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

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

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

ZON=O=PHONE
Double Record Discs
10-Inch, 65 Cents

THE WORLD'S GREATEST OBERCANTOR TENOR

This great tenor has made Records for the Zon-o-phone so that His Wonderful Voice may be heard all over the world.

Fifteen new double side records of this great singer are ready for shipment. The price of these records is 75 cents. Send for catalogues.

SAWEL KWARTIN

Fourth and Race Streets
PHILADELPHIA, PA.

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

ARKANSAS
Hot Springs .... Joe Hiltard, 516 Central Ave.

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

ILLINOIS
Chicago .... Joseph Juran, 1233 West 11th St.
Chicago .... W. H. Saigewitz, 1413 Milwaukee Ave.
Chicago .... Transk, Fraze & Co., 72 Fifth Ave.

MARYLAND
Annapolis .... Globe House Furn. Co.
Baltimore .... C. B. Smith & Co., 611 W. Baltimore St.

MASSACHUSETTS
Boston ....... Abe & Hoffman, 9 Portland St.

MICHIGAN
Detroit ....... J. J. Schmidt, 1100 Gratiot Ave.

MISSOURI
St. Louis .... Knight Musicative Co., 1111 N. 10th St.
St. Louis .... W. A. Wynn, 859 Faison Ave.

NEW JERSEY
Hoboken .... Eclipse Phonograph Co., 202 Washington St.

NEW YORK
Brooklyn .... B. G. Ward, 2378 Bedford Ave.
New York .... S. H. Ivey Co., 126 University Place

OHIO
Cincinnati .... J. E. Power, Jr., 612 Main St.

PENNSYLVANIA
Allentown .... H. A. Hickey, 605 Ohio St.

TEXAS
Beaumont .... W. B. Pierce Music Co., 610 Pearl St.

WISCONSIN
Milwaukee .... C. H. Eichholz, 509 19th St.
Milwaukee .... Hurff & Co., 304 W Water St.
MONTALVO REMODELS STORE.
Live New Brunswick, N. J., Dealer Makes Special Arrangements for Handling His Rapidly Increasing Business—Believes In Advertising.
(Special to The Talking Machine World.)

New Brunswick, N. J., June 5, 1912.

Ramon Montalvo, Jr., the prominent and successful talking machine dealer of this city, has just completed the remodeling of his quarters at 209 Nelson street, where he has installed two new sound-proof booths for demonstrating records at the convenience of his customers. Mr. Montalvo held a special opening on May 25, which was continued during the following week, which was set aside as "Boost New Brunswick Week," and attracted much attention to the event through live advertising, part of which took the form of a number of boys in white uniforms, who were sent about the city on various errands. Mr. Montalvo, who handles typewriters and vacuum cleaners in addition to Victor, Edison and Columbia talking machines, is a firm believer in advertising, to which he owes much of his business success.

EASTERN ELECTORS ELECT OFFICERS.
David Switky Assumes the Presidency of the Eastern Talking Machine Dealers' Association—Other Officers Elected.

The annual meeting of the Eastern Talking Machine Dealers' Association was held at 330 Sixth avenue, New York, on May 28, when the following officers were elected: President, David Switky; vice-president, John G. Bresnau; treasurer, J. Laus, and secretary, J. Henry Dulin. Considerable business was transacted in the way of developing plans for an active campaign to enlarge the membership of the association and to consider several questions of vital interest to the future of the industry as far as the retailing end is concerned. It is planned to hold several meetings of the executive board to develop these plans.

THE MAKING OF THE SALESMAN.
A Problem the Solution of Which Rests with the Salesman Himself—A Broad Knowledge of Business Necessary to Win Success.

One's job is what he makes it. He can either mold it to himself by his spirit and will, by self-development, raise the importance of his place to prominence and profit. It lies in the "I will" in a man, and in the concentration of his mind applied continuously to the work in hand. The will to do comes first because conscious effort requires the whip and spur. The salesman performs one of the necessary functions of business. He has the biggest opportunity of any man to make his place whatever he will. Salesmanship keeps business going. It is an art with the gift and superficial, and both an art and a science to the earnest, the thoughtful and the industrious. Efficiency of mind increases by use. Mind asks little of body except that body be kept in health, and depends not at all upon the size of stature or confirmation of the physique. The measure of a man, therefore, is not in the size of his biceps, nor in the number of pounds drive at the end of his fat, but the deep gray convolutions inside his skull.

To be a Class A salesman is to be a big man in mental stature—to have a broad knowledge of business—to know commercial customs—to know something of forms and accounts—to keep up with the current thought of the day—to be generous—to have charity and sympathy—to have cheerfulness, determination, philosophy, in defeat as well as in victory; and finally, essentially, one must know his goods, not superficially, but thoroughly, as they apply to the business of the prospective customer. More than this, the salesman must know the competitor's goods in order that he may intelligently prove to his customer that his own goods have points of superiority which should give them the preferred place.

The best salesmen are the broad men, the big men—not those whose entire horizon is narrowed to one set of ideas. These men are the originators and producers.

The time to make plain to a salesman your wants and wishes regarding him and his work is when you hire him. It is much easier to object to certain habits before the employee has shown that he possesses them.

INTEREST ON INSTALMENT SALES.
Talking Machine Dealers of Los Angeles Resolve to Charge and Collect Interest at the Rate of Seven Per Cent. Time Sales Other Than Those Sold on 30 Days' Time.

At a meeting of the talking machine dealers of this city, held recently, the following important resolutions were adopted and signed by the leading houses, bearing upon interest charges on instalment sales of talking machines—a move which the local dealers hope will be put in practice universally throughout the country.

"We, the undersigned talking machine dealers of Los Angeles, Cal., believing it for the best interests of the business, do hereby agree and bind ourselves that from this date on we will charge and collect interest at the rate of seven (7) per cent. per annum on all instalment or time sales of talking machines other than those sold on 30 days' time open account."


CLEVER VICTROLA PUBLICITY.
New Form of Advertising Carried on by a Live Dealer in New Jersey—Copy That Should Arouse Interest and Bring Results.

The following is the manner in which a talking machine dealer in West New York, N. J., calls attention to his stock of Victrolas and late records through the columns of the local papers. It is an idea that should arouse interest and bring real results.

OVERHEARD ON A PALISADE TROLLEY CAR.
John—Say, Bill, that there song of Champ Clark's is a hunner; everywhere you go you hear it. Gee, it's great. "You Gotta Quit Kicking My Dawg Aroun'!" You know I was in George's last night, and, by Jove, he was playing it on one of his Victrolas.
Bill—That so?
John—Yep; and not only that, but he had an orchestra selection called "The Gaby Glide" that was some glide, all right; I jest couldn't make my feet behave, and a couple of others—oh, yes, two songs by a fellow named Bill Murray; his name made me think of you. One was "Gee! But I Like Music With My Meals," and the other was a corcker, "Take a Tip From Father."
Bill—Here, here, what are you raving about? Who's the show, anyway; Jones, or... What's it all about?
John—Why, I thought you knew. George Stabel's new Victrolas, and the records that he played for me were some of the new ones that just came in. I'd have stayed longer to buy them, but my car came along just then. You can bet your life I'm going to save up and get one of those machines just as soon as I can. They're all right.

GREATEN NEW YORK PHONOGRAPH COMPANY
SOLE JOBBERS OF
Zon-o-phone Machines and Records
IN GREATER NEW YORK
Best and promptest delivery in the country. Also Jobbers in Cabinets and Needles. Prices which will surprise you. Before buying any goods call to see our line.

GREATEN NEW YORK PHONOGRAPH COMPANY, 308-310 Grand Street, New York, N. Y.
TELEPHONE: ORCHARD 5425
THE TALKING MACHINE WORLD.

CONDITIONS MOST FAVORABLE

As far as it affects the Talking Machine Trade in Cleveland and vicinity—U. S. Phonograph Co. busy—Opening of the B. Dreher's Sons Co.'s New Store—Harry Piano Co. Installing Several Demonstration Rooms—Large Manufacturing Concerns Order Dictaphones—High Class Machines Have the Call—The News of the Month in Detail.

(Special to The Talking Machine World)

Cleveland, O., June 1, 1912.

Reports generally touching conditions in the local talking machine trade are of a very favorable character, and both jobbers and dealers are optimistic regarding future business. The steamers and yacht clubs have contributed largely to the expansion of sales of machines and records this season, as also have the numerous summer resorts. The first half of the present year has developed a volume of business in excess of the corresponding months of last year, and the prospects are of the most encouraging nature.

The United States Phonograph Co. is very busy these days, orders showing a daily increasing demand for both machines and records. The company is adding numbers of fine new selections to its already extensive catalogues.

The Hart Piano Co. has fitted up several demonstration rooms in its quarters, No. 33, The Arcade, and the talking machine department is in full swing. The new store, Nos. 1028-30 Euclid avenue, the Talking Machine Co.'s business, which the Hart Company recently purchased, has been stepped into an established trade, which is reported very satisfactory.

The Columbia Phonograph Co. reports very prosperous conditions, and a profitable trade for the past month. Manager Geo. R. Madison said: "The month of May closed very satisfactorily for us, showing a large increase over the same period in 1911, in both wholesale and retail departments. The marked call for the more expensive types of Grafonolas as well as for our symphony records, at this time of the year is very gratifying.

The Eclipse Musical Co. reports the demand for high class machines installed, fine, 'a large reception room and several sound-proof demonstration rooms, the furnishings being with the Victrolas in keeping. Mr. Scroeton states that notwithstanding the interference occasioned by moving business had continued remarkably well, and that with the superior location and greatly improved facilities, he expects to do a largely increased business.

Business in the talking machine department of the Caldwell Piano Co. compares favorably with that of the piano trade. The manager of the department, Earl Wagar Bachert, who has succeeded H. D. Scroeton, who has returned to Buffalo, said business was fairly good, and had been very good for two months past. Mr. Bachert is making strenuous efforts to introduce Victor machines in the public schools and believes he will be successful.

G. F. Probeck, manager of the Dictaphone department of the Columbia Phonograph Co., is highly pleased with the condition of business in his line, and well he may be, for he has just installed a number of Dictaphones with some of the large manufacturing concerns of the city. Among the manufacturers, the large coal companies, manufacturers, have purchased twelve machines.

The Atlantic Refining Co., prominent competitors of the Standard Oil Co., have also had fifteen machines installed, while sales have been negotiated with a number of smaller users.

Manager Norman H. Cook, of the talking machine department of the W. F. Frederick Piano Co., reports the demand for high class machines and records holding up to the high standard fixed by the company at the installation of the department here and more recently at the Canton store. "Judging from our very successful business in May," he said, "and thus far in June, I believe there is no such thing as a 'dull season' in the talking machine line. In several instances our every resource was exhausted to enable us to obtain Victrolas sufficient to supply our waiting patrons, numbers of whom we are daily adding to our list."

"You may trustfully state," said A. O. Petersen, manager of the Lincoln Edison distributing house, "that considering the season of the year orders are coming in remarkably well. There is a normal demand for both machines and records, and dealers generally are doing an excellent business, judging from the number of orders we are in daily receipt of. The Amberola No. 3, both in beauty of design and absolutely correct tonal qualities, is a musical marvel. Everybody is pleased with it, and I have already booked a number of orders. Notwithstanding it is a Presidential year I predict we are going to have a good year's business."

The talking machine department of the Bailey Co. is one of the busy places in that establishment. Mr. Friedlander, manager, said he was selling some 2500 machines and a good many of the cheaper grades, and that the record demand was fine. "We are having a good trade in our small musical goods line," he stated. "The business is improving and we are enlarging the department. We are now doing quite a mail-order business and shall materially extend it this year."

Miss Ethel M. Volk, manager of the phonograph department of the Macy Co., said: "Business is quite good. We are having an excellent trade in machines and records, in both the Victor and Edison lines. The Edison June list contains many exceptionally attractive Amberol records. That of Eleonora de Cianeros, 'Ben Bolt,' is fine, both in the words and music, and 'My Dreams,' by Thomas Chalmers, is attracting many.""The prospects are very encouraging," said Mr. Winters, the manager of the Victor store, "there being a large increase over the same period last year. Mr. Morley, manager of the Edison store, reports the demand for large Victrolas, and is pleased with the condition of business in his line.

Sound Box Controller for Victor Record Albums at Right Prices. A New Oak Disk Record Cabinet at a Very Attractive Price for Victrolas IV., VI., and VIII. AND ABOVE ALL NEEDLES "Grand Opera" NEEDLES EASTERN TALKING MACHINE COMPANY 177 TREMONT STREET BOSTON, MASS. FOR SIXTEEN YEARS AN EXCLUSIVE TALKING MACHINE HOUSE
Music dealers have seen the Victor-Victrola take foremost place among the world’s musical instruments.

They have seen prestige and profits come to dealers from their association with this greatest of all musical instruments. They have seen the Victor-Victrola elevate this branch of the musical industry from comparative insignificance to a position of dignity and refinement, and become the most profitable part of the entire retail music trade.

And backed by the tremendous resources of the Victor organization, the influence of the Victor-Victrola grows bigger every day, constantly enlarging the field and profits of dealers everywhere.


Berliner Gramophone Co., Montreal, Canadian Distributors.

Always use Victor Records played with Victor Needles—there is no other way to get the unequaled Victor tone.
DISCUSS ES EUROPEAN BUSINESS.

John A. B. Cromelin, General Manager of the Columbia Interests in London, Visits Head-
quarters in New York—Complete Plans for
Rebuilding New Quarters to Replace Those
Recently Destroyed by Fire, Which Will Be
Larger and More Complete—Discusses Price
Maintenance and Price Cutting in London.

John A. B. Cromelin, European general man-
ger of the Columbia Phonograph Co., arrived in
this country on the Lusitania a day or two ago,
as well as on the same ship, after spending a week-end in New York.

In a talk with the representative of The Talk-
ing Machine World Mr. Cromelin said: "After
the serious fire which took place recently in the
Columbia plant in London, in which a large part
of the buildings and machinery were destroyed, I
came to this country to have a talk with the head
officials in the offices with the reference to the
changes and enlargements that should be made
when rebuilding the plan in order to take care of
the large and rapidly growing business of the
Columbia Co. in Great Britain and Continental
countries.

"Although the firm has had a big and well
equipped plant, it has been found inadequate for
the last two seasons to satisfy public demand for
this line of records, which have been brought to
the last two seasons to satisfy public demand for
the prosperous state of business in Europe, and the
clear prospect of further large expansions of trade
right at hand, and cordially approved the proposal
for utilizing the old Columbia site and the build-
ings which were unimpaired as a nucleus for a
more imposing and spacious plant. "In addition to
restoring the previous principal buildings as
they were," said Mr. Cromelin, "floors will be
added, and a large three story building will be
erected on the only remaining available ground.
This increased space and the additional machinery
which will be installed will provide for a sub-
stantial expansion in product, and the Columbia peo-
ple believe will enable them to take care of all
the trade that is offered them during the next several
years."

