of Milwaukee. The friends and associates of Mr. Bach are mourning his loss.

Mr. Schmidt has a high class trade and is doing exceptionally well with his talking machine line. Probably the Victrola has never been put to a more unusual use than it is in Milwaukee at the present time. Secretary Frank Harbach, of the Milwaukee school board, is a busy man and at the end of each month has to sign 1,000 pay checks for the teachers in the local schools. He used to find it a pretty tiresome job, but now signs the checks while listening to the music of a Victrola. He says he actually enjoys the job now and he strongly recommends that various financiers, who find it so wearisome a task in signing checks, adopt his little scheme.

L. C. Parker, the enterprise manager of Gimbel Bros.' talking machine department, has been elected vice-president of the association of Gimbel managers and assistant managers. Monthly meetings and luncheons are held by the organization, and Mr. Parker has been one of the faithful workmen. A gain in business of 148 per cent. for the month of March, as compared with the same period a year ago is reported by Manager Parker. The Gimbel department made some especially fine sales of Style V, and several of the Milwaukee schools during the past month. Mr. Parker has the distinction of having sold Victoros to practically every school in Milwaukee. He is a strong advocate of the use of the Victor in teaching music and in the regular routine work of the lower grades, and the campaign which he has carried on has done much to increase Victor sales not only in Milwaukee schools, but in the schools about Wisconsin.

Lawrence McGreal, Edison, jobber for Wisconsin and president of the National Association of Talking Machine Jobbers, furnished practically all the Milwaukee newspapers with Edison stereopticon machines for use in flashing the returns of the recent municipal election.

A. G. Kunde, Columbia jobber and retailer, 516 Grand avenue, announces that he has established a new branch Columbia dealer in the foreign section of the Milwaukee downtown district. General trade at the Kunde store has been showing a steady increase during each month of the present year.

E. H. Phillips, manager of the credit department of the Thomas A. Edison, Inc., stopped over in Milwaukee recently as the guest of Lawrence McGreal. He was on an extensive Western trip and reported conditions as favorable. He said that the new Edison disc machine may be expected to make its appearance on the market during the late spring or summer.

Mr. McGreal has received news that the Thomas A. Edison, Inc., will place its Home moving picture machine on the market in the near future. It is probable that he will assume the Wisconsin State agency for the machine.

News from Miss Gertrude Gannon, head of the Newton Music Co., Victor jobber for Wisconsin, indicates that she will probably not return to Milwaukee before May 1. Miss Gannon, in agreement with a party of ladies on a trip up the Mediterranean, through the Holy Land, down the Nile into Egypt and on tour in Europe. Harry Fitzpatrick and Joseph Gannon managed the Wisconsin State agency for the machine. During Miss Gannon's absence, report a brisk Victor business and announce the securing of several new Victor dealers about the State.

The new store at 1129 Walnut street, conducted by J. H. Becker, Jr., under the name of the Talking Machine Co., is meeting with a steadily increasing business and Manager Becker reports some especially fine sales of Victoros, and Victoros X, XIX, XX, XXII, and VI. A brisk business in Red Seal records, including records by Caruso, is reported. Mr. Becker, as usual, has an attractive window display in which he has much business. It is an exhibit of more than ordinary merit and has brought much favorable comment. Mr. Becker is now devoting much of his time in calling upon the outside trade. He is attended by Mr. and Mrs. Becker, who is proving herself to be a most able saleslady in the talking machine field.

The William A. Kaun Music Co. has awarded contracts for the remodeling of its recently acquired quarters at 99 Wisconsin street, where it will be located about the latter part of the month. The remodeling, which will be extensive, will be undertaken by a new gunsight that will be installed and the store will be made ready for business in the near future. Mr. Kaun will have more room for his department and will be able to give the customers much more space to the talking machine phase of his business. A full line of Victor machines, supplies and records is carried.

WHY TRADE IS GROWING.

Business has been growing so rapidly with the Schafford Album Co., New York, that it has been forced to seek larger quarters. The store from which it has moved from 182 Grand street to 23-25 Lispenard street, where it will have three times the room—approximately 10,000 square feet of room. In fact, this company has been cramped for space during the past few months and it was only the difficulty of finding the proper quarters that prevented it from moving before it did.

To the World, T. C. Schafford, head of this company, said: "In our new factory we can take even better care of the trade for talking machine record albums. As it is now, over 40 per cent. of the distributors buy their albums from us, which in itself is a very good testimonial of the merits of the Schafford album. Price and quality of goods make the Schafford the 'best buy' for the talking machine man who wants the most profits and the quality reputation."

L. J. Reid Now in Charge.

(Special to The Talking Machine World.)

Louisville, Ky., April 9, 1912.

Leo J. Reid, of the Columbia Co.'s St. Louis store, has been transferred to the local house and will have charge of the retail and installment business here. Mr. Reid has been with the Columbia Phonograph Co. for two years and is one of its best salesmen. R. G. Gay, of Little Rock, Ark., has taken the retail position with Mr. Reid.

The retail business of the Columbia Co. store is increasing by leaps and bounds, the February business being a large increase over February, 1911, and March shows a still larger increase. A Pyro day and night sign has just been installed—one of the handsomest signs in Louisville. The sign was furnished by the E. C. Plume Co., of Chicago.

GET BUSY BUILDING YOUR OWN TALKING MACHINES

CONTROL YOUR OWN DESIGN INCREASE YOUR PROFITS

SPRING MOTORS TURN TABLES TONE ARMS SOUND BOXES

ORIGINAL CONSTRUCTIONS FOR INSIDE AND OUTSIDE HORN TYPES

LET US QUOTE YOU PRICES

MERMOD & COMPANY

505 Fifth Avenue

New York City
It’s a Long Tale that Has No Ending

Nevertheless, the tale without an end is infinitely better than a tale with a poor ending. Poor endings have spoiled many fine beginnings. Many exquisite musical efforts have been spoiled by some slight noise at the end. That such a noise will come at the end of every talking machine record is almost undisputed. It is a raucous uprising against peace and harmony. It has been the chief drawback to the talking machine. An automatic stop to put an end to these noises became a necessity. Necessity, mothering invention, brought forth the

CONDON-AUTOSTOP

The demand for this device is unending. Every talking machine owner needs it. The naturally strong selling features of the Condon-Autostop are to be backed up by an extensive advertising campaign. We are just starting this campaign. The first advertisement will appear in the Saturday Evening Post issued for April 20th. This is to be followed by other strong sales getting advertisements.

The Condon-Autostop is a thoroughly practical device—tried and true. It works silently and effectively, but does not put any strain upon the machine.

The Condon-Autostop stops the record at the place desired. At the same time it stops the machine it lifts the needle from the record, preventing any chance of the record becoming damaged.

Using the Condon-Autostop in the salesroom, it allows a salesman to attend several machines at once, increasing his sales efficiency.

The Autostop makes the records fit closer to the table of the machine, producing a smoother tone and giving the record a longer life.