In reference to the question of maintenance of
prices on the outer side of the water, where it has
been said the trade was largely demoralized as
the result of the widespread giving of prices
there, Mr. Cromelin said that there had been a
good deal of trouble in this respect, but that as the
result of the active campaign waged by the Colum-
bia people against price cutters, conditions have
been improved to such an extent that so far from
feeling discouraged they are going ahead to erect
a bigger plant than ever before in order to take
good care of the business of the legitimate deal-
ers, who have loyally supported them in their
efforts to stamp out price cutting in the Columbia
circle.

One of the most gratifying details during the
last year or two," said Mr. Cromelin, "has been the
increasing prominence of the Dictaphone, this
indispensable office appliance being also a Columbia
product. The Dictaphone is handled on the line along lines similar to those in the United
States, as a separate and distinct product marketed
through exclusive representatives, each one cover-
ing a specified territory and in all of whom specialists in salesmen in all principal European
cities. The increase in the use of this system in
the last year or two has been amazing, the well-
known advantages of its speed and accuracy as
widely recognized in Europe as in the United
States."

"TALKER" RECITAL DRAWS CROWDS.

The Talking Machine Co. of Minneapolis Has
Large Audiences at the Recital of "Madam
Butterfly"—Foster & Waldo Take on the
Victor Line—W. J. Dyer & Bro., St. Paul,
Open Talking Machine Department on Sec-
ond Floor—Other News of Interest.

(Special to The Talking Machine World)

Minneapolis, Minn., May 17, 1912.

The Talking Machine Co. gave a recital of "Madam
Butterfly," one of the most successful
New York's, at its new store at 928 Nicollet avenue. The store was
beautifully decorated with Japanese lanterns and
umbrellas, and the morning of lions sticks gave the
atmosphere of Japan. "The Duet of the Flowers"
and songs explained in an able manner by Mr. Matheis.
This was a special evening for the school teachers,
and a very novel idea was introduced during the
"Duet of the Flowers." While this song was be-
ing described beautiful flowers were passed around
to everybody, which was very effective. The S.
R. O. sign was out, and the sidewalks was blocked
to the street by outsiders who could not gain ad-
mission. Mr. Matheis has made these recitals
about the most popular thing in the talking ma-
chine line in the city of Minneapolis. All of the
operas have been reproduced, as well as recitals
of all the artists who have appeared in the city
during the winter.

Foster & Waldo, the well-known piano dealers,
have put in the Victor line. Their store is located
about a block from the new store of the Talking
Machine Co., on upper Nicollet avenue, directly
across the street from C. A. Hoffman, the op-
tician and Victor dealer, who will handle the
talking machine business in this section, and
will be complete thus should result in much goo
to all. Arthur Magoon, the well-known talking
machine salesman, lately of St. Paul, and the
New England Furniture Co. is in charge of the
department, and will make a good go of the
business.

Kochler & Hinrichs, of St. Paul, are adding
many new dealers; business has been good, and
they look forward to an increased trade in the
future.

W. J. Dyer & Bro., of St. Paul, have opened a
new department on the second floor. This gives
them the most elaborate quarters west of Chicago.
Beautiful rooms, splendid lighting effects and a
classic recital hall in the rear, the combination of
which is sure to make other dealers to see and try to
work up. Mr. Mairs has been working day and night on this for
months. There was a grand opening a few weeks ago,
when the reader gave a demonstration of several
operas, and the whole affair was a grand success.

AN ATTRACTIVE VICTOR WINDOW.

The retail talking machine store of David
Swicky, 330 Sixth avenue, New York, has been
the subject of much interest from passers-by owing
to the very attractive window display which he has
arranged and in which the masterly design of the
Victor as one of the essential equipments for camp-
ing out is demonstrated.

In writing a business letter, make is meaning
so clear that there can be no question as to what
you intend to say. Remember that infection of the
voice and accent does not appear in writing.
An initial large profit, a rapid turn over, and a practical lien upon every Columbia instrument you sell, because every purchaser of a Columbia instrument comes back constantly for Columbia records.

AN ATTRACTIVE RECITAL ROOM

Is That of the Florida Talking Machine Co.—Smaller Quarters for Recital and Demonstration Purposes Possess Advantages That Often Are Not Realized in Larger Halls.

That comparatively limited space can be put to excellent use as a recital hall by talking machine houses has been demonstrated by a number of progressive concerns in various parts of the country, who have devoted small rooms or sections of their store to recital purposes, taking small groups at a time and perhaps getting better results, from a sales point of view, than if they were demonstrating before a large hall of people wherein the individual was lost.

This is shown in the accompanying view of the music room of the Florida Talking Machine Co., Jacksonville, Fla., which seats close to one hundred people without crowding, and where a number of successful Victrola recitals have been given at regular and stated intervals. The room is attractively decorated, potted plants abound and the walls are hung with pictures, all tending to relieve the bareness and make the members of the audience feel at ease and in a mood to listen to good music.

POINTS WORTH STUDYING.

Every salesman must consider and study these points, viz: 1. The best way to show the goods.

2. The strongest selling features of the goods.

3. Its uses to the customer.

4. The best answers to objections.

5. The best way to approach the customer.

6. Consider the class of trade you seek.

7. Compare present sales in your territory with those of the past.

8. Determine to make these sales steadily increase.

ACTIVITY IN LOS ANGELES.


(Special to The Talking Machine World.)

Los Angeles, Cal., May 29, 1912.

After one week of the most gorgeous display of the visiting Shriners to this city talking machine business has again resumed its swing and dealers are much encouraged over the results obtained during May. Great preparations are being made by those dealers who will handle the new Edison Home Kinetoscope. Enthusiasm is the keynote for this new line, which will no doubt bring very gratifying results to those interested.

The Wiley B. Allen Music Co. has just completed the remodeling of its talking machine department. All the soundproof rooms are elegantly furnished, thus making every possible comfort for its customers. R. E. Walfinger, the new manager, is putting every effort forth to make this department a great success.

Mr. Walfinger, formerly with the J. B. Brown Music Co. for many years, is a real talking machine man and a drawing card for the business.

A. S. Olds, of Goldfield, Nev., was in the city for several days, bringing with him good reports concerning the Edison line in the mining district.

W. T. Bryant from Hong Kong, China, is now located with the Southern California Music Co. His special line will be the Edison Home Kinetoscope department.

The first annual dinner of the Bowling League of the Southern California Music Co. was given May 14 at one of the leading hotels of this city. The teams were represented by the following:


H. H. Fish and H. W. Herring,脑 a very clever menu in bowling phraseology, for the occasion.

A. C. Ruudt, president of the bowling league, was the toastmaster for the evening. Through the kindness of the coast manager, W. S. Gray, and Local Manager W. F. Stithham, of the Columbia Phonograph Co. (General), the bowling shirts with the notes as the emblem were donated by these two popular talking machine men.

O. A. Brehler, Edison dealer of Sanger, Cal., and J. L. A. Briderson, Redlands, Cal., who is a very successful Victor and Edison dealer, spent a few days in this city recently. The former left a good order for Edison goods.

The J. B. Brown Music Co. has taken the agency for the Edison Home Kinetoscope.

A. G. Farquharson, special representative of the Columbia Phonograph Co. (General), of this section is in the east and with H. L. Wilson, assistant to the general manager, Geo. W. Lyle, of the Columbia Phonograph Co. (General), will visit the principal cities from the Pacific to the Atlantic.

W. G. Waltz, Jr., secretary of the W. G. Waltz Co., El Paso, Tex., is spending a few days in Los Angeles enroute to San Francisco, accompanied by his wife. The W. G. Waltz Co., being Victor and Edison jobbers of El Paso, has been conducting a most brilliant business in the talking machine line.

Carl G. Stroeh, Edison dealer of Santa Ana, is making preparation to handle the Edison Home Kinetoscope.

Sr. Rafael Cabanas, president of the Cia Fotografia Mexicana, S. A. Columbia jobbers of Mexico City, has been passing several days in this city and stated business was very satisfactory in his section of the country.

M. J. Buck, of the M. J. and B. M. Buck Co., Lansing, Mich., Victor dealer, was one of the visiting Shriners to Los Angeles.

Mr. Brown, of the Houston Phonograph Co., Edison jobbers of Houston, Tex., who visited Los Angeles recently, reports a steady demand for Edison goods.

A. Graham Cook, who has been manager of the talking machine department of the Geo. J. Bieber Co. for many years, will leave for the east June 1, visiting his home of boyhood days in Boston.

THE MAN THAT—

The man that knows not and knows not that he knows not is stupid—experience may educate him.

The man that knows and knows not that he is appreciative—help him.

The man that knows not and knows not that he is asleep—arouse him.

The man that knows not and thinks not that he knows is a fool—shun him.

The man that knows and knows that he knows is wise—follow him.—Elec-Tricks.
The Edison

The Opera

This type has a powerful double spring motor, geared to body. It plays Amberol Records only, and is equipped with the new style Model L reproducer which is stationary, the mandrel feeding the record past. Furnished in mahogany or oak with self supporting wood cygnet, horn to match.

All Edisons have

The right home tone.
The sapphire reproducing point.
The long playing, smooth running motor.

Thomas A. Edison
INCORPORATED

59 Lakeside Avenue, Orange, N. J.
Phonograph

Amberola

The finest sound reproducing instrument made. Furnished with cabinet of oak, mahogany or Circassian walnut, capacity 100 records. New style motor with double springs and improved suspension, direct drive, will play five Amberol records with one winding. Stationary reproducer, model L, plays Amberol records only. Automatic stop of new design.

All Edisons render

Amberol Records.
Every kind of music.
The best talent.

Home recording with Triumph, Home, Standard Combination, Fireside, Gem and Alva types.

Incorporated

59 Lakeside Avenue, Orange, N. J.
TRADE during the summer months is usually quiet in many lines, but in special lines people have drifted into the habit of believing that business will be dull—hence they have relaxed their energies and naturally a slowing up of the vitalizing forces means a lessening of trade.

Surely, there is good talking machine business to be secured during the summer months—in fact, quite as good a character of trade as in the winter.

There are yachts, camps, summer cottages and outing excursions—everything of that kind to be consistently worked for talking machine business, for it would prevent manufacturers from fixing prices, enforcing retail prices on patented goods.

The Edison creative forces have been moving with reasonable conservatism along disc lines, so far as actual benefits to the industry are concerned they amount to nothing. But a great deal has been accomplished out of sight. The officers of the Edison Corporation have carried their work along disc lines far beyond the experimental stage and have produced machines and records of a grade which is bound to interest is conceded.

READERS of The Talking Machine World in every section of the country are vitally interested in price stability and, therefore, despite the fact that the patent bill may not be reported at the present session of Congress, they should continue to write their Congressional representatives expressing their opinions regarding the bill which Congressman Oldfield has introduced which, if enacted into law, would seriously affect the future of the talking machine business, for it would prevent manufacturers from fixing and enforcing retail prices on patented goods.

Now, ever man knows the value of stable conditions. He knows that price cutting has a most demoralizing effect upon trade everywhere; and the more communications Congressmen receive from business men the more they will be impressed with the fact that the substantial business element of this country most heartily protest against any law which will throw trade stability to the winds—in other words, permitting price cutting in a way which will depreciate stock values everywhere and make the conduct of business distinctly unpleasant. Do not overlook this important matter—it is too vital to delay action on a single day.

FOR some time past the question has been frequently asked in talking machine circles: "When are the Edison disc machines to be placed upon the market?"

Some have found reason to complain at the delay, and considerable disappointment has been manifest in many quarters on account of the failure of the Edison disc machines to materialize. It is well, however, before passing criticisms upon the alleged delay caused by the officials of any corporation to make thorough investigations and learn the causes.

In the first place, few people have an adequate conception of the gigantic task necessary to reorganize—revolutionize almost—a great business for the manufacture of a distinctly new creation.

A plant like the Edison, which covers many acres of ground, cannot be completely revolutionized in a month or a year. Some seem to feel that it is easy to do it over night. It should be understood in the first place that the creation of special machinery is a tremendous task. In other words, it is creating practically a new business and at the same time maintaining all of the machinery for the old.

Visitors, however, at the Edison plant who have been favored with an inner survey of the actual developments have come away convinced that the Edison officials have been hard at work in a readjustment of their business to new conditions, and that they have succeeded in producing disc machines and disc records of a grade which is bound to interest is conceded.

The Edison records played on the Edison machines will compel attention from music lovers everywhere. Their carrying power is somewhat phenomenal and it is certain that they will be destined to achieve success when the trade and public are invited to pass upon their merits.

Visitors to the plant are convinced that there have been preparations constantly going on for months which means the taking care of a great trade in a systematic manner. On the various floors endless rows of cabinets for the disc machines are in evidence and everywhere there is obvious testimony to the effect that the fall will see the Edison disc machines well in evidence and everywhere there is obvious testimony of a great trade in a systematic manner.

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of perfecting an association which should be helpful to the general trade. One of the initial movers in bringing the dealers together was A. G. Farquharson, manager of the Columbia Phonograph Co., who recently has been looking over the trade situation in the East. While here he received a message stating that the association was well started and that the members had met together and signed a document in which it was agreed to fix an interest rate of 7 per cent. on machines sold on the deferred payment plan.

In urging the adoption of this plan, Mr. Farquharson was following out the same business methods which had been sent out from the office of the Columbia Phonograph Co., to local distributors. The agreement, which was signed by practically all of the entire talking machine trade of Los Angeles, appears elsewhere in these columns.

The members have promised themselves that they will charge and collect interest at the rate of 7 per cent. on all instalment or time sales other than those sold on thirty days' time open account. Now, here is good practical work for an association, and we have local associations in many of the cities whose members could profit well by the example of Los Angeles merchants.

Here is something that does not help the manufacturer in the slightest, but it does help the pocketbook of every local dealer, and when men enter into such an agreement it is not for the purpose of avoiding the rules laid down—on the contrary, they will live up to them.

The Los Angeles Association certainly has accomplished a great move and we suggest that in cities where there are no associations existing that the men get together and form for mutual good.

There are many things which can be worked out among associations which will better the fortunes of talking machine men by increasing their revenues and this interest-bearing resolution on the deferred payments may well be repeated in the trade in cities throughout the Union.

The Talking Machine Jobbers' Convention, which occurs next month—July 1 and 2—at Atlantic City, will quite naturally draw together the leading talking machine jobbers of the country.

It is said that a number of important topics will come up for discussion and subsequent action by the association members. THE TALKING MACHINE WORLD.

VICTOR CO. WARNS DEALERS

Against Selling Various Makes of Imported Talking Machines Which, It Is Claimed, Infringe Patents Held by That Company.

The Victor Talking Machine Co., under date of June 4, has sent the following letter of warning to its dealers and distributors relative to the sale of imported talking machines: "We are just informed by a telegram from St. Louis, Mo., that some parties are endeavoring to sell 'Polyphones' to dealers and consumers. The Polyphone talking machines and Polyphone records are flagrant infringements of United States Letters-Patent, owned by the Victor Talking Machine Co. In keeping with its policy of progress and development this company has continuously improved its talking machines and records, and has also secured United States Letters-Patent, protecting such improvements, and attention is directed to the fact that we claim the Polyphone talking machines and records infringe, among others, the following U. S. Letters-Patent owned by this company, i. e., No. 739,318, dated September 22, 1903; No. 778,976, dated January 3, 1905; No. 814,788, dated March 19, 1906; No. 818,848, dated March 19, 1905; No. 892,905, dated October 9, 1905; No. 896,010, dated August 11, 1908; No. 12,083 (reissue), dated May 25, 1909; No. 13,914 (reissue), dated November 20, 1909; No. 13,809 (reissue), dated January 4, 1909; No. 847-227, dated January 25, 1910. "Although the Victor Talking Machine Co. owns and controls other patents, which may also be infringed, the above enumerated patents, it is thought, are sufficient to convince anyone that the manufacture, offering for sale, or use of these Polyphone machines and Polyphone records is illegal, and therefore, whoever manufactures, or uses, or sells these infringing articles makes himself liable to be sued by the Victor Talking Machine Co. in the United States courts for an injunction and for an accounting of damages and profits." Under these circumstances we warn all dealers against selling these infringing Polyphone talking machines and records, as we contend such acts make them liable to be sued, and furthermore, every customer to whom these infringing goods are sold becomes also an infringer and liable also to be sued.

By stopping losses you can increase profits.

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.
A Hint Regarding Summer Trade Stimulation—Conquering Dull Times.

The average dealer looks forward to this season of the year with more or less trepidation. His customers, no matter how attentive they may have been from the beginning of the winter season, suddenly give him the cold shoulder as soon as the weather gets better.

Now, Mr. Dealer, you have here a chance to do something different. Why not use this opportunity to encourage your customers throughout the summer for the dame yourself, Mr. Dealer. As you are aware, even the most unloving of customers becomes very lovable when they are caught in the thrilling lap of summer.

How about it? Well, if you're going to need them this summer.

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

Some of the best placements of Columbia instruments are to be found in the music rooms of the quiet of his office, through the use of the dictaphone or commercial phonograph; he can talk to the one he loves best as confidentially and as freely as though he were strolling with her along the secluded pine-bordered paths at Bon-Air. All the little nothings that he knows will please her if he meets her at Bon-Air, Mrs. Cityman may leave her wax cylinder at the hotel, and, if there is no one to be the wiser as to their contents.

When Mrs. A. Scandalspilies little pasteboard box upon the piano after one of Mrs. Cityman's daily visits to the postoffice, and proceeds to examine its contents, there is no reason in the world why the talker should be abandoned just because the drama also.

If there is a talking machine in the music room at Bon-Air, Mrs. Cityman may leave her wax cylinder at the hotel, and, if there is no one to be the wiser as to their contents, she may insist upon it, but with the talker, you're going to need them this summer.

Listening, Furnish, as an addition de luxe to the standard equipment of Mr. Cityman's dictaphone, a belt slightly longer than the one ordinarily in use, and emphasize the fact that it is to be reserved exclusively for the talks with wifey. When adjusting it to his machine, he should cross it, which act, of course, reverses the movement of the matinée, hence when reproduced, unless wifey is on to the little scheme, and performs a like operation upon her phonograph, the reproduction will be entirely unintelligible.

When oppressed and weary with the noise and gossip of the hotel, Mrs. Cityman will (if your ads suggest) have her talking machine conveyed to the boat landing, and, comfortably ensconced in her favorite canoes, paddle to a secluded cove where the air is heavy with the fragrance from wild-rose, fox-grape and honeysuckle blooms, and kingsfishers dive for perch among the lily pads. Then opening her case of records, she listens to the voice she loves. Every subtle inflection has been caught by the delicate recording stylus. He is talking to her, and she is soothed and rested.

Old Mother Earth has claimed her all right, but—here's the point!—her phonograph bore her company.

Now, Mr. Talker Man, get busy with this phonographic correspondence idea. Oil up your talking machine, and lay in a goodly store of blanks. If you meet her at the hotel reading a stump speech in Choctaw, Columbia Phonograph Co., Gen'l Tribune Building, New York

Phonographic Correspondence.

Pooley Furniture Co. to Display Full Line of Cabinets During Jobbers' Convention—Manufacturing Plant Enlarged to Meet Demands.

Within recent date the Pooley Furniture Co. has just bought out two new cabinets, illustrated in its advertise-ment elsewhere, which are attracting a great deal of attention from progressive talking machine men throughout the country. H. N. McEntire will attend the convention of National Talking Machine Jobbers' Association at Atlantic City the opening days of July, and has engaged a display room for an exhibition of the entire line of Pooley cabinets.

The local manager of the Columbia store, W. F. Standke, counts the record made by Mr. Lemoine in this one week an exceptionally good one, and states that when you consider that the eight dealers are located in eight different towns and are among the best and largest merchants in each place, and that the orders range from the required initial amount up to $500, this record is one that is seldom equaled.

TO EXHIBIT AT ATLANTIC CITY.

Cabinets During Jobbers' Convention—Manufacturing Plant Enlarged to Meet Demands.

Phonographic Correspondence.

Pooley Furniture Co. to Display Full Line of Cabinets During Jobbers' Convention—Manufacturing Plant Enlarged to Meet Demands.

Phonographic Correspondence.

Hyatt Lemoine.

Hyatt Lemoine, the Go-Ahead Traveling Salesman of the New Orleans Store of the Columbia Phonograph Co., Increases the Number of Columbia Representatives at All Points Visited During His Recent Trip.

New Orleans, La., June 5, 1912.

One of the most successful salesmen on the staff of the local establishment of the Columbia Phonograph Co. is Hyatt Lemoine. This genial and aggressive traveler for the New Orleans branch has just returned from a very successful trip through the South, Texas, and on which many new Columbia dealers were secured. In one week Mr. Lemoine secured eight new Columbia dealers. Every order was a bona fide and initial order and was sent in with the necessary signed contracts, etc.

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(Special to The Talking Machine World.)

Philadelphia, Pa., June 10, 1912.

The Pooley Furniture Co. has just bought out two new cabinets, illustrated in its advertisement elsewhere, which are attracting a great deal of attention from progressive talking machine men throughout the country. H. N. McEntire will attend the convention of National Talking Machine Jobbers' Association at Atlantic City the opening days of July, and has engaged a display room for an exhibition of the entire line of Pooley cabinets.

Within recent date the Pooley Furniture Co. has added considerable floor space, which is given over exclusively to the manufacture of record cabinets, and even with this tremendous capacity the company finds it difficult to fill orders with that dispatch which they would like. Meanwhile every effort is made to meet the demands of the trade both in standard of goods and importance of shipments.
EDWARD D. EASTON
Founder and President of the American Graphophone Co. and of the Columbia Phonograph Co., General
A Notable Event in Talking Machine History Which Was Duly Observed and Fittingly Celebrated by the Officials, the Business and Selling Staff of the Columbia Co.—Splendid Dinner Given in Honor of the Occasion—Addresses by President Easton, General Manager Lyle and Others—A Great Meeting of Columbia Forces and an Evening Long to be Remembered by Those Who Were Present—Interesting Reminiscient Remarks and a Delightful Entertainment Make the Occasion One to be Pleasantly Recalled by the Various Speakers.

Last month a notable milestone in Columbia history was passed, for it was on the 15th of May, 1887, that the American Graphophone Co. was founded by Edward D. Easton. The anniversary of the founding of this talking machine business was fittingly celebrated on the evening of May 15 by a dinner given by President Easton to the members of the Columbia staff, department heads and branch managers. The celebration occurred in the East Room of the Astor House. The menu and table arrangements were beautifully decorated in honor of the event.

Shortly after 7 o'clock the diners filed in and seated themselves at the tables, which had been arranged in the form of a horseshoe. The celebration occurred in the East Room of the Astor House. The menu and table arrangements were beautifully decorated in honor of the event.

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The dinner was elaborate, and between courses showed his superb skill at the piano, as well as did C. A. Prince, director of Prince's Orchestra. Clever specialties which greatly entertained the guests included C. A. Prince, director of Prince's Orchestra. Clever specialties which greatly entertained the guests included "The American Graphophone Co. was organized for greater congratulation."

He then called upon Geo. W. Lyle, who received hearty greeting, and whose remarks were closely followed. The company was composed of the most honorable, high-minded and loyal set of men ever banded together for the conduct of any business; and it is along this line of thought that I want to say a few words this evening.

"As stated, I have spent fifteen years in the service, and during that time have had the privilege of coming in personal contact with all of our people in all branches of the service, so speak with personal knowledge.

"Regarding our president, with whom we have all had the privilege of coming in personal contact, it is hardly necessary for me to refer to his ability; the fact that the talking machine business is in existence to-day is because of him and his faith in its great possibilities when there was no one and few if any believers in the principles that were so eternal industry, watchfulness and effort are the price of business stability and success.

"Let us realize that we cannot live upon the past; that unless we are constantly progressing we must go backward; that unless we are constantly progressing we must go backward.

"Let us realize that we cannot live upon the past; that unless we are constantly progressing we must go backward. We have all learned, however, that the business world has a greater personal knowledge. The business is now a great world business; there are perhaps over 100,000 persons engaged in the business; there is no part of the world to which the graphophone has not gone; and the repertoire includes every language and dialect of importance in the world.

"In bidding you welcome to this celebration I wish to repeat what has so often been said and so truly, that it is an honor to have cooperated with the men who have created our enterprise, many of whom are here to-night, some of whom we have followed to the grave with wet eyes, all of whom we will miss. "It is a particularly happy feature of this celebration that we hold it at a time when the condition of the company, in every respect, is the best in its history; when its financial condition is the soundest and its earnings by far the greatest. It would be difficult to believe that we had only succeeded in to-night, when we look back at the experience of fifteen years. We have been able to congratulate ourselves, for this is an attribute which does not require very much ability, but which simply comes with the passing of time and may indicate senility and decay.

"Let us realize that we cannot live upon the past; that unless we are constantly progressing we must go backward; that there is no standing still. Let us keep for our motto 'Ever Forward,' remembering that as eternal vigilance is the price of liberty, so eternal industry, watchfulness and effort are the price of business stability and success.

"For your support and devotion, for your unselfish labor already so generously given and so successful in its results, I feel the deepest appreciation and gratitude; and in the still greater progress of the future I confidently predict the basis for greater congratulation." He then called upon Geo. W. Lyle, who received hearty greeting, and whose remarks were closely followed. The company was composed of the most honorable, high-minded and loyal set of men ever banded together for the conduct of any business; and it is along this line of thought that I want to say a few words this evening.

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George W. Lyle.
and more fortunate still that in his willingness to put his time and money into such enterprise, he gave us a trade paper conducted on the highest possible plane, and not such a trade paper as some industries are cursed with. His keen interest in the industry, his co-operation in every branch of the work, his willingness to spend liberally his time and money on plans intended to advance the interest of the industry are recognized by us all, and with all of his work he has never failed to give the Columbia Co. the benefit of his advice and counsel and publicity through the columns of his valued paper. I have been fortunate in being thrown personally into intimate relations with him, and his unflagging courtesy and good will have been greatly appreciated, and I have not hesitated to call upon him for counsel frequently in many matters relating to the welfare of the business in its entirety.

"We have with us to-night our factory manager, Mr. Horace Sheble, who leaves us in a day or two now to take up new lines of work. His predecessor had to deal at least until the business side of the talking machine situation.

The next speaker was Edward Lyman Bill, editor of The Talking Machine World. Edward Lyman Bill Congratulates Officials. Edward Lyman Bill, editor of The Talking Machine World, when called upon for some remarks, after congratulating the officers of the Columbia Photophone Co. upon the attainment of their twenty-fifth business birthday, said: "For more than a century there will always be due to the foundation of your company scientists of Europe had been seeking, for some means by which to reproduce the sound of the human voice. Crude and unsatisfactory devices were produced, but along in the early '80s, the attention of a bright, blue-eyed young man, who had won a high position as a Government stenographer in Washington, was called to the device of Bell and Tainter. He examined this invention, tested it in his own profession, and became convinced that it promised a wonderful future. His first step was to organize a company for the manufacture of these products.

That man was Edward D. Easton, the founder of the American Graphophone Co. in 1887. From modest beginnings and a payroll of $300 a week, he has seen that business develop to a point of colossal magnitude. He has seen its influence extend to all lands, for the Columbia banners enoble the earth. Mr. Easton has been a business builder in the truest sense, for where no blades of trade grass grew before his time there are to-day rich fields of it.

Through his energy and aggressiveness, the business of the American Graphophone Co. has been conducted not only with success but with exceeding profit. It is not necessary to express my appreciation of the same or desire to want a commercial success we might achieve."

Edward Lyman Bill, editor of The Talking Machine World, continued:

"I have been associated with the talking machine business for a number of years. I believe years ago in its wonderful possibilities, and a close contact with the men who have made history in this trade has not caused me to lose any of the enthusiasm which I possessed in the years gone by. On the contrary, I believe in the talking machine more than ever. The surface is hardly scratched. Go in any town in the United States of any size and find out the number of people who do not own a talking machine. Surely, such investigations will only prove what I say, that the work is only begun. I cannot agree with anyone who says that we have reached the highest point in talking machine development. Nor do I believe that anyone here to-night will see that point, because the talking machine will become so thoroughly interwoven with the affairs of men—it will become such an important and growing part in our daily lives—that the output must be constantly augmented.

"Mr. Easton has shown his marvelous ability in his selection of the men who compose his staff, and I believe that for such men united for a common purpose there is a brilliant future. It will require work—plenty of work. In doing any trade or profession to accomplish the best results, and I believe that you are splendidly fitted to accomplish higher points in business building.

The toasting then called upon Marian Dorian as a member of the "Old Guard." Mr. Dorian responded as follows:

Marian Dorian's Reminiscences. Twenty-five years ago to-day—May 28—I was undoubtedly as happy as normal man may aspire to be.

"I had every assurance of having successfully

Senator Wm. M. Johnson. and credibly passed an examination which had consumed the entire day, and which was designed to test my fitness to receive a degree from the university at which I had been enrolled for two years as a student of law.

"The examination had been a tiring and exacting one, and I reached my home weary but confident and content.

"When I entered the house about dusk there was a stillness and hush about it quite unusual. No signs of preparation of the evening meal, and no one to greet me or ask me of my success or failure.

"I hurried upstairs and found the explanation there. Nestled close to his mother's side, red, wrinkled, safe, and sound asleep, was this boy here by my side to-night.

"Result of the examination, evening repeat, and every other thing of ordinary import was forgotten—swallowed up in the joy of that arrival.

"That's one big, substantial reason why this anniversary celebration gives me unfaded pleasure and why I am pleased and proud to be present and to be accorded the privilege of addressing (Continued on page 16).

Edward Lyman Bill.
you. I hope I may be pardoned for stating that reason first.

I have another reason for rejoicing.

Ten years after the events just referred to I attended Columbia, and there I was stuck for sixteen years, all efforts to shake me off or make me let go having proven absolutely abortive up to the hour of going to press.

The results—60 per cent. of the lifetime of this great corporation—I have been an active and, I trust, a useful member of the Columbia family. Years of its greatest development, hardest trials, and most pronounced success. Years in which its contribution to the art have been most momentous.