The universality of the Condon-Autostop is a strong selling feature. It fits any disc talking machine and any length record. A few moments are all that are required to adjust it to the machine.

The Condon-Autostop comes either nickel or gold plated to match the mountings of the machine. Prices $3.00 and $4.00.

Write for samples and circulars explaining the Condon-Autostop more fully and giving “cuts” of advertising to appear soon.

CONDON-AUTOSTOP COMPANY
26 Front Street, New York

CANADIAN OFFICE: 126 Sparks Street, OTTAWA

Prices in Canada, $3.50 and $4.00.
The growing appreciation of the value of the talking machine and specially selected assortment of records, when used in schools, on the part of the school authorities, and more particularly on the part of the daily papers, is a factor that should prove most pleasing to those who are interested in the development of the talking machine and its field for business reasons, and also those who are interested in the development of a taste for the best in music on the part of the children.

Among the numerous references to the use of the talking machine in the schools, which have appeared in the daily papers of the country recently, one of the most interesting articles has been published by the Christian Science Monitor, of Boston, regarding the use of the talking machine in the schools of that city, and to which paper we are indebted for the cuts reproduced in connection with the article which reads as follows:

Seventeen and a half minutes had been ticked off by the schoolroom clock and there had not been a sound worth mentioning. Little feet had shifted on the floor, little bodies had wriggled in the seats, there had been no occasional sound of hard breathing signifying intent application to some task in hand; but, for little boys and girls no bigger than is usual at six years, it had been quiet enough. In fact, the quiet was becoming rather burdensome when Harrigo sat back in his chair with a force that made everybody around him look up, and raised his hand.

“What is it, Harrigo?” said Miss Foley.

“Can’t we have ‘Tramp, Tramp, Tramp’?” requested Harrigo.

Instantly every little shod, crooked or ribboned head in the room bobbed up and the faces were turned eagerly toward Miss Foley, rippling into smiles when for answer she went to a table in a corner of the room, and taking from it a box-like affair that Miss Foley taught the children the words and played the music for them several times; then they had learned it and have sung it nearly every day since, to the accompaniment of the talking machine. This plays for them as they work, and it plays for them to march by; and pretty soon, when the records come, it is going to play for their other singing, their folk dancing and their games. — When they use it now to march by and Miss Foley and Henry C. Parker, who is the master of the school, say that just for that alone it is worth having a talking machine.

Children of Eighth Grade Class in the Harvard School at Charlestown Listening to the Talking Machine.

One day the masterpieces of musical composition, but glad they could enjoy them sometimes.

The Petmecky Co.

WANTED TO BUY

large or small stocks of talking machines or records, disc or cylinder.

WANTED TO BUY

Spot cash for real bargains. Give approximate inventory and state price. No cut outs considered.

AUSTIN...TEXAS
FIRST GRADE CHILDREN AT THE HARVARD SCHOOL IN CHARLESTOWN USING THE TALKING MACHINE.

they were paid for each performance. This was followed by a record given by a singer who "might get $5 for an evening's performance." It was not difficult to see the comparison. Use of a record for the first time is preceded by a short talk covering the essential facts regarding it. These are repeated from time to time and the children are called upon occasionally to volunteer some of the statements.

The repertoire of this particular talking machine is exceptionally high class. It includes a number of selections from the greatest singers of the day. Among them are "The Misserer," by Caruso, Frances Alda and chorus, an ariu from "Samson and Delilah," by Orlitzky, and "Stille Nacht," by Bregna, duets by Maria Gay and Zenatello, and the sextet from "Lucia." Once a teacher brought in another "seven dollar record," as they call it, of Sembrich and Caruso. Then they have selections from oratorios, "The Holy City," by Eina Willliams, "Hark, Hark, My Soul," by the Mendelssohn quartet, instrumental numbers of classic compositions by famous performers, "My Hero" from the "Chocolate Soldier," patriotic songs, old melodies and a few popular tunes. These latter are not so well liked. They have a place, but when the children are called upon to make their own selections the only choice one of this. It is regarded as remarkable in a school where the pupils at no expense of mixed tastes, and it is an indication of the latent love of music which the school stands. A chance of developing and cultivating away from the schoolroom, but everywhere tried it is proving a success. It is making constant headway in public and private schools and colleges—in fact whatever it is used it has its way into favor. The one just purchased by the Harvard school in Charlestown is one of the first added to a public school equipment in Boston. Henry B. Hall has one of his own which he used at the Philip Brooks school when he was master there, and has taken it with him to the John Winthrop district. William B. Snow, master of modern languages at the English high school, hopes to get one to assist his classes in the pronunciation of words in other languages besides English. The Bennett, Franklin and Thomas Gardiner schools in Boston; the Hodgkins and the Brigham schools, in Somerville, use the machines in cultural work, entertainment and marching.

Professor Marshall, of Boston University, is using the talking machine in his lectures on the history and development of music, and also for technical work with his classes. It has been his custom to give series of lectures illustrated with selections given by singers from the Boston opera company. In future he expects to have the talking machine do this work and thus gain a wider range from which to select.

At the Dorchester high school in Boston two phonographs are in use in the commercial classes. They are used chiefly for dictation, particularly in the classes in stenography, where they are found to be of great value. While much dictation is given personally by the teacher, the size of the machine occasionally as a substitute leaves the instructor free to go about among the pupils during the dictation exercise to see how they work and aid them. As phonographs are in growing favor in business offices, where communications are spoken into the machine rather than to a stenographer, and are later dictated back for reproduction by a typewriter, the pupil is prepared for both kinds of dictation.

In addition to describing the success met with the use of talking machines in the public schools of Boston, the article goes on to tell in an interesting manner of the use of talking machines in the various public and educational institutions in this country and Europe, and the methods employed for securing the best results.

PHONOGRAPHS SPEECHES MADE

By Members of Summer Society Unable to Attend Reunion in Chicago.

Twenty-one of the original 117 members of the Summer Society, organized as a literary club in 1873, attended their thirty-ninth reunion and banquet at the Hotel Sherman recently and recalled their schoolboy days. Phonograph records of talks that had been made by members in other cities, and stereopticon views and drawings and writings of Dr. Cornelius H. Patton during a journey through the heart of Africa, formed the program. The "canned" addresses were from John E. Wilkie, chief of the United States Secret Service, Washington; Charles A. Hills, Los Angeles; Edward C. Kenney, and William J. Buckley, both of New York.

The New Regina Electric Cleaner

(MODEL "C")

is a high-class, moderate priced vacuum cleaner of a new design and construction and of exceptional merit.

Retail for $45 with a nice margin of profit to the trade.

Fully guaranteed by a responsible manufacturer. Licensed under the basic (Kenney) vacuum cleaner patents.

Send for particulars regarding this and other models to

THE REGINA CO.

211 Marbridge Building, Broadway and 34th Street, New York
218 S. Wabash Avenue, Chicago
BUYS OUTFIT FOR THE DUKE.

Miss Catherine Elkins Sends Original Present to Duc d'Abbruzzi—$200 Machine and $109 Worth of Records on Way to Italy.