From the time I joined the company it was already well known for a unique clarinet which has clung to it ever since. Its officers and employes were no able for their spirit de corps. If a man did not manifest that whole-hearted devotion to the company and its business on entering its service it did not require a very lengthy service to inspire the sentiment in him. If he remained with the company for any length of time he came under its influence and it remained with him.

"I know that this spirit has proved a potent, irresistible element in the past successes of our company, and that admiration for that animating spirit, which pervaded the organization from top to bottom, inspired more than one grand man to make sacrifices in order to unite with us."

"Those of you seated about me who remember the time when I entered our office, some sixteen years ago, have been too busy to analyze our own feelings on the subject."

That old-time spirit was a valuable asset, an important factor in those old days, and it is just as valuable, just as effective to-day. If it is dormant or lacking on the job we must arouse it and put it to work. With that old-time animating spirit urging us to do our little best all the time for the company and its interests, we can face the future without a shadow of doubt of our ability to wrest success from it.

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"The strong organization we now have, individually and collectively, and the business conditions it represents, would have meant the end of our company a quarter of a century ago, for it was a business which we gave to the world a new and fascinating art, and we realize to the fullest extent the responsibility resting upon us, and that if we fail to perform our part wisely and efficiently the great machinery of the company sooner or later is liable to come to a standstill. While this condition of affairs is one that causes us to indulge in a certain self-complacency, nevertheless it carries with it also very grave responsibilities. You can hardly realize how many times the courage, as well as the professional ability, of the legal department has been tested during the twenty-five years that have transpired since the organization of this company, and during all of which time the legal affairs of the company, particularly those relating to patents and patent matters, have been entrusted to our office. Think for a moment what it would have meant to this company had the infamous fraudulent onslaught that was made on the Jones patent, covering the method of making disc records, had not been successfully met. Think for a moment what it would have meant if the fundamental Bell and Tainter patent, which lies at the foundation of the commercial talking machine art, had not been sustained. When we allow ourselves to stop and think that the success of this fine business organization represented by you gentlemen may be jeopardized by failure on our part to do our full duty, the weight of the responsibility is sometimes appalling. While the duties of a patent lawyer have their grave and oftentimes oppressive responsibilities, they have, on the other hand, their great compensations. We come almost daily into contact with the greatest minds that are engaged in scientific and mechanical arts—minds that are pushing forward on to the very frontiers of each of the practical arts and devoting themselves to the lessening of the labor of mankind and the addition to his enjoyments and his comforts. In the office which I represent the Bell Telephone patent had its birth. In that office the Bell and Tainter talking machine patent application was prepared, and that application rests in the archives of the Patent Office to-day, in the handwriting of Philip Mauro, who through so many years successfully and brilliantly conducted the patent business for the company. In that office the first patents on the automatic sewing machine—the Wilcox & Gibb—were taken out.

"Think for a moment what the telephone, the talking machine and the automatic sewing machine have done for the world in contributing to its comfort, to its pl.asures, and to its business enterprises. Can you wonder that any man should be proud that he was in at the birth of these great inventions, and that he personally knew the men who gave these inventions to the world? It is an epoch in mankind's life to have known and associated with such men as Bell, a man whose personal, genial character is as attractive as his inventive ability is great. It was a privilege to have known Sumner Tainter and Chichester A. Bell for producing that invention, but I am not betraying any secret or announcing any new fact when I tell you that the commercial successes of any great invention depend as much upon the commercial ability of the men who establish the commercial enterprise founded thereon, as on the inventive ability of the men whose efforts originated the invention. It is the universal experience that no matter how meritorious an invention may be, it will never develop into one of great use to the world unless it is backed by a solid and indomitable energy and persistence of the man of affairs. Fortunately for the talking machine art the affairs of the American Graphophone Co. have not been in the hands of such a man. When I entered our office, some sixteen years ago, the first thing that struck me was that the business of the Graphophone Co. had the right of way. The Graphophone was the first all the time.

"The American Graphophone Co. was founded on a great invention, and was under the management of Graham Bell, Sumner Tainter and Chichester A. Bell for producing that invention, but I am not betraying any secret or announcing any new fact when I tell you that the commercial successes of any great invention depend as much upon the commercial ability of the men who establish the commercial enterprise founded thereon, as on the inventive ability of the men whose efforts originated the invention. It is the universal experience that no matter how meritorious an invention may be, it will never develop into one of great use to the world unless it is backed by a solid and indomitable energy and persistence of the man of affairs. Fortunately for the talking machine art the affairs of the American Graphophone Co. have not been in the hands of such a man. When I entered our office, some sixteen years ago, the first thing that struck me was that the business of the Graphophone Co. had the right of way. The Graphophone was the first all the time.

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Photograph of the banquet given at the Waldorf-Astoria, celebrating the twenty-fifth anniversary of the founding of the Columbia business.
TWENTY-FIFTH COLUMBIA ANNIVERSARY—(Continued from page 16).

Elisha K. Camp's Remarks.

During the course of the evening Elisha K. Camp, attorney for the company, called a attention to certain facts which, in his opinion, furnished abundant evidence for the phenomenal success which has attended Mr. Easton’s efforts in valuating the talking machine industry to its present-day proportions.

Mr. Camp showed that the American Graphophone Co. was organized in 1877 for the purpose of acquiring and exercising the exclusive right to manufacture, use, and sell the patented invention known as the graphophone and its parts and appliances within the United States and Canada. These sole and exclusive rights he transferred to the Columbia Phonograph Co. Delaware and the District of Columbia. These sole and exclusive rights were transferred to the Columbia Phonograph Co.

Mr. Easton, as the president of all of these three companies, then immediately began to give his sole and exclusive attention to the development of these sole and exclusive rights. He has been doing it ever since. So has Mr. Lyle. Their example has been contagious, and you can hardly get the service from top to bottom, and if you should search throughout the length and breadth of this great country of ours you would not find the officers and men of any other corporation devoting their sole and exclusive time and attention to the business in which they are engaged to any greater extent than those of these great companies. They have suffered nothing to come between them and their ambition to make the talking machine truly one of the marvels of the world and one of its greatest industries.

VICTOR H. EMERSON.

Victor H. Emerson, the next man to entertain the dinner guests, had some experience with the dictaphone. He thought that keep my $15 a week coming in I had better try to get them started on the musical features. I was very busy jollying capitalists for about a week, and figured out that it would cost about $12 to try the stunt.

The board of directors consisted of Nicholas Murray Butler, now president of Columbia College; S. S. Batten, president of the First National Bank in Newark, and George Frelinghuysen. They held a directors’ meeting and declined that the $12 risk was too great. I told them then that I would pay the $12 if we lost. They asked me to put up the $12. I didn’t have $12, and told them they could take it out of my pay. But it wasn’t my money. That was a sure bet, being as they were about to tear down at that time. They finally consented, and I set up ten machines on Market street beside the Prudential building, which were about to tear down at that time. Just as I had finished setting up the machines I heard the most lovely music playing out in the street. The tune was “Bolanger’s Patrol.” Both the $15 risk was too great.

I asked the orchestra leader to come up into the office, and I had a similar experience with the dictaphone. I was being played by a mud-gutter band of four pieces. I asked the orchestra leader to come up into the office and asked him to get them started on the musical features. That looked suspicious to us, and we traced him up and found him climbing telegraph poles somewhere near Potters, III. We bought him out and started him manufacturing duplicating machines for us. But what I want to say about Gaslin is that he told me one day that he had a new quarter now and that he was going to put it on the market and boost our business. Says...

George P. Metzger.

he, ‘The very name will do it.’ And I asked, ‘What’s the name?’ And he said, ‘We call it the Mozart Quartet. Mozart, you know,’ he added, ‘is a great musical joke.’

Well, gentlemen, from that beginning we ran into a business of probably 500,000 records per year in a short time, and I would have done a large and profitable business were it not for the...
The guests arose and the toast was drunk standing.

The affair was a notable event in Columbia history, not merely because the talking machine industry had passed a few years beyond voting age, but because it was the coming together in a most delightful way of the officials and staff members who have labored long and loyally together, and who renewed their enthusiasm as to the possibilities of further accomplishments to be won.


MUSIC AS A MILK PRODUCER.

Some Remarkable Conclusions Set Forth in the Reports Presented to Mr. Perkins as to How Sweet Milk Will Increase the Milk Supply.

That ever "reliable, versatile and "always truthful" correspondent of the New York papers in Cedar Grove, N. J., writing one of his customary effusions last Sunday, states that "the Cedar Grove Board of Poultry Trade has tested the theory advanced by Joseph Grant, of Wisconsin, that sweet music will increase the milk supply. Seven separate tests were made by seven individual members of the board and each report was handed in to Mr. Perkins, chairman of the board. Mr. Perkins summarizes the results as follows, to wit:

"Bill Bogan says that Grant is a liar, net. Bill played a fife into his barn while his hired man Olaf Snigwerpik, milked two Jerseys, and Olaf ain't come out o' the hospital yet. Loss, 42 quarts of milk.

"Wally Dobbs hired the Singac Drum Corps at $2 a day to play into his barn for the evening milking, and what little milk was milked the drum corps drank. Loss, 44 quarts of milk.

"Lem Polly moved his old organ into the barn and put his sister Sue to work on it. Lem's prize bull Black Spot wrecked the organ. Loss, one organ, one dress and 99 quarts of milk.

"Adonirah Pfutter tried a French horn, but it wasn't a go. The cows got wild, and in the excitement Adonirah swallowed his new loves. Loss, half a set of teeth and 55 quarts of milk.

"Hugo Pebble played a harmonica into his barn, and his cows ain't back yet. Loss ain't stated.

"Frank Rice whistled a waltz onto his fingers an' was gored by his favorite cow, Buttercup. Loss, 32 quarts of milk and doctor's bill $17.50.

"Adah Dell played the fiddle into his barn and three of his cattle went plumb crazy. Loss ain't estimated.

"There ain't no doubt into the minds o' the Cedar Grove Board of Poultry Trade but what that Wisconsin man is a horrible liar, and we'll send him afterdroids to that effect."

You should know as well whether each clerk is a paying investment as whether each line of goods produces a profit.

Waste no time worrying over the success of others. It will not reduce their chances and it eliminates your own.
If you wish to reach the talking machine trade in Latin America do not fail to send in at once your order for space in La Máquina Parlante Mundo.

The first edition of TWENTY-FIVE THOUSAND COPIES will go forth within the near future to the lands which lie south of us.

They will be mailed to talking machine jobbers and dealers and to business men who are live prospects for future talking machine business.

They will also be forwarded in bulk to large distributors there.

La Máquina Parlante Mundo will be a splendid medium to reach talking machine men in all lines in the countries south of us.

No matter in what land you may be manufacturing talking machines or accessories this Spanish publication will bring you in close touch with interested parties.

EDWARD LYMAN BILL, Editor and Publisher
Main Offices, 373 Fourth Avenue, New York
CHICAGO, 37 South Wabash Avenue

KARL E. DIESING, Representative for Germany and Austria
AT THE TALKING MACHINE WORLD.

CONDITIONS IN SAN FRANCISCO.

Great Campaign of Advertising Now Being Carried on Bearing Fruit—Columbia Phonograph Co.'s Active Battle for Trade—Recitals Effective in Developing Business—Sales of Edison Business Phonographs by Bacigalupi—Talking Machine Men Much Interested in Baseball and Many Clubs Which Will Be Held From This Season Have Been Organized.

(Special to The Talking Machine World.)

San Francisco, June 5, 1912.

Local talking machine dealers note some improvement over the previous month, but in general admitted that the sale of machines is a little slow. The record business, however, is extremely active, both in the local retail trade and for outside distribution, and the total volume is helped out materially by the increasing attention given to high class machines.

Some Effective Advertising Work.

The general advertising work which is being carried on by the talking machine manufacturers, has been of great and easily traceable benefit to the dealers on the Coast. The Victor advertising has aroused more comment than anything else, owing to the coupling of the Victor with the names of dealers in the leading coast dailies. The Wilye B. Allen Co., in this competition, scored a hit locally, as arrangements were made some time before the advertisements appeared by which this company has all the extra space in the Victor ads in all the San Francisco papers. The effort, according to Geo. R. Hughes, of this company, has been most satisfactory, bringing in many inquiries which could not have been expected otherwise. In Portland, Ore., this company also secured space in one of the leading dailies, the other being taken by Sherman, Clay & Co., coast agents for the Victor line. In Los Angeles the Victor page is shared by a number of different firms, including the Wilye B. Allen Co., Geo. J. Birklid Co., Holmes Music Co., Elders Music House and J. B. Brown.

Feature "Spring Maid" Records.

Similar displays were made in the production of the "Spring Maid" opera in San Francisco, Sherman, Clay & Co. made a striking window display, showing a scene from the play. Similar displays were made at several of the company's stores, attending the opera company down the coast, and at each place a heavy demand for the "Spring Maid" records was reported. In Los Angeles the company's trade is being handled by Andrew C. McElroy of this firm, not only are records moving well, but sales of machines are larger than for May of last year, the gain being most notable in the higher-priced Victor.

Keeping in Touch With Branches.

James Black, talking machine manager for the Wilye B. Allen Co., is spending the week on visiting all of the company's department in the leading coast cities, the department is undergoing further improvements; the office being rearranged. The increased attention given by this company to the talking machine department has given highly satisfactory results, and it now ranks as one of the foremost talking machine firms of the city. One innovation just started is a new system of keeping check of the records, this is charge of Arthur Fosdick. By this means it is expected to avoid all confusion and delay in the handling of records.

Columbia Men Active.

W. S. Gray, coast manager for the Columbia Phonograph Co., made another trip to Los Angeles about the middle of the month, just too late for the Shriners' convention at that city. He met E. D. Bingham, president of the company, in the southern city, and accompanied him as far north as San Francisco. Among the Columbia's retailers visited by this gentleman were A. McDowell of Petalum and M. Metger of Smit's Pharmacy, St. He'rea, Cal.

Much Interest Shown in Baseball.

The talking machine men of San Francisco and Oakland are keeping up their interest in amateur baseball, though if things continue as they have been going, the San Francisco contingent will lose interest. A game was played at Recreation Park, May 30, resulting in an easy victory for Oakland.

Handling Increased Line.

E. W. Scott, who operates the talking machine store in the Kohler & Chase building, is handling a more varied line than before, having Victor as well as Columbia goods. He says he has seen business much better and much worse than for the last month, machine sales being below the average, though he has disposed of large numbers of records.

Manager Transferred.

J. Bergman, who formerly had charge of the talking machine department of the Hauvchild Music Co.'s store in Oakland, has been transferred to San Francisco.

Good Sales of Business Phonographs.

Peter Bacigalupi & Sons say that the talking machine business has been a little quiet all this season, but they are making up for it with large sales of the Edison Business Phonograph, to which they are devoting more attention than ever. Several important local firms have recently placed large orders for these machines, and the number now in use affords a good regular business in supplies.

Getting Results from Recitals.

Herman Beck, who handles the talking machine business of Byron Mazzy, is gaining ground steadily, and has brought in a great deal of new business in the few months he has had charge. The recitals continue to show good results, and further improvements are being made in the rooms every week.