(Special to The Talking Machine World.)

Washington, D. C., April 9, 1912.

A talking machine with many records of her own voice was the gift of Miss Catherine B. Elkins to the Duc D'Abbruzzi recently.

Following a recent victory by the flotilla commanded by Duc D'Abbruzzi, Miss Elkins appeared at a store in F street and inquired for a specified type of expensive talking machine. After testing a number of machines she finally picked out one that cost $200.

Miss Elkins then turned her attentions to records. Songs by Farrar, Caruso, Eames, Scotti and a dozen other grand opera notables were set aside, then followed a miscellaneous collection of band, orchestra music, coon songs, topical songs, waltzes, comic recitations, vocal quartets, trinos and duets. The records by that time amounted to $100.

"I want that machine and those records sent to the Duke of Abruzzi at Rome by the next steamer," she said. In order that there might be no mistake Miss Elkins wrote the name and address upon her card and handed it to the proprietor.

TO USE VICTOR IN SCHOOLS.

(Special to The Talking Machine World.)

Washington, D. C., April 11, 1912.

Superintendent of Schools Dr. E. H. Forbes has purchased a Victor talking machine for use in connection with musical instruction in the public schools. The records to be used are being selected by Miss Mary H. Burns, supervisor of music.

OUR FOREIGN CUSTOMERS.

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

(Special to The Talking Machine World.)

Washington, D. C., April 9, 1912.

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

March 12.

<table>
<thead>
<tr>
<th>Destination</th>
<th>Number of Machines</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Algona Bay</td>
<td>102 pkgs.</td>
<td>$1,541</td>
</tr>
<tr>
<td>Batavia</td>
<td>1 pkgs.</td>
<td>$984</td>
</tr>
<tr>
<td>Bremen</td>
<td>14 pkgs.</td>
<td>$717</td>
</tr>
<tr>
<td>Callao</td>
<td>11 pkgs.</td>
<td>$1,250</td>
</tr>
<tr>
<td>Chemulpo</td>
<td>7 pkgs.</td>
<td>$490</td>
</tr>
<tr>
<td>Copenhagen</td>
<td>2,100 pkgs.</td>
<td>$2,100</td>
</tr>
<tr>
<td>Havre</td>
<td>13 pkgs.</td>
<td>$1,138</td>
</tr>
<tr>
<td>London</td>
<td>119 pkgs.</td>
<td>$2,123</td>
</tr>
<tr>
<td>Manhattan</td>
<td>6 pkgs.</td>
<td>$1,431</td>
</tr>
<tr>
<td>Puerto Cabello</td>
<td>2 pkgs.</td>
<td>$744</td>
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<tr>
<td>Stockholm</td>
<td>17 pkgs.</td>
<td>$1,863</td>
</tr>
<tr>
<td>Valparaiso</td>
<td></td>
<td>$1,259</td>
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March 19.

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<th>Destination</th>
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</thead>
<tbody>
<tr>
<td>Acapulco</td>
<td>1 pkg.</td>
<td>$118</td>
</tr>
<tr>
<td>Buenos Ayres</td>
<td>10 pkgs.</td>
<td>$776</td>
</tr>
<tr>
<td>Cadiz</td>
<td>2 pkgs.</td>
<td>$204</td>
</tr>
<tr>
<td>Demarara</td>
<td>5 pkgs.</td>
<td>$1,089</td>
</tr>
<tr>
<td>Gaeta</td>
<td>3 pkgs.</td>
<td>$380</td>
</tr>
<tr>
<td>Havana</td>
<td>13 pkgs.</td>
<td>$1,775</td>
</tr>
<tr>
<td>Havre</td>
<td>3 pkgs.</td>
<td>$1,000</td>
</tr>
<tr>
<td>Kingston</td>
<td>1 pkg.</td>
<td>$195</td>
</tr>
<tr>
<td>Montevideo</td>
<td>71 pkgs.</td>
<td>$3,891</td>
</tr>
<tr>
<td>Santos</td>
<td>10 pkgs.</td>
<td>$194</td>
</tr>
<tr>
<td>Savanilla</td>
<td>17 pkgs.</td>
<td>$1,273</td>
</tr>
<tr>
<td>Valparaiso</td>
<td></td>
<td>$1,428</td>
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</tbody>
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March 30.

<table>
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<tr>
<th>Destination</th>
<th>Number of Machines</th>
<th>Value</th>
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</thead>
<tbody>
<tr>
<td>Acapulco</td>
<td>3 pkgs.</td>
<td>$234</td>
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<tr>
<td>Antwerp</td>
<td>2 pkgs.</td>
<td>$206</td>
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<tr>
<td>Bremen</td>
<td>5 pkgs.</td>
<td>$1,150</td>
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<tr>
<td>Buenos Ayres</td>
<td>233 pkgs.</td>
<td>$12,086</td>
</tr>
<tr>
<td>Colon</td>
<td>2 pkgs.</td>
<td>$300</td>
</tr>
<tr>
<td>Corinto</td>
<td>3 pkgs.</td>
<td>$452</td>
</tr>
<tr>
<td>Guayaquil</td>
<td>2 pkgs.</td>
<td>$105</td>
</tr>
</tbody>
</table>

The Triumphon Company, Ltd.

Formerly Biedermann & Cohnhurt, Established 1848

MANUFACTURERS

BERLIN, S. W. 47

Kreuzberghstr. 7H.

TALKING MACHINE MOTORS

HYDRA-SYSTEM

ARE

Without Competition

In case of breakage of the spring or damage on the spring box the latter can be exchanged by a child within 30 seconds, thus practically avoiding any interruption in the use of the machine.

4 Different Models, also Double-spring Patents applied for and Catalogues

Most important for all firms building their own machines.

LEASES BIG NEWARK BUILDING.

(Special to The Talking Machine World.)

Newark, N. J., April 15, 1912.

The Edisonia Co. has leased the new five-story building recently erected at the corner of Central avenue and Broad street which contains 60,000 square feet of floor space. The lease runs for eight years and ten months, and the total rental will be $300,000.

TALKERS FOR ARKANSAS SCHOOLS.

Sample Machines Exhibited to Acquaint State Educators with Their Possibilities.

(Special to The Talking Machine World.)

Little Rock, Ark., April 9, 1912.

Two samples of talking machines, which it is proposed to introduce into the public schools of Arkansas, were placed on exhibition recently in the office of the State superintendent of public instruction. They will be used to demonstrate the possibilities of such machines to educators from all parts of the State who visit the State Department of Education.

State Superintendent Cook believes that there is a big place for the machines in the public schools. They can be used, it is pointed out, both for entertainment purposes and to aid in teaching music to the pupils. Machines designed for use in schools of all sizes and selling at various prices have been produced by the manufacturers.
The Influence of the Coal Strike on Business—Spending Power of the People Curtailed—

THE TALKING MACHINE WORLD.