A. R. Pommer Recovering Health.

A. R. Pommer, of the Pacific Phonograph Co., has been on a vacation for the last month, and may not return before the end of June, the business meanwhile being in charge of J. E. McCracken, a well known traveler for the house. Mr. Pommer has practically recovered from the poor health that has kept him away from the business so much during the last year, and hopes to be in the office most of the time after his return. Mr. McCracken notes considerable improvement in all lines, the sale of records being especially active, while the higher-priced Edison machines are also in very good demand with the trade through the country.

Some News Briefs.

J. C. Van Horn, formerly of New York, recently joined the talking machine force of Sherman, Clay & Co. in this city.

The Short Music Co., Pomona, Cal., has overhauled its talking machine department, putting in several well equipped soundproof demonstration rooms.

S. E. Babson, who has been in charge of Babson Bros.' San Francisco establishment, returned to Chicago early this month, and will be away for some time.

Continue Recitals in the Fall.

The Wiley B. Allen Co.'s Los Angeles store has been giving Friday evening talking machine recitals during the spring with great success. With the arrival of the vacation season these recitals will be interrupted, the last having been held May 31. The recitals will be resumed early in the fall, and preparations are being made to introduce some unique features at that time.

Demonstration Record Makes Good.

The Columbia Phonograph Co.'s advertising of demonstration doubles, where the machines are on distribution at the local wholesale headquarters, has met with a strong response, and good results are noted by several Columbia dealers, who anticipate still larger returns in the near future.

INITIATIVE THAT COUNTS.

Prizes in Business Go to the Man Who Thinks for Himself and Originates Instead of Following the Well Worn Track.

The prizes in business 25-day go to the men who keep profitably busy all the time, and as a result of their own initiative. There are too many men who do passably well what they are told to do, and when they finish they inquire helplessly, "Have you anything else for me to do?" Such a question from a man in a live organization reminds one of a day laborer. You tell him to dig a certain ditch, so deep, so wide, from here to there. He does it, and forthwith you have him at your door. "Is there anything else for me to do?" You expect such a question from such a man, but never from a man holding a real job.

Don't be like a trail-car, following always, dependent on the man ahead for your power, says Edward S. Babcock, be your own generator; get up your own speed. Acquaint yourself to keep tasks ahead; have a place where you keep a record (memorandum) of things done. Don't run out of things to do. Remember the world is too full now of people who, like Micaverb, are "waiting for something to turn up." Don't add your name to the list of waiters. It is too long now! Turn something up yourself. Make something happen; create something; be something besides a mere dependent on the creative ability of others.

ORGANIZE AND SELECT OFFICERS.

The Southern California Talking Machine Men's Association Adopts Constitution and By-Laws and Selects Officers for the ensuing Year—Elaborate Dinner a Feature of the Festivities—Much Interested in Association.

(Special to The Talking Machine World.)

Los Angeles, Cal., June 4, 1912.

A very sumptuous dinner was given at the Hol-
Announcement

Here is an electric stop, that does not injure or jar the delicate sound box or affect the most expensive record in its operation. It is so simple that a child can operate it—in fact it is fool proof in every particular, and above all does not detract from the appearance of the machine.

The New Live Wire Electric Stop

When the last note of the selection is played the turn-table stops, and there are no additional flourishes in the way of unnecessary scraping and scratching.

For All Disc Talking Machines

The Standard Electric Stop stretches out a firm, unyielding finger of steel—tells the record with its last note to cease—and insists on it by stopping the turn-table.

Every talking machine should be equipped with the Standard Electric Stop. The reasons why are many. The small additional cost is an investment to any owner—not an expense. It saves records, steps, and temper.

See Our Exhibit and Demonstration at the Convention at Chalfonte Hotel, Atlantic City, July 1st & 2nd.

STANDARD ELECTRIC STOP COMPANY
EMPIRE BUILDING, WALNUT AT 13th STREET, PHILADELPHIA
RUSHING VICTOR CO. BUILDINGS TO COMPLETION.

New Pressing Plant Being Built Which Will Increase Victor Record Pressing Capacity by One Million Records Per Month—Also Building an Extension Addition to the Cabinet Factory—

These Two Plants Will Help to Prevent Delays in the Shipment of Stock Next Fall.

An excellent indication of the demand for Victor records is the efforts being made by the Victor Talking Machine Co. to rush to completion the large new extension to the pressing plant, which, when completed, will increase the record pressing capacity by 1,000,000 records per month. According to those in authority the increased output is badly needed to take care of the present volume of orders. The accompanying illustration shows the beginning of the work on construction on the addition, and the building has already reached the fourth story, bidding fair to bear out the promises of the contractors that it will be ready for occupancy by August 15. The company has placed orders for all the machinery and equipment needed in the new structure, and that will be ready for installation as soon as the contractors formally turn over the building to the Victor Co.

The expert knowledge and care given to the problem of choosing selections for recording, the perfection of the recording itself, and the up-to-date and improved methods for cataloging, have all done their share toward bringing about the rapid increase in the demand for Victor records.

Another pleasing indication of Victor progress is the erection of the new extension to the cabinet factory, the site of which is shown in the accompanying photograph. The new addition will adjoin the present cabinet factory and dry kilns on one side, and on the other the big office building, and no effort is being spared to have the structure finished with the least possible delay. Although the site for the addition was cleared only a short time ago, the foundations have been laid and the steel pillars are in place ready for further operations, which the contractors believe will be completed by September 15 or October 1 at the latest. The view of the site offers some idea of the ground plan of the new building, and when it is stated that, when in operation, it will permit the Victor Co. to practically triple its output of cabinets, the actual size of the addition may be in part appreciated. Delays in shipping machine orders in the past have been due, in most cases, to the inability of the cabinet factory to meet the demand, and the

HOLDING TO THE PRICE.

Little Tendency to Demand the Lowering of a Price Looked Upon as Set.

When you buy a postage stamp you pay two cents for it; of course you don’t ask Uncle Sam why he can’t let you have it for a cent and a half. You don’t accuse him of charging more than the red ink and the mucilage cost him. You pay the regular price for your railroad ticket. You don’t think of asking the agent to trim the price to Louisville, or give you an “inside figure” to Buffalo. It costs you a nickel to use the telephone. Why not threaten to withdraw your patronage if the company won’t let you use be ‘phone for four cents a throw?

Uncle Sam has managed to worry along without shaving prices on postage stamps. Most of the

TALKING MACHINE EXPORTS.

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

(Washington, D. C., June 9, 1912.)

In the summary of exports and imports of the commerce of the United States for the month of April (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 April, 1912, amounted to $180,000, as compared with $291,160 for the same month of the previous year. The ten months’ exportation of talking machines, records and supplies amounted to $2,219,066.

Bear in mind that the proposition which looks good to you with the “tintometer” all turned on may present a very different aspect in the daylight of the next morning.
THE

Pooley Cabinets

Announcement last month of Cabinets retailing at

$18.00 AND $25.00

has met with the approval of the entire trade as shown by the number of orders received.

Our manufacturing capacity is being taxed to the utmost, orders will be filled according to dates received, not in proportionate shipments.

If you desire prompt delivery after July first, place your order at once with your Jobber.

Other styles retailing at

$40 $50 $60

Pooley Furniture Co., 16th and Indiana Ave. Philadelphia
NO LULL IN ST. LOUIS.

Jobbers Especially Energetic Over the Business for May—Carrying on Special Campaigns for Summer Sales—Coming Jobbers' Convention to Cause Interest—Politics and the Association are Going Strong — The Local Field—Stocks Being Kept Up in Good Shape—What the Various Managers and Manufacturers Are Doing—The Big Seller of the Month—The Machines and Records—General Summary of the Month's News.

(Special to The Talking Machine World.)

St. Louis, Mo., June 7, 1912.

The jobbers are more enthusiastic over the May business than the retail men, but both assert that the business for the month is better than it was a year ago. The retail business was perhaps saved by a spur the last week that was so noticeable that all concerns did not think it was attempted to explain. It just came and it depleted stocks wonderfully for the first of the month statement.

The month-end rush included both machines and records. A part of it could, perhaps, be ascribed to the preparations of a good many persons to depart for their summer homes. The Victor company is anticipating a good summer business on the low-priced Victorias for summer purposes, and some of them made this point in the June 1 letters, calling attention to the fact that the machines can be packed into a trunk and will be available for canoes, for use for boat ride serenades, etc. The Columbia dealers are doing a very nice business with the Lyric for the month as the original purpose, and some of them made this point in their letters, as it is in the East.

I left western Kentucky a few days ago, "said Mr. Ramsdell, then introduced W. S. Byrd, south Missouri traveler for the Columbia line. "It practically put us out of the convention at that point where we ought to look out for the unexpected, and as an incorporated company there could be lessexciting incidents. Mr. L. Sutter, who is secretary, has been our assistant for a number of years and will continue in that position. Other employees will be allowed to take an interest in the business, and the wish to give them this interest was one of the strong reasons for incorporating. For a long time Mr. Silverstone has advertised his business as the Silverstone Talking Machine Co. and that is the name under the incorporation.

Manager Ramsdell a Poultry Fancier.

Manager Ramsdell, of the Columbia Phonograph Co., General, New York, has mailed to the trade a copy of its new catalog for the month, which is indexed by series, beginning with A, being arranged in consecutive numbers. The catalog includes all Columbia disc records listed up to and including the use of salesmen and in ordering stock. "The catalog is a machine that does not make a record customers desire, and with the machine, for as one local salesman put it, "a machine that does not make a record customer is only half a sale."

The talking machine business is quietly purring down holiday to mean new business. Saturday afternoon is a splendid collection day with them and Respect for the persons on guard to take any and all money offered and to sell those who come to buy but no effort is made to get business after the half holiday closing hour.

COLUMBIA NUMERICAL CATALOG.

The Columbia Phonograph Co., General, New York, has mailed to the trade a copy of its latest numerical catalog of disc and cylinder records. It is complete for the dealers, as it serves as means of ready reference for the sale of salesmen and in ordering stock. It includes all Columbia disc records listed up to and including the June, 1912, supplement. The records in this catalog are indexed by series, beginning with A, being arranged in consecutive numbers. The catalog includes a number of blank pages left for the purpose of pasting in lists, numerically arranged, covering monthly additions to the catalog, which will be issued quarterly.

Manager R. F. Bolton, of the Columbia store at 87 Chambers street, New York, in a brief chat with The World, said that the month of May had been a satisfactory one from every standpoint. Retail business has been well ahead of the corresponding month of 1911.
A GOOD INSTALMENT LETTER.

Some Important Pointers Set Forth Which Should Be Helpful to Talking Machine Dealers
Desiring of Building Up Instalment Business—The Letter Is a Model One in Every Respect, Forceful, Argumentative and Convincing.

A very effective argument in favor of the easy payment plan is to be found in the following circular letter sent out by the Talking Machine Co. of Chicago, which forms a very good model for an instalment house to imitate, and which is used with the concern's consent. Some of the largest businesses in the world have been built up through the instalment plan, and although some consider this form of trade as one confined to the very poor, the fact stands that everybody buys on instalment, although, of course, everybody don't have to buy everything on instalment.

The letter is so argumentative and forcefully written that we take pleasure in reproducing it. The address used, of course, is fictitious:

June 1, 1912.

Mr. John Smith,
care Smith, Brown & Co., St. Louis, Mo.

My dear Mr. Smith—I am glad we have run up against the wall of Easy Payment Plan. It is something I have been expecting in negotiating the sale of Victor goods to Smith, Brown & Co.

It is not insurmountable—it is true, it has its difficulties.

The Easy Payment Plan is a demonstrated success. It is founded on sound business principles. The Singer Sewing Machine Co. built up its 10,000 branch offices and millions of assets through easy payments of $1 per week.

The largest department stores in the United States do a tremendous business, and are making enormous profits on the instalment plan.

Two great life insurance companies—the Prudential and the Metropolitan—who insure the poor at $5 and $5 cents a week, have, through this weekly payment plan, amassed between them more than $150,000,000.

When a man buys a $50,000 mansion, paying $5,000 down and giving his notes for the balance, he is simply buying on the instalment plan, and although of course everybody don't have to buy everything on instalment.

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Think How Easy it is to Sell with these Selling Points

NO “needles” to change. Sapphire Reproducing Points never wear a record—last forever and are a feature of U-S PHONOGRAPHs.

U-S EVERLASTING RECORDS can be handled by children—cannot be broken by careless handling even in the delicate sound grooves.

U-S EVERLASTING RECORDS never wear out, but preserve their tone values forever.

The most powerful, even-running, and long-running motor ever made for a phonograph.

Plays four-minute and two-minute records. A turn of a thumb-screw to left instantly engages four-minute gear, and to the right engages two-minute gear.

A Phonograph so superbly equipped that it reproduces whispering harmonies of music usually lost in the sound volume. Absolutely true to original rendition.

The everlasting enjoyment of the best talent that the musical, theatrical, and vaudeville world affords, becomes his who accepts this most remarkable offer, which is for a short time only.

It’s Easy to Make Big Money If You Get This Winning Line

The Most Sensational Offer Ever Made

WE have arranged so that this PEERLESS U-S PHONOGRAPH, which has been selling at $200.00, may be sold by you for $150.00, including fifty U-S EVERLASTING RECORDS free.

Will Sell Like Hot Cakes

The records may be selected by your customer from our catalogue, to comprise 30 Four-Minute Records (other than Grand Opera) and 20 Two-Minute Records, or their equivalent.

This magnificent Phonograph stands 47 inches high, has a depth of 21½ inches, is 22 inches wide, and has no superior as a sound-reproducing instrument.

This Is a Limited Offer

If you wish to take advantage of it, it must be quickly, so fill out coupon and forward at once, and we will give you detailed information by return mail.

The U-S Phonograph Company

1013 Oregon Avenue
CLEVELAND, OHIO

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

Name

Street

City

State
NOW HANDLING THE VICTOR LINE.
F. W. Peabody Installs Victor Machines and Records in Gloucester Store.
F. W. Peabody, who is one of those hustling merchants who are able to successfully conduct three large stores, one at Gloucester, one at Amesbury and a third at Newburyport, Mass., has just installed Victor outfits in the store in the first-named city. Mr. Peabody’s Gloucester place has a wide reputation as a piano and music house, and now that he has the Victor goods on sale he is looking for even a wider popularity than ever before.

VOICES OF OLD RESIDENTS.
 Wentworth’s Clever Idea of Handing Down to Posteriority the Sayings of Middleboro’s Old-Timers.

(Special to The Talking Machine World.)
 Middleboro, Mass., June 6, 1912.

H. B. Wentworth, an Edison dealer, is planning a very unique stunt. He is going to record the voices of quite a number of prominent old residents of the town. These persons are going to make records of the history and growth of the community and Mr. Wentworth proposes presenting these records of the history and growth of the community to the local authorities, same as any written records might be preserved. Those of the town who have learned of Mr. Wentworth’s purpose have been most enthusiastic over the idea.

WARDELL IN NEW QUARTERS.
“Tom” Wardell, of Lowell, Mass., is about to move into his new store, and he has had built three elegant booths, which his customers will heartily appreciate. He is going to carry a full line of both the Victor and Edison goods.