London, E. C., April 6, 1912.

Throughout the whole of the month of March—a truly black month for all trades, not to mention our own—the spirit of Mark Tapley has occupied a prominent position, and infused us all with its genial character. Really, it is surprising to hear, since the optimistic one felt inclined to be, that for the time being at least there is no apprehension of a renewal of the troubles. Throughout the whole of the month of March, working population has thrown idle, apart from the number of short-time workers and others indirectly affected. Strike Restrictions Spending Powers. The spending power of all must be very considerably restricted for weeks, perhaps for months to come, and the immediate future at any rate is therefore not too rosy for the average talking machine dealer.
FROM OUR LONDON HEADQUARTERS—(Continued.)

"ready-made" empire in the Sahara Desert, some eight years ago, the gallant colonel was appointed governor general of the new domain. With other members of the "Emperor's" court he established himself at the Savoy Hotel and acted as spokesman for his "sovereign." He found time to act as Prime Minister, Minister of Foreign Affairs and Chancellor of the Exchequer, and declared that he had actually established relations with the Sultan of Morocco, the "neighboring friendly power." And when M. Levadry's dream of empire faded, the colonel turned his attention to politics, conducting his election campaign by means of phonographs fastened to bough chairs. He afterward resided in Paris, and for the last two years at Vevey.

Reviving Popularity of the Cylinder Record.

As the result of one or two new departures of an enterprising measure, the cylinder class of record is likely to regain some of its old popularity, and the National Phonograph Co. is to be commended for its boldness in carrying out its new trade and public exchange schemes despite the great wave of industrial trouble which has spread throughout the whole of the country and seriously hampered business generally. It is true that these new propositions were, of course, planned in advance at a time when the great coal strike was at any rate, not expected to last for any lengthened period, and although some may question the wisdom of the move at this time there can be no doubt that its result will prove its justification, at least we sincerely hope so.

The April Zono-Twin Records.

Full of good things, as usual, the April Zono-Twin list represents an exceptionally good batch of selections, among which the following call for special mention: Zonophone Records—"Over the Sticks" and "Riding to Order," Joe Elvin; "The Fighting Fifth" and "Grizzly Bear Two-Step," Black Diamonds Band; "The Godlings" and "Quible's Coca." Zono Concert Party; "A Farewell," and "Fiddle and 1," Ernest Pike; "We're Here To-day, and Gone To-morrow," and "Love," Miss Florie Forde; "The little church across the way," and "Pretty little Cupid." Miss Zona Vevy.

U. S. Patent Ruling Aroused Interest.

The recent ruling of the United States Supreme Court concerning the right of a patentee to enforce the use of his own accessories with the patented article has attracted not a little attention in the world over as the Hall Mark of Quality.
LEIPZIG'S GREAT MACHINE FAIR.
The records reproduced the tone and style of the Ellery Band, and myself, I want to congratulate you most heartily on the extraordinary excellence of the records of our organization which were taken for Columbiana. So perfectly do these records reproduce the tone and style of the Ellery Band that no one at all familiar with its playing could possibly fail to recognize it after hearing but a single bar of the music.

(Signed) CHANNING ELLELY.

New Ocarina Records.

The latest addition to the Columbia-Reina list of stars is Mose Tapiero, the accomplished executant of the ocarina. The Columbia Company has secured a number of artistic selections not previously recorded by this artiste, and chosen with the insight of a musical connoisseur. Among the foremost of stars is Mose Tapiero, the accomplished executant of the ocarina.

The Pirates of Penzance: Record. "The Pirates of Penzance" is the subject of the newest record in the Vocal Gems series of Columbia-Reina. In the vocal excerpt are introduced all the familiar numbers, including "The Paradox Trio," "I am a Pirate King," "Hail, Poetry," "Go, Ye Heroes," "Let Us Gaily Tread," "Come, Friends Who Plough the Sea," while the band selection takes the name of sweet-voiced Will Oakland in the new Columbia-Reina Band that no one at all familiar with its playing could possibly fail to recognize it after hearing but a single bar of the music.

"The Pirates of Penzance" Record. (Signed) CHANNING ELLELY.

When a needle is running the record, the friction causes the record's surface to be deteriorated prematurely. When the interior (grain) is exposed and touched by the sound waves, the record's life is shortened.

Consequence: The poorer the polishing and the rougher the grain, the more the sound waves are injured! Only Condor Needles are warranted to have always the highest and most perfect polish, smoothest grain. Using them means:

Finest Reproduction, No Ruin of Record.

Sole Manufacturer

JOS. ZIMMERMANN

Needle and Pin Works

AACHEN, GERMANY

THE TALKING MACHINE WORLD.
Everybody’s Doing It Now! Meeting a Columbia customer with Columbia goods instead of trying to “convert” him. It was always a mistake, it took time, it cost money, and it was getting harder every day to make it work.

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

THE FAIR IN LEIPZIG.
(Continued from page 45.)

John G. Murdoch & Co., Ltd.; Messrs. Cullum and Smart, Lockwood; W. Manson, British Zonophone Co.; Messrs. Hertog and Ficker, New Polyphon Supply Co.; Frank and Edgar Samuel, Barnett, Samuel & Sons, Ltd.; Messrs. Ruhl and Balcombe, O. Ruhl, Ltd.; F. Nettlingham, American Talking Machine Co.; K. Harth, Favorite Record Co.; W. Cooper, Cooper Bros.; W. A. Barrard, Dacapo Record Co.; Mr. Blum, Blum & Co.; Mr. Felheimer, Polyphon Co.; Mr. Lesser, Abraham & Co.; J. G. Graves, of Sheffield; Mr. and Mrs. Christian Duwe, Manchester; W. Geddes, Richardson’s Manchester; W. Johnson, Liverpool; Mr. Gilbert, Sheffield; Mr. Harris, Dublin; Mr. Simons, of Houndsditch; Mr. Blekley, Perfectophone Co., and Mr. Appleton, of Leeds.

THE VICTROLA IN CONCERT.


(Special to The Talking Machine World.)

Wilkes-Barre, Pa., April 8, 1912.

Ludwig & Co., Victor dealers in this city, some time ago conceived the idea of arranging for band concerts on Sunday evenings for the purpose of bringing the Victor-Victrola strongly to the attention of the public. The success of the concerts, which are given by Alexander’s Band, has exceeded even the expectations of the originators themselves.

The Victrola is placed on the stage immediately in front of the conductor’s stand, and after each selection played by the band a selection is given on the Victrola. During the evening vocal numbers are rendered by means of the Victrola and accompanied by the band, and in the course of the program the public has an excellent opportunity of learning much regarding the possibilities of the Victrola in furnishing musical entertainment.

ISSUES GRAPHOPHONE FOLDER.

R. A. Dinsmore Emphasizes the Desirability of Installing Such a Machine in the Home.

(Special to The Talking Machine World.)

Boston, Mass., April 8, 1912.