REYNOLDS DOING WELL WITH “TALKER.”
M. J. Reynolds, the well-known music dealer of Milford, Mass., is one of the aggressive men of the business in his town, and the talking machine business is one of the important items in his daily affairs. Mr. Reynolds has been able to interest a great many people in the possession of expensive outfits.

A wise dealer’s Resolution for a “Profit-Convention” all the time!

Resolved, that I will write today to The Pardee-Ellenberger Co. at Boston, Mass., or New Haven, Conn., for full particulars about the profits of the Edison Home Kinetoscope.

BECAUSE this machine retails for $65 to $88, which is the right figure for the most sales, and

BECAUSE it allows me a good profit, not only upon the machines but upon the films and coupon books for films, and

BECAUSE the investment is so small that it makes the proposition doubly attractive.

BECAUSE it will increase the sale of talking machines and records.

(Signed) “A LIVE DEALER.”

The Pardee-Ellenberger Co. are Distributing the Edison Kinetoscope in New England. Offices at Boston, Mass., and New Haven, Conn.

Clever Needle Publicity.

What is claimed to be the first booklet ever published devoted entirely to talking machine needles has been issued by W. H. Bashaw, of this city. This is for general distribution. Several hundred copies will be sent to dealers and jobbers upon request. Typographically, the Bashaw booklet is pleasing; the cover is of light-blue stock and is printed with blue ink, the inside paper being of buff color with the printing done in brown ink.

Primarily this booklet was published for the purpose of telling the story of Duplexetone needle, but in addition is a vast amount of live reading covering the general business of Mr. Bashaw. Under this general business comes the service offered to jobbers whereby they can have their own advertisement on the packages of needles without extra charge.

For a specialty that has won instant favor the Duplexetone needles have been very successful. To secure a loud tone and a soft tone with the same needles appeared at first as an impossibility to some of the skeptics, but upon receiving their generous package of samples (which is sent to any dealer or jobber upon request), and giving the Duplexetone needles a good, forcible test, even the skeptical were convinced of the wonderful merits of this needle. Mr. Bashaw’s spending considerable money educating the trade to the value of the Duplexetone needle and naturally he is pleased at the reciprocation of the trade.

THE PHONOGRAPH IS EFFECTIVE.

(Special to The Talking Machine World.)
Great Barrington, Mass., June 8, 1912.

From byword, George Day, a twenty-two years old, has been deaf. He could not hear even the report of a gun. The most skilled experts have pronounced his ear drums perfect and there was no apparent reason why he could not hear. They could only suggest as a theory that the nerves of the ear had become unresponsive through lack of exercise. But a few days ago he began to hear under certain conditions. His hearing is now being developed by means of the phonograph.

Frank A. Minkler, of Great Barrington, conceived the idea that Day might be made to hear sounds played on the talking machine and he secured an extra loud cornet solo record and fitted to the talking machine and ran a long rubber tube from it to Day’s ears. The talking machine was started and immediately over the face of the listener there stole an expression of wonder, followed by one of delight. For the first time in twenty years George Day could hear. No ordinary ear could stand the shrill, sharp notes. Now, twice a week the young man is trying the experiment of curing his deafness with the talking machine.

PLACE BIG COLUMBIA ORDER.

Goodnews & Derby, of Peterboro, N. H., placed an order for sixty machines with the Columbia Phonograph Co’s Boston quarters lately. This shows what a hustling firm can do in a comparatively small place, for Peterboro is a comparatively small place, numbering 2,007 people. Goodman & Derby are widely known, for they successfully conduct ten stores in different places. In acknowledging the order, Manager Erisman, of the Columbia, congratulated the house on its enterprise.

Charles W. Persons, of 79 Main street, Maynard, Mass., whose piano house is a well-known rendezvous for the music lovers of that town, has installed a large line of high-priced Victor goods, and some well-equipped booths are being greatly appreciated by Mr. Persons’ customers.
How Many of these Duplexetone Booklets Do You Want?

Duplexetone
The Talking Machine Needle
With Two Tones

This Booklet Tells All About Duplexetone Needles; Their Production, Merits and Profits.

W. H. BAGSHAW
LOWELL, MASS.

It is written so it can be given to your retail trade, which will treble your needle profits. With Duplexetone Needles you can secure two tones at one price. A distinct novelty and a big seller wherever introduced. Samples free upon receipt of your jobber’s name.

Send your request for Booklets to-day! Remember that the Edition is limited and the first requests get the first attention.

W. H. BAGSHAW, SOLE MANUFACTURER OF DUPLEXETONE NEEDLES
Lowell, Mass.

Manager Erisman reports that while there has been somewhat of a let-up in business, the month of May showed up considerably better than the same month last season. Just now Mr. Erisman’s busy staff is profitably prospecting for summer business.

Chester J. Sylvester Married.
One of the events of the month in local talking machine circles has been the wedding of Chester J. Sylvester, manager of the talking machine department of the C. E. Osgood Co., which took place at Worcester on the evening of Wednesday, June 5, the bride being Miss Mae Morrill, daughter of Mrs. Hannah Morrill of the C. E. Osgood Co., which took place at Worcester on the evening of Wednesday, June 5, the bride being Miss Mae Morrill, daughter of Mrs. Hannah Morrill of the C. E. Osgood Co., which took place at Worcester on the evening of Wednesday, June 5, the bride being Miss Mae Morrill, daughter of Mrs. Hannah Morrill of the C. E. Osgood Co., which took place at Worcester on the evening of Wednesday, June 5, the bride being Miss Mae Morrill, daughter of Mrs. Hannah Morrill of the C. E. Osgood Co., which took place at Worcester on the evening of Wednesday, June 5, the bride being Miss Mae Morrill, daughter of Mrs. Hannah Morrill of the C. E. 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FROM OUR BOSTON HEADQUARTERS.

(Continued on page 29.)

ment of the Thomas A. Edison, Inc., who is one of the popular traveling men in the New England field, is taking a much-needed vacation, and is spending most of his time at his comfortable home in Roslindale.

New Offices Established; Visits Again in Lawrence.

John E. O'Neil, who has a large establishment at Lawrence, was a recent visitor to Boston, and he reports that his city has again resumed its normal pace. Manager Silliman of the Boston office, says that business has picked up considerably. Mr. O'Neil is one of the enthusiastic Edison dealers and he has been making some excellent sales lately.

A neat little double-disc seal has been put out by the Columbia Co., and Manager Erisman has had calls literally for thousands of them since the company's executive offices. Roy E. Finke, the company's manager, says these all constitute a strong working force.

Mr. and Mrs. Lyle had a daughter studying for the Edison output. During the Summer.

As an advertising medium they are attractive, yet the cheapest on the market; and Columbia records which we guarantee musically superior to all others.

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

OUREN FOREIGN CUSTOMERS.

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

(Special to The Talking Machine World.)
Washington, D. C., June 8, 1912.

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

MAY 13.

Autofagassa, 18 pkgs., $167; Berlin, 51 pkgs., $1,966; Callao, 5 pkgs., $128; Cape Town, 15 pkgs., $681; Chemudo, 8 pkgs., $283; Colon, 4 pkgs., $174; Curacao, 2 pkgs., $117; Cristobal, 2 pkgs., $190; Genoa, 12 pkgs., $404; Havana, 9 pkgs., $910; Kingston, 8 pkgs., $388; Limon, 4 pkgs., $191; Liverpool, 3 pkgs., $680; 9 pkgs., $115; Montevideo, 30 pkgs., $1,246; 59 pkgs., $1,128; Progreso, 65 pkgs., $2,491; Puerto Barrios, 10 pkgs., $6,488; Rio de Janeiro, 33 pkgs., $3,941; St. Petersbourg, 10 pkgs., $1,123; St. Petersburg, 10 pkgs., $1,202.

MAY 29.

Algoa Bay, 25 pkgs., $2,140; Amsterdam, 13 pkgs., $418; Barbados, 8 pkgs., $351; Berlin, 22 pkgs., $446; Callao, 2 pkgs., $480; Cartagena, 8 pkgs., $1,166; Colon, 3 pkgs., $190; Corrientes, 7 pkgs., $881; Guayaquil, 5 pkgs., $300; Havana, 8 pkgs., $110; Kingston, 5 pkgs., $134; La Guaya, 3 pkgs., $115; London, 35 pkgs., $1,160; 7 pkgs., $707; Madrid, 8 pkgs., $940; Manilla, 134 pkgs., $4,205; Natal, 13 pkgs., $1,218; Para, 7 pkgs., $618; Valparaiso, 4 pkgs., $205.

MAY 31.

Barbados, 8 pkgs., $390; Berlin, 6 pkgs., $1,192; 38 pkgs., $319; Bremen, 2 pkgs., $396; Cape Town, 118 pkgs., $2,040; Christiania, 23 pkgs., $797; Guayaquil, 8 pkgs., $377; Havana, 11 pkgs., $1,255; 60 pkgs., $5,462; Liverpool, 1 pkg., $129; 1 pkg., $110; London, 110 pkgs., $3,387; 320 pkgs., $7,470; Milan, 2 pkgs., $407; Maracaiibo, 3 pkgs., $200; Montevideo, 17 pkgs., $1,314; Para, 8 pkgs., $494; Porto au Prince, 5 pkgs., $123; Porto Barrios, 4 pkgs., $221; Rio de Janeiro, 90 pkgs., $7,701; Rotterdam, 2 pkgs., $250; San Domingo, 3 pkgs., $190; Sydney, 200 pkgs., $7,085; Vera Cruz, 34 pkgs., $847; Vienna, 8 pkgs., $306.

JUNE 5.

Calcutta, 6 pkgs., $148; Chemulo, 5 pkgs., $277; Copenhagen, 30 pkgs., $1,350; Dominica, 1 pkg., $140; Havana, 30 pkgs., $1,146; La Paz, 4 pkgs., $197; Lisbon, 12 pkgs., $270; Montevideo, 81 pkgs., $6,614; Rio de Janeiro, 111 pkgs., $3,109; Savanilla, 3 pkgs., $144; Vera Cruz, 44 pkgs., $1,339; Yokohama, 39 pkgs., $9,688.

NEW VICTOR DEALER IN HUDSON, MASS.

The Darkee Furniture Co., of Hudson, Mass., recently installed a good-sized stock of Victor goods. This store has a very central location in the center of the town, and it is able to exhibit and to demonstrate machines under the best possible conditions.

Things don't come your way till you get after them.
OFFICERS OF EDISON C0. WILL NOT ATTEND CONVENTION.

Reasons Set Forth in Communication to Secretary Roush Charging That His Activity for Proxies Is Inconsistent with Association Usefulness—Mr. Roush's Letter in Which He Says His Act Was a Personal One.

Talking machine jobbers throughout the country have received a communication from C. H. Wilson, general manager of Thos. A. Edison, Inc., to the effect that he, as well as Mr. Edison, Mr. Dyer, and other officials of the company, have officially declined the invitations to attend the annual convention of the National Association of Talking Machine Jobbers. In a letter, July 3 and 2, the reasons leading up to this decision are to be found in the following letter addressed to J. C. Roush, under date of June 4:

"Gentlemen,—You may perhaps be interested to learn that we have officialy declined the invitation..."

Mr. C. H. Wilson, General Manager.

Newark, N. J., June 4, 1912.

J. C. Roush, Secretary, National Association of Talking Machine Jobbers.

"Dear Sir,—With reference to the invitation extended to Messrs. Edison and Dyer and other officials of this company to attend the annual convention..."

Very truly yours,

C. H. Wilson, General Manager.

In addition to the foregoing Mr. Wilson sent the following letter to the entire jobbing trade, so that they may more fully understand the position of his company:

"Dear Sir,—For just about three minutes I want your undivided attention about a matter that is vitally personal to you and me."

Very truly yours,

C. H. Wilson, General Manager.

The letter written by Mr. Roush and referred to by Mr. Wilson in the foregoing communication to jobbers is as follows:

"Dear Sir,—For just about three minutes I want your undivided attention about..."
Here is a reproduction of the double-spread in this week's issue of the Saturday Evening Post. Of the two million buyers of this periodical, a good many are within reach of your store. Every one of these will at least see this big Columbia advertisement. You've seen it! Did you also read the last paragraph? We're reprinting it below.

In addition to this advertisement, our sales creating plan among the people in the vicinity of all Columbia dealers is doubling its effectiveness.

The "Lyric," which this advertisement announces, is a light, portable instrument, retailing at $25. It is as much in place in a tent, canoe, camp, or boat as it is in the home. It is the only hornless instrument that sells under $50.00 that has a continuous tone chamber.

Notice that the terms named are $5 a month—and no mention of initial payment. This leaves you free to secure whatever initial payment you want.

Columbia Phonograph Company, 
(Here is the paragraph)

All the active dealers more dealers can

in many towns and cities carry the Columbia line, but there is plenty of rich territory still open where
Beginning of a Good Season for Columbia Dealers

For all outdoors, he will deliver it, with 12 selections on approval, month:

Note also that the album mentioned in the advertisement brings an extra profit, and that the six records will leave six pockets in that album empty—which means that in practically every sale you can call the attention of the buyer to those empty pockets and sell several more records just as well as not.

Columbia advertising this season marks an epoch in the history of the talking machine industry.

This advertisement, like all other Columbia advertisements, calls particular attention to the dealer. Thousands of talking machine dealers, among them the leaders in their particular territory, have become enthusiastic Columbia boosters. And there is an enormously large field for all live dealers to profit by the advertising to come. This is only the beginning of our summer advertising.

Don't keep guessing at what we are going to do or what we have to offer. Get in touch with us.
DOINGS OF THE MILWAUKEE TRADE.


(Special to The Talking Machine World)

Milwaukee, Wis., June 10, 1912.

While the talking machine business during the month of May was hampered somewhat by the excessive rains which were received all over Wisconsin, dealers say that the reaction which is now being experienced more than offsets the delay. In Milwaukee the total rainfall during May amounted to 8.15 inches, the heaviest for the same month that has been experienced since May, 1870, when the total fell amount to 5.41 inches. Despite the bad behavior of Jupiter Pluvius, local dealers say the total fall amounted to 8.54 inches.

In which the month has opened up, they will not deal worse.

Bad behavior of Jupiter Pluvius, local dealers say the total fall amounted to 8.54 inches.

Just as soon as the schools have closed the summer resort season all over Wisconsin will open, with a rush and dealers will enter upon a busy period. Business from this source has started earlier than usual this year, and some good sales to Milwaukeeans, who have purchased new machines and records and some good sales to those who have purchased new machines and records and have opened to cultivation last year. The condition of crops is equal to if not above the average, while the acreage of spring sowed grain is considerably larger than that of a year ago. The acreage of corn will show a decided increase, due to the study growth of the hog raising and dairying interests, and to the fact that an unusually large acreage of land in northern Wisconsin was opened to cultivation last year. Good crops mean increased confidence and more money in all lines of activity, and talking machine men believe that they have every reason to be optimistic.

On Annual Trade Junket.