R. A. Dinsmore, the Columbia dealer and proprietor of the Roxbury Graphophone Store, at 127 Tremont street, this city, has just issued to the public a well-written little folder for the purpose of calling attention to the desirability of the Columbia graphophone as an adjunct to the happy home.

In comparing the graphophone with a piano the booklet says, in part: “The piano makes piano music only, while the graphophone will make any kind of music you desire to hear, and is always uniformly good, but if you feel that you must have a piano, then buy a graphophone to teach you vocal and instrumental music.”

It furnishes for you at your home a band, orchestra, accordion, banjo, piano, violin, piccolo, cornet, and every form of vocal music from ragtime to grand opera. It plays for you the sweet familiar hymns of childhood, or the latest comic opera hit.

“It never has to be coaxed to sing or play and it never catches cold. It plays when you wish to have it do so and its voice is stilled when you wish for quietude. It laughs with you, but never at you. Buy a graphophone, buy the best, buy a Columbia.”

It is the sort of publicity that arouses interest and produces results in the way of sales.

GOOD SIDE LINE FOR DEALERS.

The Regina Co., 211 Marbridge building, Broadway and 34th street, New York, announces elsewhere a new model of Regina electric cleaner—model "C." This is a moderate priced vacuum cleaner of a new design and construction. It retails for $45, which means a good sized profit for the dealers. In a chat with L. T. Gibson, secretary of the Regina Co., he said that many might believe that The World is a peculiar place to advertise vacuum cleaners. “But so many talking machine dealers handle Regina cleaners with profit that I know that not only Regina agents, but other talking machine dealers seeking a profitable side line will be greatly interested in this new machine.”

“The method of dust separation is a special feature. Instead of hanging an unsightly dust bag on the handle, we have incased the dust receptacle, which is of special design, and have placed it between the intake and the motor, where it should be. Thus all moving parts are properly protected and no dust, matches or sticks can be drawn through or around the mechanism, or thrown out with the exhaust.” Full particulars of this model "C" will be sent upon request to the Regina Co.

STORE TALK.

A certain atmosphere characterizes every store. To this atmosphere all customers are more sensitive than employees or employers realize, and the atmosphere itself is created entirely by the mental attitude of the clerks toward their customers.

When the atmosphere of the store betokens real cordiality the customers duly appreciate that fact and call again.
OPTIMISTIC IN INDIANAPOLIS.

Acelian Co. Concludes Successful Concert Season—Latest Victor Records Make Big Hit—
Thomas Devine's Narrow Escape from Death—New Columbia Style "Princess" a Favorite—The Kipp-Link Phonograph Co. Reports an Increasing Demand for the Latest Styles of Edison Machines and Records.

(Special to the Talking Machine World.)

Indianapolis, Ind., April 10, 1912.

The local talking machine houses are looking forward to a brisk trade in the spring and early summer and believe that the phenomenal volume of business done in the past two months will be equalled if not surpassed, as all indications point toward one of the most successful years in the business. The managers of the houses handling the Columbia, Victor and Edison machines are all enthusiastic over the business of the past year and predict an increase as the year rolls on.

Thomas Devine, local manager of the Columbia Phonograph Co.'s branch, narrowly escaped death last week in a traction wreck near Fortville, Ind. Another passenger in the smoky compartment of the car in which Devine was riding was killed. Mr. Devine got off with serious injuries about his legs and hips. He has been confined to his home since the accident and it will be several weeks before he is able to get about, according to his physician. The wreck resulted from misunderstood orders and the absence of a headlight on one of the cars.

A peculiar incident of the affair was that C. P. Herdman, of the local branch of the Columbia Co., intended to make the trip which resulted disastrously for Mr. Devine, but at the last moment Mr. Devine decided to go. Mr. Herdman intended to go to Muncie and close a sale of Columbia Gramophone "Regent," but Mr. Devine was obliged to go to Anderson to see about the sale of a dictaphone and he decided to go to Muncie for Mr. Herdman also. The wreck occurred while he was coming from Muncie.

The Acelian Co. concluded a series of ten concerts last week and is planning to give a farewell concert at one of the theaters within the next few weeks. Those who attended the complete series will be entitled to tickets to the last concert. The Victrola machine is used and there has been a material increase in the sale of this instrument since the first of the concerts. Miss Wiltsie, who now takes charge of the talking machine department of the Acelian Co.'s branch, says that business has been very good since she has been with the company. Miss Wiltsie was formerly with the Musical Echo Co. She is in reality no longer a "Miss," as she was married last month to Arthur V. Lamb. Mrs. Lamb will keep her maiden name, however, when she is busy transacting a sale of the Victrola machine.

W. S. Barringer, manager of the retail Victor department of the Walchser-Stewart Music Co., reports excellent business conditions throughout the State. This company is creating a great deal of new business by presenting the records of the latest songs as they are sung at the local theaters. Records by Christine McDonald, of the "Spring Maid," which appeared at English's opera house this week, made a "hit" locally and a large number of orders were sold during the week. Theater-goers are beginning to take notice of this feature of the talking machine business and the increase in trade has been noticeable. Caruso and Lula Sexton records have been in demand in the last few weeks and are leading the sales. The four Miss Fords, who were at the B. P. Keith Theater this week, visited the Victor department of the Walchser-Stewart Co. Nat M. Wiilfs, the famous "happy trumpet," also stopped at Keith's this week. His Victor records are always in demand here.

Samuel Goldsmith, traveling district manager of the Victor Co., stopped for a short time in Indianapolis recently and chatted with Mr. Barringer. The local branch of the Columbia Phonograph Co. is making a special display of the new Columbia Gramophone, the "Princess," at $39. The fact that no other music reproducing instrument that stands on the floor independent of a separate base has ever been offered for less than $100 is expected to make the new style a "go" here. The local branch has started an extensive advertising campaign in the local papers. The business of the Columbia Co. in Indianapolis has been in keeping with the past records that it has established. Mr. Herdman, who is in charge while Mr. Devine is away, says the branch had the best March business that he has experienced. A report sent from headquarters shows that the Indianapolis branch of the Columbia Co. stands sixteenth in its sales for February. A number of cities which are much larger than Indianapolis are behind the local branch.

New records by Weber and Fields will be put on sale by the Columbia branch in the next few days. Post card announcements of these new records will be sent out to the trade. Other new records being offered are by Leo Slezak, the Bohemian tenor, and Emmy Destin, the famous dramatic soprano.

SPECIAL EASTER records were in demand for the few weeks preceding Easter. All of the local houses prepared lists of their records suitable for Easter music.

Walter Kipp, of the Kipp-Link Phonograph Co., which handles the Edison machine, is favorably impressed with the conditions throughout the State. Paul Basset, who travels for this concern and who is well known among the dealers, reports excellent business conditions. Mat Kreusch, of the Edison Co., of Orange, N. J., was here recently and stopped at the Kipp-Link house. Mr. Kipp says his company now has the most complete stock since the establishment of the house.

SOME EFFECTIVE ADVERTISING.

E. F. Droop & Sons Co., general Victor distributors, 1300 G street, Washington, D. C., have been carrying some very effective advertisements in their local papers bearing on the Victor-Victrola in which they are pointing out the fact that every business man needs relaxation and that the Victor-Victrola is the tired man's tonic. The advertisement is admirably laid out, cleverly written and forms most effective publicity.
TRADE CONDITIONS IN ST. LOUIS.

Bad Weather Conditions Have Retarded Trade

—The Situation Now Improved—Victor
School Propaganda Bearing Fruit—Educational
Record Being Pushed—Zeigheim
Furniture Co. to Handle Talking Machines
—High Priced Victorias in Demand at the
Aeolian Co.—Columbia Phonograph Store
Being Redecorated—Silverstone Co. Feat-
uring the Edison Goods—Clever Easter
Window—The General Situation Most Sat-
isfactory in All Branches of the Trade.

(Special to The Talking Machine World.)

St. Louis, Mo., April 10, 1912.

St. Louis talking machine men are looking for-
ward to a fine spring trade. Their view is that
the weather has been so miserable for business
for three months that there must be considerable
of the unfinished article lying around. The daily
receipt book is not evidence of this, for business
totals have been very good recently.

The jobbers say that country business is fair, that
collections are not good in communities where the
customers have to travel over roads to get to the
store, where producers have been cut off from mar-
kets, and in the South, where planting is very late
and discouraging. They think that a few warm,
sunny days will change all of this and the farmer
will come into his traditional good humor and all
the ramifications of the trade will again smile and everyone will want a talking machine to
help the expressions of joyfulness. Good crops, they say, cannot help but result from the combina-
tion of well soaked soil and sunshine, and the latter
is bound to come very soon.

And then will come the school trade, not this spring, perhaps, in noticeable quantity, but it is be-
ginning. All of the larger houses have stocked on
educational records and they are beginning to move, just enough to show that the seed is well
planted and that something is going to happen, and
happen big, along next September when schools open. Talking machines for schools in this part
of the country must be bought by patrons' associa-
tions, and these associations are nearly "broke" now,
but they give picnics and entertainments about the
school closing time and replenish the strong box
for next year. Then will come the sales. The
jobbers say there is quite an out-of-town demand
for these records, showing that this entire section
is awakening.

The dealers' view is that following the sales in
schools will come the sales in the homes, where
the children have reported the fine music they have heard at school, and altogether it is going to be a
fine prospect, especially for the Victor dealers.

The Zeigheim Furniture Co., the largest in-
stallment house in East St. Louis, is completing ar-
rangements for the installation of a talking ma-
chine department and the opening will be before
The World reaches the readers. Mr. Zeigheim
is going into the demonstration scale and his departmen will be the equal of any in the West, and he proposes to fight the St. Louis
stores for every bit of trade on the east side of
the river. East St. Louis has several talking ma-
chine dealers, but they have not gone after the
business on so determined a scale.

Harry Levy, manager of the talking machine de-
partment of the Aeolian Co., recently made a busi-
tess tour of the South and reports prospects good
for late spring business.

The Koerber-Brenner Music Co., wholesale Vic-
tor dealers, is congratulating itself on the luck en-
joyed recently with a badly needed record ship-
ment. Five boxes of records were caught in a
week and it was thought from reports that was a
case of reorder, but to their surprise all but one box
was saved in perfect shape.

E. C. Rauth, secretary of the Koerber-Brenner
Music Co., departed for Birmingham the first of
the month on the most promising prospect. Mr.
Rauth said that the record business was making an
excellent showing in the out-of-town trade and
that as it is possible to more nearly fill orders
complete, there is a much better feeling in the
trade. His company had recently been compelled
to file several fill-in orders between times and had
just received a heavy shipment of the records on
the envelopes, which were much in demand.

Sales Manager Orns ein, of the Victor Co., was
a recent visitor here.

Manager Levy, of the Aeolian talking machine
department, says that the retail trade enjoyed by
that firm recently has been quite a pleasing feature;
that the country trade has held up fairly well, but
needs open weather. Some difficulty is experi-
enced, he says, in meeting orders on VIII, IX, X
and XI machines, but that the record supply, which
was so much of a problem for a time, is rounding
up nicely.

President H. G. Koerber, of the Koerber-Bren-
ner Music Co., returned the first of the month
from Ashville, N. C., where he enjoyed an ex-
tended vacation most restful. He ar-
rived in time to sit on the lid when Secretary Rauth was called South.

The redecoration of the Columbia phonograph
store is complete, and it is a quite a different look-
ing place. All woodwork has been painted white.
The walls finished in light buff and the picture
frieze is light in general tone. New lights have
been installed and new rugs and draperies placed in
the demonstration booths, and the effect is very
cheerful and clean, which was the effect desired.

The office quarters have been more completely par-
titioned off to give more quietness to that section, and the furniture is being rearranged and rebuilt
for expediency of the business. Manager Rams-
dell says he is very well pleased with results and
believes that the increasing business will be han-
dled with greater ease. "March was a very good
month with us," said Mr. Ramsdell, "and we have
no complaints. The new Princess Grafana is
proving a good machine for the wholesale busi-
ness from this store and meets the requirements
for a high class machine in the smaller stores."

The Silverstone Talking Machine Co., recently
appointed exclusive jobbers for Edison phono-
graphs in this territory, has also taken over the
dealership for the Edison dictating machine and
will push this work in this territory. A. M.
Pierce, recently of the Chicago Dictating Machine
Co., is sales manager of this department. Mr.
Silverstone says that he expects excellent business
to result. "The former dealers," he says, "have not
paid enough attention to keeping the machine
in order and, of course, trouble has resulted. I
have been busy overhauling some of them, and I
find that it is a job for a combination talking ma-
chine expert and electrician. I enjoy both branches
of work and will show the users of these ma-
chines who good service means." An office for
this department has been fitted for the present in
the front booth of the Silverstone store in sight
of the street, where the young woman in charge
can be seen by passersby as she busies herself tak-
ing dictation from the machine and transcribing it
on the typewriter.

The Columbia Phonograph Co. again enjoyed the
exclusive talking machine exhibit privilege at the
Household Show and got some very good business
as a result. L. J. Reid was in charge of the exhib-
it, and Assistant Manager C. L. Byars, who is in charge of retail sales, gave a good many
openings to the booth. "There was an excellent
attendance," said Mr. Byars, "and the class of trade
we drew was all high class. There was no riffraff
to fight away there. We got orders from there
each day, and I have a good bunch of prospects
left. Our handicap was the scarcity of Favorite
machines. The advertising has made persons ask
for this instrument and we probably would have
more sales on our books if we had more of these
machines to send out for trial right now, but we
have been playing for those prospects which looked to be the quickest sales. The general business
is holding up nicely and we have made a very credit-
able total on record sales, despite our handicap
due to redecorating our store.