Lawrence McGreal, president of the National Association of Talking Machine Jobbers and Edison jobber for Milwaukee and Wisconsin, is a member of the party of business men who are enjoying the annual trade junket of the Merchants and Manufacturers' Association. The party, made up of representatives of almost every line of industry, will visit all the leading cities and towns in southern, central and northern Wisconsin, as well as two points in northern Michigan, and will not return to Milwaukee until about June 10. Mr. McGreal, as usual, took along several machines and a complete list of records, some of which he himself one of the most popular members of the party. Accompanying the party were Joseph Gannon, representing the Wisconsin Talking Machine Company, 1120 Walnut Street, and William P. Hope, Wisconsin and upper Michigan representative of the Thomas A. Edison Co., Inc. Both Mr. Gannon and Mr. Hope took along a consignment of machine records and aided Mr. McGreal in providing entertainment en route.

Advertisement That Displeases Trade.

Considerable adverse comment has been caused in Milwaukee talking machine circles by the advertisements which the Milwaukee Gas Light Co. has been running in the local papers of late. Headed by a drawing which shows a young man listening to a Victrola, while another young gentleman is carrying a teakettle upstairs, the advertisement reads in part as follows:

"You will invest in $290 Victrola and then lug a teakettle of hot water upstairs for a bath. Have you forgotten—now that your furnace is out—that a gas water heater will give you plenty of hot water in a few minutes and at a fraction of the cost?"

It would seem that it is decidedly poor taste, to say the least, to "knock" the talking machine business in such an utterly uncalled for type of advertisement.

Interested in Van Eweyk's Songs.

Milwaukeeans are decidedly interested in the fact that the June list of Victor records contains six songs of Van Eweyk—Archibald Van Eweyk, famous baritone, who is now making his home in Berlin, and whose annual visits to America are among the events of the musical season. Mr. Van Eweyk, a popular and educated singer, and his return visits are hailed with delight by his friends and music lovers in general.

Talking Machine as Entertainer.

There is one Milwaukee industrial concern which has come to realize the value of the talking machine as a means of recreation and education for its employees, and that is the Cream City Laundry Co. The company only recently completed the erection of a large addition to its Broadway plant, fitted out with handsome rest rooms for the young women employees. The next step was to purchase a big Victrola and an extensive list of records, so that the young women employees in their leisure hours during the noon hour and the forenoon and afternoon intermissions. The company is generous enough to furnish tables and hot coffee to its employees, so while the Victrola is playing the girls can eat a warm lunch without leaving the building. After lunch is over the young women make good use of the Victrola by dancing to its music.

Edmund Gram to Handle Victor Trade.

The Edmund Gram Music House, representative of the Steinway and other leading pianos, has made arrangements for carrying the complete line of Victor machines just as soon as it is located in its recently purchased building at 414-416 Milwaukee street, now being remodeled into one of the handsomest piano establishments in the Northwest. Mr. Gram will be located in a favorable position in the city, and his trade is high class in nature; so he feels that he ought to meet with success in the Victor line. Special Victrola parlors are being fitted up on the first floor of the building, and no expense will be spared in fitting up quarters which will be entirely in keeping with the Victor line. It is understood that Miss Julia Wolfe, who is also manager of the player roll library at the Gram establishment, will have charge of the new talking machine department. The order for Victor stock will be placed with the Wisconsin Talking Machine Co.

Victor Concerts Attract Crowds.

The Talking Machine Co., 1190 Walnut street, J. H. Becker, Jr., manager, inaugurated a series of Victor concerts on May 29, which it intended to follow up for the remainder of the summer. Mr. Becker had made special announcement of the concert in the daily papers, following up the advertisements with 1,000 circular letters, so the attendance was large. Just at the present time Mr. Becker's

HOW DO YOU ORDER DINNER?

You don't order part of your meal in one restaurant, because they serve that portion to suit you, and the balance in another.

YOU EAT YOUR ENTIRE MEAL IN ONE PLACE.

You select a restaurant that will serve your entire meal to your taste and satisfaction. It is there you give your entire order.

BLACKMAN DOES NOT RUN A RESTAURANT.

No; but BLACKMAN fills orders for the particular Dealers and serves them with EDISON and VICTOR goods as they want the order assorted, and the service is the best.

HOW DO YOU ORDER EDISON AND VICTOR GOODS?

Are you ordering EDISON from one jobber and VICTOR from another, waiting for TWO shipments and paying TWO expressages? Stop it.

BE ECONOMICAL—ORDER FROM BLACKMAN.

BLACKMAN keeps a FULL LINE of all EDISON and VICTOR goods, therefore SAVES YOU MONEY, for you need only make ONE order, pay ONE expressage. Send in a trial order NOW and let BLACKMAN take care of your holiday requirements.

There is no worry on BLACKMAN's part about "MAKING GOOD," and there will be none on your part after a trial, for "Satisfaction at Blackman's costs no more than dissatisfaction elsewhere."

THE PLACE TO GET THE GOODS—EDISON AND VICTOR.

07 CHAMBERS ST. NEW YORK

EVERYTHING FOR EDISON OR VICTOR WHOLESALE OR RETAIL

TALKING MACHINE CO.
store is the only exclusive Victor establishment in the city, and this has been a good talking point for Mr. Becker.

Return from European Trip.

Miss Gertrude Gannon, head of the Wisconsin Talking Machine Co., jobber for the Victor line, has returned from a three months' trip abroad. Miss Gannon, accompanied by a party of Milwaukee friends, visited the Holy Land, traveled up the Nile into Egypt, and on the return trip visited England, Ireland and Wales.

Building with Business Outlook.

E. F. O'Neil, assistant sales manager of the Victor Talking Machine Co., spent a few days in Milwaukee on business recently. Mr. O'Neil expressed himself as well pleased with the Victor business which has been secured in Milwaukee during the past year.

Immense Gain in Victor Trade.

L. C. Parker, manager of the talking machine department of Gimbel Bros., store, has resumed the daily Victor concerts in the Victor concert hall. Mr. Parker offers two concerts daily— one for the benefit of the people enjoying their lunch hour from 11:30 to 1 o'clock, and one from 2 to 4 o'clock, for the benefit of shoppers. These concerts have been decidedly successful in bringing in new business, and Mr. Parker intends to keep them up. During February, March, April and May, the talking machine department made a gain of 68.6 per cent over the same period a year ago. Mr. Parker believes that for the entire year his department will register a gain of at least 50 per cent. Six people are now connected with the Gimbel department, and the business keeps them busy every minute.

Manager Parker, of the Gimbel talker department, will enjoy his first vacation in eight years when, with his family, he will spend from June 15 to July 8 visiting relatives and fishing at Rhinelander, Wis.

Laurence Lucker a Visitor.

Laurence Lucker, head of the Minneapolis Phonograph Co., of Minneapolis, Minn., was a recent Milwaukee visitor. Mr. Lucker reports that the prospects in the Northwest are unusually bright at this time, with the crop situation favorable and prospects in the Northwest are unusually bright at this time.

To Install Talking Machine Department.

The Espenhain Dry Goods Co., operating one of Milwaukee's largest department stores at the corner of Grand avenue and Fourth street, is preparing to install its first talking machine department. The entire Victor line of machines, records and supplies will be carried, and the initial order will be placed with the Wisconsin Talking Machine Co. The manager for the new department has not been announced as yet.

To Attend Convention.

Lawrence McGeer will attend the Democratic National Convention at Baltimore as Clark delegate. Mr. McGeer will also attend the jobbers' National Convention at Atlantic City, Miss Gertrude Gannon, of the Wisconsin Talking Machine Co., the only woman member of the jobbers' organization, accompanied by her friend, Miss McCarthy, will also attend the Atlantic City gathering.

Victor Line in Manitowoc.

Emil O. Schmidt, Milwaukee's one-price piano dealer, 310 Grand avenue, who also carries the Victor line, has opened a new Victor branch at his store in Manitowoc, Wis. Mr. Schmidt has been securing a fine piano business in and about Manitowoc, and he believes that the field is favorable for the Victor. The initial order was placed with the Wisconsin Talking Machine Co.

DALLAS TALKING MACHINE CHANGES.

(Special to The Talking Machine World.)

Dallas, Tex., June 9, 1912.

Sanger Bros. have taken the Victor distributing agency and will be jobbers in this territory. The Waskin Co. has taken the agency for the U-S phonograph, which they will sell in addition to the Columbia line.

The Automatic Music Co. has given up the Columbia agency.

RECORDS BY THE ELLERY BAND.

Some Recent Efforts of This Organization for the Columbia Have Excited Much Praise.

The accompanying illustration shows Channing Ellery, proprietor, and Taddeo De Girolamo, leader, of the famous Ellery Band, seated in easy chairs at the store of the Columbia Phonograph Co., General, at 1109 Chestnut street, Philadelphia, listening to the reproduction of their own rendition of the sextet from "La Spiga di Lancellotti." The number was produced on a Columbia Grafonola, and both musicians were greatly impressed with the manner in which the machine reproduced the piece. The conductor, who lead the band when the piece was being recorded, said that it seemed as if he were actually leading the band at that moment. They both declared that the essentially dramatic elements which accompany the play-

Listening to Ellery Band Records.

ing of the organization of musicians were recorded most tellingly on the instrument.

The Ellery band is a distinctly first-class organization, as the music lovers of Philadelphia will testify. Their rendering of the classic as well as the lighter style of music is beyond criticism. They are under contract with the Columbia Co. to make records for them exclusively.

ELEVEN DICTAPHONES FOR KNAPP CO.

O. Brusbaier, local manager for the Dictaphone department of the Columbia Phonograph Co., General, announces the sale of eleven Dictaphones to the Knapp Co., 18th street and Fourth avenue, New York. Mr. Brusbaier says that Dictaphone sales are steadily increasing regardless of the approach of hot weather. Many notable sales in and around New York recently have helped materially to establish the substantial gains registered during the past few months. Mr. Brusbaier left Monday for a trip among the agents throughout the State.

If you get tired of your work and want to loaf, get a good book and you will forget your restlessness.

BABY'S FIRST CRY RECORDED.

Young Lady in Tennessee May, When She Is Gone, Enjoy Listening to the Reproduction of Her Voice When She Was Twenty-Six Hours Old.

(K. Special to The Talking Machine World.)

Knoxville, Tenn., June 8, 1912.

When little four-year-old Helen Virginia Orndoff, daughter of Mr. and Mrs. Dan Orndoff, 139 Leonard place, is married she will be presented with one of the most unique wedding presents ever given a bride. It is a phonographic record of her voice when she was but twenty-six hours old. Mr. Orndoff is a dealer in phonographic supplies and musical instruments and is an expert in phonography. When his first child, little Helen, was born he planned to obtain a record of the first sounds of her voice, and a phonograph was prepared for that purpose and set beside the bed of the newly arrived.

Her cries were too weak to be recorded until she was twenty-six hours old. Then the phonograph was set in motion and the voice of Baby Helen was recorded. Mr. Orndoff is preserving the record and he and Mrs. Orndoff prize it as one of their most valuable possessions, and when the little girl is married she will in all probability be presented with it, as a priceless memento of her babyhood.

RETURNS FROM EUROPEAN TRIP.

Edward N. Burns Reports Gratifying Conditions in Europe as Far as Columbia Export Trade Is Concerned.

Edward N. Burns, manager of the export department of the Columbia Phonograph Co., General, returned recently from a three months' trip in Europe. While away Mr. Burns visited Italy, Switzerland, France, England and Germany. From a business standpoint Mr. Burns stated that his trip was highly successful. Conditions of Columbia business on the Continent are excellent, and all signs point to a record year, with interest in the company's products on the increase.

Write To-Day

The ELECTROVA COMPANY

177-125 Cypress Avenue, New York

for their new illustrated booklet, "The Money Magnet," describing the most perfect and satisfactorily Coin-operated Electric Player on the market, BB note, with automatic expression device and mandolin attachment.

Just the player for the better class of places.
The "SIMPLEX" is permanent in a simple and easy manner and is "NOT" a danger to the Sound Box, Motor or Record.

The "SIMPLEX" will not jar your Sound Box or stop your Record with a thump.

The "SIMPLEX" will work perfectly on new or old type disk machines alike.

The "SIMPLEX" cannot get out of order.

"JOBBERS" write at once for particulars, so that all inquiries received from dealers can be referred for your attention.

Standard Gramophone Appliance Co.
MANUFACTURERS

Talking Machine Supply Company
563 Fifth Avenue, New York, N. Y.
"SOLE SALES AGENTS"

Demonstrations will be given at the Convention at Atlantic City, July 1-2.
BLACKMAN TALKING MACHINE CO.'S ANNUAL OUTING.

Most Delightful Time Enjoyed at Coney Island on June 8—J. Newcomb Blackman's Practical Talk—Twelve Employees Share in Profits—Mr. Caldwell Speaks for the Employees—Evening Spent at New Brighton Theatre—All Expenses Connected with Outing Met by the Company—A Policy Which Is Appreciated and Produces Results.

One of the bright spots of the year for the Blackman Talking Machine Co., the occasion of the annual outing given by the company to its all employees, occurred on Saturday, June 8, with Coney Island being selected as the pleasure ground for the day. There were twenty-nine in the party, which included all the employees, both male and female, as well as the wives of the former, and it was more like a big and happy family than the members of a business organization on pleasure bent.

The day was ideal for an outing, and after an enjoyable sail to Coney the party made the first stop at Luna Park, where several hours were spent in taking in the various new and old amusements offered in that popular resort, the scenic railways and the shoot-the-chutes appearing to be the favorites of the majority. From Luna Park the party went to Steeplechase Park, where all the various slides and other laugh-provoking specialties attracted the undivided attention of the majority until the time arrived for the dinner.

The excellent dinner was served at the Jefferson, one of the most popular of the hotels at the island, where special arrangements were made for the entertainment of the party. The favors consisted of tiny talking machines of paper mache in a concise and to the point form. The menu was also in for much favorable comment, it being printed on a dainty and handsomely decorated miniature Japanese screen that made an attractive souvenir of the occasion.

At the close of the dinner J. Newcomb Blackman, founder and president of the company, addressed the members of the party and offered them some advice upon business conduct that was very pleasing condition existing in the talking machine business. He emphasized the importance of team work, the successful running of the business being made up of the harmonious working of the various parts of the machine. He quoted a saying of the late Mr. Blackman, "is to decide upon the right thing to do and then to stick to that decision through thick and thin. When a policy is decided upon and is believed to be right, the best way is to drop those who declare themselves against that policy and not swerve from the straight path, for that makes for shaken confidence and subsequently possible failure. When conditions reach so a point that the policy proves to be really wrong, that is the time to change it for something better and then stick to the new program.

"When one decides upon a policy that is in keeping with the Golden Rule and means a square deal for others as well as himself, he is possessed of a feeling of contentment and there is nothing that so ensures constant and unalloyed happiness as a contented mind. The trouble with many people is that they live for their neighbors and friends, instead of for themselves. They worry and make themselves unhappy in an effort to keep up appearances. When such people secure a little more of the world's goods they at once change their mode of living to correspond with the increased income, and the result is that they never get ahead of the game, but are continually discontented and unhappy. The man with the run-about is not satisfied with it, but wants a touring car. When he gets the touring car he wants a racer or a steam yacht and is therefore never settled or contented with what he has."