L. J. Reid, a floor salesman with the Columbia
Phonograph Co. here, has been transferred to the
Louisville branch, where he will work under E
B. Walbhall, recently manager of the branch here.

Mr. Silverson, president of the Silverson Talking Machine Co., has great hopes for the talk-
ing machine future of his son, aged four. Young Mr. Silverson is much more enthusiastic and, when his mother makes a cake the little fellow wants to "wind" it for her; also he wants to "wind" the coffee grinder. There is no word stir in his vocabulary, and Mr. Silverson is of the opinion that he son will become an enthusiast.

An interesting Easter window was a dancing egg, by the American Talking Machine Co. The egg rested on a presumably level piece of glass, which was, in fact, a slightly con-


In fact, many dealers report a phenome-

gical dullness in commercial circles, of

An interesting fact brought out in our talk

ing a number of sound-proof salesrooms equipped in the most up-to-date manner. Mr. Campbell, the general manager, is putting every effort into the work, which has brought great returns, due to the fact that he is a real live talking machine man.

Mr. Lyle, general manager of the Col-

cumbia Phonograph Co., has returned to New York after a visit to a number of the company's stores. His trip included Atlanta, Birmingham, New Orleans, Dallas, Los Angeles, San Fran-
cisco, Denver, Omaha, Salt Lake City and Chi-

cago.

Mr. Lyle returned more enthusiastic than ever, if such a thing were possible, as to the future of the talking machine industry. At every point he visited the records were steadily increasing; the best people of every community were enthusiastic users, and that the employment of the machines and records in public schools as a medium for in-

structing the pupils in the essentials of good

music was showing a remarkable growth, and had

proven unfailingly successful. Mr. Lyle had to

express his gratification at more than one point at the tremendous advancement made.

So far as Columbia products is concerned, and getting down to his own company's part in this

general advance, Mr. Lyle admits his complete and unqualified satisfaction. Everywhere he found

Columbia stores as busy as bees, and Columbia

managers clued and optimistic. Dealers handling

Columbia goods were never more contented and

friendly, and the public showed more interest.

The aggressiveness and attractive advertising which the company has been placing came in for a lot of commendation by all the dealers Mr. Lyle vis-
ed, and with the exception they assured him that it had proved effective and productive.

The alleged dullness in commercial circles, of

which some mention is made in the newspapers, was not apparent, Mr. Lyle tells us, at any point he visited. Not only are Columbia stores at all these points extremely busy, but Columbia dealers are equally so, and all of them report collections easier and better than for several years. Judging the situation from Columbia activity and Colum-

bia statistics he thinks there can be no question that the country is prosperous and business ex-
cellent.

An interesting fact brought out in our talk

with Mr. Lyle is that several extremely impor-
tant new deals were closed by him during his trip, which will be published fully later on. These provide for extensive handling of Columbia products by concerns of national repute and affiliations and whose operations are always on a magnificent scale. When we are free to publish the details we promise our subscribers some interesting news. Mr. Lyle says he is glad he could make the trip at the time he did; glad to report such favorable conditions everywhere, and glad to be back at his desk again and to take up anew the work of promoting the interests of his company and of Columbia dealers.

Mr. Mark Silverstone permitted The World correspondent to walk in his window. The assumption was that he had let

created some excitement in the talking machine

department. thus mak-

ing it stand silent until

The device was very mysterious until Mr. Silver-

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Everybody's Doing It Now! Discovering that it's much better to use a salesman's time in selling *more records* to a Columbia customer than in arguing down that customer's convictions.

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

EXPANSION IN DETROIT.

Columbia Phonograph Co. Opens Branch on Woodward Avenue, Near the Square—Why the Victrola Is Like a Violin—Grinnell Bros. Quadruple Victor Stock—Manager Rupp Makes Some Record Victor Sales, Both Wholesale and Retail—New Edison Opera Machine Most in Favor.

(Special to The Talking Machine World.)

*Detroit, Mich., April 9, 1912.*

S. E. Lind, manager of the city sales department of the Columbia branch, has a deal in picking which will make almost everybody take a second squint when he pulls it off, but it is not ripe yet. Down in the vicinity of Cadillac square, where more people go oftener than anywhere else in the city, there is no talking machine store. A lot of people have planned to establish one thereabouts, but all have found the rents too fierce. But Mr. Lind has uncovered a proposition which looks successful, and it seems probable that Detroit will at last have a talking machine store where he needs it worst—on Woodward avenue near the square.

Manager Johns was called to Washington to-day to take charge of the Columbia branch in the national capital during the illness of Manager Grove, of that city. Mr. Johns is not a stranger to the Washington trade, being a native of that city and learning the business there. He expects to be away for a month.

"The Victrola is like the violin in one respect," said Harry Rupp, manager of the talking machine department of Grinnell Bros. "It is just the same now as when it was invented. The only changes have been in the cases, and those have been minor ones. Not a thing has been done affecting the machine itself. When people see what the machine is and consider that record of years' service, it gives them confidence that the Victrola is what it should be. That is why the sale is a good deal better as the machine grows.

When the contemplated alterations and enlargements of Grinnell Bros.' talking machine department are made the company will quadruple its stock. It is planned to have a separate department for Red Seal, or grand opera records. The branch houses see ahead of them the best summer business in history. In both Columbia and Victor lines the business for the first quarter of the year was from 18 to 20 per cent. better than for the corresponding period last year, and that is not casting any reflections upon last year, for 1911 was a pleasing whirl around the sun for the talking machine folks.

The new Edison "Opera" talking machine is gaining in favor constantly, though it is a horn machine. Its bid for favor is the remarkable clearness with which it renders instrumental music, especially that of string instruments like violins. The company is sending out a fine collection of records with which to set forth this superiority. The newest Columbia on the market is attracting the same attention here that all of the recent new models have. It is the Grafonola Princess, which sells for $75 dollars. Not only is the Columbia branch advertising it and showing it extensively, but the Max Strasburg Co. is pushing it and some other Colombias to the fore.

Mr. Strasburg still retains the name "Victrola Shop" on his windows, but has come to the conclusion that selling talking machines is a good deal like selling clothing, hats and other things—what suits one man's taste another spurns, and in order to do the most comprehensive and extensive business a merchant must try to meet all tastes—hence his taking on the Columbia line. The Strasburg Co. also is advertising and making a feature of the electric Grafonola.

HOW HE WAS CURED OF SWEARING.

The Catholic Union and Times reproduces from a Buffalo journal the story of a man who was cured of swearing by hearing a phonograph repeat his language. "The gentleman was prolific of profanity; and, in an attempt to cure him, a scheme was devised to record his every-day conversation, and later turn the machine loose in his presence. It had the desired effect. He heard himself as others heard him. That was enough."

What does it cost you to do business? If you cannot tell exactly, better find out or the fellow across the street who does know will soon get your best trade.

COLUMBIA IN VIRGINIA.

How the Business of This Institution, With Headquarters in Norfolk, Has Been Built Up—Emphasizes Tireless Work, and Systematic Organization—A Great Business Campaign Being Developed.

(Special to The Talking Machine World.)

*Norfolk, Va., April 9, 1912.*

From a small place on a side street to the magnificently appointed and well equipped talking machine store now occupied by the Columbia Co. at 67 Purnum street, is a marked change, but it tells the story of how the progressive policy of the Columbia Co. has won out in this city and throughout the State of Virginia.

Through the systematic organization of O. H. Tefts, the secretary and treasurer, the genial management of D. W. Causey and the suavity and bustling qualities of the salesmen, Messrs. Woodhead and Ross, the store is a trade-getter.

Practically no effort had been made to push the Columbia line in Norfolk until the inception of the Columbia Co., and one can well imagine the rise in sales that had to be combated; but success came, as the Columbia goods were pushed in every direction and one by one of the others' customers were won by courtesy, individual attention and honest belief in the excellence of the goods.

In an interview the president of the company stated that the Columbia Phonograph Co. was due a large share of the credit, as its hearty cooperation in exchange of ideas, its improvement in the design and quality of the goods and its personal interest in the upbuilding of each individual dealer has been a big help in the making of its success.
The accompanying drawings Fig. 1 is a vertical elevation partly in section of an apparatus suitable for use in carrying out the invention. Fig. 2 is a top view of a tank and appurtenances comprised in the apparatus. Fig. 3 is an inverted or bottom view of the tank and appurtenances. Fig. 1 is a side view of a segment of an expander comprised in the apparatus. Fig. 5 is a transverse section of this expander. Fig. 6 is a longitudinal section of certain parts of a modified form. Fig. 7 is a side view of an apparatus for ejecting the expanders. Fig. 8 is an enlarged longitudinal section of parts shown also in Fig. 1.

In the accompanying drawings Fig. 1 is a vertical elevation partly in section of an apparatus suitable for use in carrying out the invention. Fig. 2 is a top view of a tank and appurtenances comprised in the apparatus. Fig. 3 is an inverted or bottom view of the tank and appurtenances. Fig. 1 is a side view of a segment of an expander comprised in the apparatus. Fig. 5 is a transverse section of this expander. Fig. 6 is a longitudinal section of certain parts of a modified form. Fig. 7 is a side view of an apparatus for ejecting the expanders. Fig. 8 is an enlarged longitudinal section of parts shown also in Fig. 1.

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A further object of the invention is to provide a casing for the mechanism of the instrument, which, in normal position, will inclose the parts of the mechanism, and when opened for use will provide an additional amplifying or sound board effect, comprising a surface to which the sound waves conveyed by the main amplifying means are directed and by which the same are smoothly deflected.

Fig. 1 is a perspective view of a device constructed in accordance with the present invention in its closed position; Fig. 2 is a similar view of the apparatus in its open position; Fig. 3 is a horizontal section taken through Fig. 2, certain parts being broken away to more clearly show the invention; Fig. 4 is a central transverse section taken through the device in its closed position; Fig. 5 is a similar section through the device in its open position; Fig. 6 is a section taken through the stop for the record; Fig. 7 is a section taken on line 7-7 of Fig. 6, and Fig. 8 is a plan view of the mechanism illustrated in Fig. 6.


This invention has for its object to provide an attachment for talking machines by means of which the machine may be automatically stopped when the end of the record is reached.

The attachment comprises in its general features a pin mounted in the revoluble disc of the machine and a projection on the transmitter which engages said pin when the end of the record is reached and causes the pin to engage a brake which acts upon the revolving plate to bring the machine to a stop.

Referring to the accompanying drawing: Fig. 1 is a plan view of a phonograph of the disc type, provided with an attachment constructed in accordance with this invention. Fig. 2 is a view of the top of the phonograph casing with the revoluble plate and a disc record therein in cross section and a transmitter and a portion of its supporting arm. Fig. 3 is a detail view of an enlarged portion of the revoluble plate. Fig. 4 is an enlarged detail view of a portion of the top of the phonograph casing, looking at the upper side thereof and showing a brake employed with this invention. Fig. 5 is an enlarged detail view in cross section of a portion of a revoluble plate and an adjustment pin employed with this invention, shown in Fig. 6 is a view similar to Fig. 5 showing the pin in lowered position. Fig. 7 is a detail view showing the pin in elevated position, and the slider support in which the pin is mounted. Fig. 8 is an enlarged detail view of the underside of a revoluble plate showing a portion of the adjustable device employed in connection with this invention.


This invention relates to devices for recording sound, and the objects are the provision of a novel and efficient sound recorder of sufficient sensitiveness to respond to sound waves of very low power, and, at the same time so constructed as to largely prevent excessive movement of the diaphragm and recording stylus in a direction away from the recording surface under the influence of sound waves of great amplitude. The improved apparatus therefore is intended to record sounds, both weak and strong, more truly than has heretofore been possible.

Fig. 1 represents a vertical central cross section through a sound recorder embodying one form of the invention. Fig. 2 is a bottom plan view thereof. Fig. 3 is a sectional detail view showing the preferred manner of mounting the diaphragm, and Fig. 4 is a similar view showing a modified mounting for the diaphragm.


This invention relates to reproducers for phonographs and more particularly to that type which is adapted to operate upon a sound record in the form of a groove having elevations and depressions corresponding to the original sound waves. The object of the invention is to secure a louder and more perfect reproduction than can be obtained from the ordinary form of reproducer, or to secure a reproduction of equal loudness with less wear upon the record. With this end in view there is employed a pair of reproducer styli, one of which is arranged slightly in advance of the other with respect to the record groove, so that both styliues track the same groove together, and although the one stylus is slightly in advance it does not interfere with the other because of the elongated character of the same.

In other words, each sound or note which is recorded on the record consists of so many elevations and depressions that the two styliues are operated practically simultaneously with respect to the record of each individual sound, however minute.

Fig. 1 is a side elevation, partly in section, of a phonograph reproducer constructed in accordance with this invention, and Fig. 2 is a bottom plan view of the stylus lever, styliues and a portion of the floating weight.


The main objects of this invention are to provide in a talking machine a simple and effective joint between a hollow tone arm and a hollow stopper to provide an improved joint between a tone arm and a hollow support by which the tone arm will be held yieldingly in position to permit of the free movement thereof, and to avoid rattling; to provide an improved joint between a tone arm and its support in which the tone arm will be readily detachable.

In the accompanying drawings, Fig. 1 is a side elevation, partly in vertical central section, of one embodiment of this invention; Fig. 2 a fragmentary horizontal section of the same, and Fig. 3 a rear elevation, partly in vertical section of the same.


This invention relates to automatic cut-offs for talking machines and the object of the invention is to provide a brake operating mechanism which will be positive in all its actions, thereby insuring its proper operation and the stopping of the record at the proper time.

In the accompanying drawings Fig. 1 is a top plan view of a talking machine equipped with this invention, and Fig. 2 is a side elevation of the same.

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