At the close of his talk, which was generally along the same vein, Mr. Blackman called attention to the profit-sharing policy of the company inaugurated three years ago, and which was adopted on the theory that if the business showed a substantial profit at the end of the year the employees were largely responsible and must have put forth the proper amount of effort to accomplish that end, so are entitled to a proportion of the profits. The profit-sharing policy was adopted by the company entirely voluntarily, and is based on three things: The length of the employee's service, the position held and the profit put forth. Only the employees who have been in the employ of the company for a year or more are eligible to participate in the profit sharing, and the fact that an employee doesn't last a year unless he or she displays the requisite amount of energy makes the third section of the profit-sharing rules unnecessary.

This year there were twelve employees to share in the profits of the business, they being headed by Frank Roberts, "the veteran," who joined forces with Mr. Blackman when the business was first established ten years ago. Others to participate were R. G. Caldwell, vice-president of the company; Messrs. Spillane, Reilly, Ashby, Cambart, Reinhardt, Landseil and Bishop and Misses May, Peters and Ward.

Following the distribution of the bonuses Mr. Caldwell replied to Mr. Blackman's speech in behalf of the employees and thanked the latter for the generous treatment accorded them. In this connection it is to be considered that every cent of expenses connected with the outing spent in calets, is met by the company, everyone participating, regardless of the period of service, and the married men being free to include their wives.

After three cheers had been proposed and given for the head of the company, the party adjourned to the New Brighton Theater, where they enjoyed an excellent vaudeville performance as a fitting close to a most enjoyable day. In every way the Blackman outing for 1912 was a huge success and a fitting celebration of both the annual profit sharing and tenth anniversary of the founding of the business. It strongly emphasized the fact that those connected with the company are constantly working in harmony and for the mutual interests of the business, the success of which means their success.

A. G. Fawquharson, special representative of the Columbia Phonograph Co., Los Angeles, Cal., who has been passing a few days in the East, reports a very pleasing condition existing in the talking machine trade in that part of the country where he operates.

He is very much gratified to learn of the position taken by the talking machine men at Los Angeles regarding the agreement entered into to charge and collect interest at the rate of 7 per cent. on installment of talk machines.

GUUILTY

of having the best line from the dealer's standpoint of Disc Record Cabinets and Table Cabinets on the western hemisphere.

The verdict handed us in the shape of orders from jobbers and retailers in the four corners of the country makes

The Udell Line

your one best buy

The Guarantee as to Workmanship and Finish will be a wonderful help to you in making a sale.

Mr. Daniel G. Williams, the "grand old man" of the Talking Machine accessories salesmen, will see you at the Convention in Atlantic City.

He has some new ones that in price and patterns are just what you want.

A New Catalog that tells the whole story and that will sell Cabinets far you and at a splendid margin, will be mailed to those jobbers and dealers addressing

THE UDELL WORKS
CATALOG DEPT INDIANAPOLIS, IND.
That Columbia double-spread in this week's Saturday Evening Post will arouse public interest in talking instruments—Columbia instruments. It will prove the best kind of stimulant for sluggish summer business.

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

FIRE DAMAGES HOME OF F. J. HEPP.


(Special to The Talking Machine World.)


A fire last week at the residence of F. J. Heppe in Pelham, Germantown, considerably damaged his handsome suburban home, the amount of loss having been placed at more than $40,000. Instantly the fire started, the fire companies of the neighborhood were notified and a phone message was sent to the Heppe store. There was naturally great excitement and almost the entire Heppe force turned out as fire fighters, going to Germantown as rapidly as possible on the auto trucks of the company.

They took all the available fire apparatus with them, and also that which is not so available, and the Heppe store was notified and a phone message was forwarded.

When the Heppe company arrived, they found a fire consuming the entire residence and all the furniture. It was in the first story and the fire fighters worked under a cloud of smoke. The Heppe fire fighters were able to get the fire out of the store, and they then concentrated their efforts on the house.

MAX LANDAY AND FRIENDS VISIT L. J. GERSON'S FARM.

The World had the opportunity recently of "snapping" a group of well-known talking machine men who visited L. J. Gerson's farm at Brookdale, up in Rockland county. At the wheel Max Landay was recognized, with B. Pfeiffer at his left. Mr. Gerson is on the running board, while Edwin C. Sessions and Mr. Kecker are in the rear.

HALTS BAGGAGE RATE RISE.

Commerce Commission Holds Up Proposed Excess Regulations.

(Special to The Talking Machine World.)

Washington, D. C., June 9, 1912.

New regulations for the transportation of baggage, which were proposed by nearly every railroad in the United States, and which would have increased the rates on "excess" baggage, were suspended today by the Interstate Commerce Commission.

The suspension becomes effective July 1, and continues in force 120 days, pending investigation. The proposed regulations, which will interest piano travelers and others, read:

"On and after July 1, 1912, no piece of baggage (except baggage checked at port of landing), the greatest dimensions of which exceeds 45 inches, there will be an additional charge for each additional inch equal to the charge for 10 pounds of excess weight.

"On and after July 1, 1912, no piece of baggage, the greatest dimensions of which exceeds 70 inches, will be transported in baggage cars."

The commission holds that the fixing by the roads of the dimensions of baggage will work an unnecessary hardship on travelers.

"COLOR HEARING."

Some persons associate particular colors with particular sounds. In a recent presentation of this subject to the French Academy of Sciences it was pointed out that there are two forms of this phenomenon.

In one case the person has a sensation as if a transparent colored film, like a rainbow, appeared before his eyes when certain voices or musical sounds strike his ears. In the other case letters or written words, representing the sounds heard, appear in colored tints. The tints are very definite and characteristic and do not vary with lapse of time, but two persons seldom associate the same colors with the same sounds.

First Class Location Open.

First-class location for graphophone department in music store. For particulars address W. S. Gray, 384 Sutter street, San Francisco, Cal.
All roads lead to Atlantic City.
The National Association of Talking Machine Jobbers will hold its convention there on July 1 and 2.
The Association headquarters will be at the Chalfonte.
July 1 there will be a business session in the morning and one in the afternoon.
July 2 the closing session will be held in the afternoon.
Good things are planned to make this an enjoyable occasion.
The officers of the Association are:
VALUE OF DICTATING MACHINE.

Described on by Mayor Weissenborn of the City of Halberstadt—Pays Great Compliment to the Edison Business Phonograph in a Book Recently Written by Him on the Management and Administration of Large Cities—Machine Proves More Effective Than a Stenographer in More Ways Than One Besides Saving Expense.

The following is an extract, translated from the German, from a book written by Mayor Weissenborn, of the city of Halberstadt, on "The Management and Administration of Large Cities." "A dictating machine, as his recommendation of it for its efficiency and economy proves." He says:

"On the other hand, the dictating machine seems to have been too little known and used, although by its assistance the difficulties and inconveniences which are associated with the services of a stenographer and dictation to the typewriter, and which are necessarily associated therewith, have been obviated in the happiest kind of manner. For almost a year past I have been making use of an Edison dictating machine at the Town Hall, while later I procured one for my own personal uses. Before that I used to have the office apparatus brought to my house, as is quite feasible.

"The principal advantages may be summed up as follows: In the first place, as compared with the employment of a stenographer and typewriter, a by no means considerable saving in expense is assured. It will be accepted as a fact that a stenographer needs a half hour to write what requires dictation of a quarter of an hour's duration. A third of the total requisite time is therefore necessary for dictation, so that one-third of the efficiency of the typewriter and stenographer is saved. This is an amount of at least 300 marks per year is also saved. Running expenses, shaving and wearing on the records are very small, and if a shaving apparatus be procured, still smaller, in proportion to increased use of the apparatus. Furthermore, I dictate in the morning. A visitor is announced whom I cannot let wait, so I am obliged to dismiss the stenographer. If I should want him again within a half hour, in all probability he is engaged with some other official. It is different when I have a dictating apparatus. A pressure of the finger, the motor is brought to a stop and waits patiently until the visitor has gone.

I am then always out of touch with the subject, but a reversal of the speaker and a pressure with the finger are sufficient to get the apparatus to repeat, as slowly and as often as may be desired, the concluding portion of what I had dictated. After ten minutes a new visitor may come in. He may go in five minutes or he may take twenty minutes. Meanwhile, the stenographer does not know whether he be at liberty to report to another official. The apparatus does not neglect anything and is at all times at your disposal. Then I may have to attend a meeting, and how long it may last I cannot tell. Afterwards I should like to dictate further. Am I to cause the stenographer to wait an hour or two, to send him away at the end of that time because it is too late; or because I am too much unstrung? Moreover, how often and for how long and for what inconvenient hours shall I make an appointment with the stenographer? Should I be ready to claim his service at 9 or 10 in the evening, even though he be my best working time? Or shall I ask him to call at 7 o'clock on a summer morning? But all days are the same to the apparatus.

"When I further state that it is very easy, according to my experience, to acquaint oneself with the operation of the machine, and that after a few days I run the press buttons and the lever quite automatically, I am quite in a position where I can most urgently recommend its use. A guarantee is given, but repairs have not hitherto been necessary.

"Respectfully,

(Signed) "MAYOR WEISSENBERN.
"Halberstadt."

LEADING JOBBERS WELL PLEASED


The trade on Chambers street, namely, the New York Talking Machine Co., Victor distributors, the Blackman Talking Machine Co., Victor and Edison jobbers and distributors, and the Columbia Phonograph Co., General, retail store, each and every one announces a fair volume of summer business. The same steady demand for the Victor product is apparent with all the attending conditions of the past brisk spring season. The demand for Victor Victrolas still exceeds the supply. The call for records is particularly sharp, with a preference for the high-grade predominating. At the Columbia store conditions are much the same. Manager Bolton announces excellent sales and lays much stress on the success of the new Gresonola, "Princess." Taken all in all the trade on Chambers street is optimistic and contented.

NEW ADVERTISING SPECIALTY.

The Columbia Phonograph Co., General, under date of June 5, is sending to its dealers and distributors a sample of a new advertising specialty, the Columbia double-disc "Seal," with a letter of instructions as to how to use them to further promote the publicity of Columbia double-disc records. The seals are to be supplied free and shipments have already begun. The "Seal" is attractively designed and printed and embossed in black and gold. In the center is the familiar Columbia musical note and around it the words "Columbia Double-Disc Records." The background is black, with a border of gold. The seal is round and of the proper size for use on envelopes, or any other mail matter.

Hanover Cabinet Quality is like the Sterling mark on Silver—it represents The Highest Standard

The two disc record cabinets shown in this announcement illustrate this fact. They represent values, estimated from any viewpoint, that should interest the purchasing public.

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

ILLUSTRATED MATTER SENT ON REQUEST

Distributed by the jobbing trade

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

Address Communications to CLEMENT BEECROFT, Sales Manager, 309 W. Susquehanna Ave., Philadelphia, Pa.
An event of peculiar interest in the musical world of this city was the formal opening recently of the handsome and commodious recital hall in the new building of W. J. Dyer & Bro. In the same week invitations to the opening recital were limited, but so many households — Gadski, Schumann-Heink, Far-rar, Caruso, Scotti, Martin and a score of others — may spend an hour, if one likes, listening to all the operatic favorites, or stage pets, for the attendants are there to look after the comfort and pleasure of the visitor. 

At the other end of the corridor is the recital hall, a model of its kind, which holds over two hundred people, and is an ideal little auditorium for talking machine concerts, or indeed, any musical affair of the more intimate type. Large windows furnish light during the day and good ventilation at all times; for evening use there has been installed the ultra-modern system of indirect lighting, a system whereby the farther corner of the hall is sufficiently illuminated for the perusal of books and programs, and yet which never brings the eye into direct contact with the direct rays so trying to the sight. Pale brown in two tons is the color chosen for the walls, and the whole effect is a very tasteful one. And now those little windows. Each one looks into a small room — there are nine of these — which is a complete little exhibition hall itself, and contains various types of talking machines, from the smaller, inexpensive ones, to the handsome affairs ensconced in wood to match any apartment. Some of these rooms are in yellow and white, some in green and white, and all are well lighted, with every facility for studying and choosing either machines or records. In one of them, indeed, there is a telephone, so that patrons unable to leave home may hear new records over the wire. Thus do the departments of modern science serve each other. From the walls of the small as well as the large rooms there smile down the facts of the notables whose words and songs are being perpetuated in those familiar and yet mysterious discs and cylinders that have become a necessary adjunct to so many households — Gadski, Schumann-Heink, Far-rar, Caruso, Scotti, Martin and a score of others. Guests of an investigative turn of mind will find interest in the room where records are kept, much after the manner of a well-regulated library, for there is constant sorting, cataloging and "weeding out" necessary to maintain an up-to-date stock. It is all there — comfort, sunshine, music and intelligent service; all arranged to bring the public and one of the greatest delights of modern civilization into intimate touch with each other by means of the talking machine.

ASSOCIATION GAINING GROUND.

New Members Being Taken in at a Rapid Rate and Numerous Matters of Trade Interest Being Considered.

(From the The Talking Machine World.)

Philadelphia, Pa., June 8, 1912.

The Talking Machine Retail Dealers' Association of Philadelphia continues to grow and gain strength rapidly and is at present considering many questions with a view to aiding and protecting the business of the individual dealer. At the last meeting of the association six dealers were taken into membership and eight more have signified their intention of joining at the next meeting.

The association is keeping in close touch with the big companies and a large committee representing the organization plans to visit the factory of Thomas A. Edison, Inc., with a view of discussing several matters of mutual interest. M. Goodstein, the secretary of the association, is doing some strong missionary work for the purpose of interesting the local dealers in the organization. The meetings of the association are held on the second Wednesday of every month, the last being held June 12 in the reception room of the Parkway building, 110 North Broad street.
BETTER SPIRIT IN QUAKER CITY.


(Topic to The Talking Machine World)

Philadelphia, Pa., June 5, 1912.

The talking machine business in May in Philadelphia was generally gratifying. It was considerably larger than last year, and if it did not show the comparative increase of the other months of 1912 over the corresponding months of last year, it must be due to the general business depression that has been felt in all lines. It would be hard to find any business in Philadelphia—probably in any other city—that has shown a better general spirit than the talking machine business. It is most healthy.

At Buehn, we have been sending new things with the manufacturers in order that they will help materially in keeping the interest alive. The manufacturers have been getting out the goods with the required promptness and have been sending new things to the market which will help materially in the future. The lists of records for the Victor, the Columbia and the Edison for June are most enticing, and already many dealers have already had a big sale on this instrument.

The Columbia product is getting some magnificent publicity in the West by a trial of the Grafonola "Favorite" on the trains of the Washington-Sunset Route. The following is a copy of a circular sent to the ticket agents by the railroad authorities:

"Grafonola Recitals.—Beginning Friday, February 9, and until April 5 (maybe indefinitely), each Friday tourist sleeping car will carry a Grafonola for the entertainment of the passengers. This instrument is one of the most popular designs produced by the Columbia Phonograph Co., and will be under the charge of the excursion agent of the Washington-Sunset Route. Recitals will be given in the tourist car during the day and in the observation car during the evening. We hope that this innovation will add much to the pleasure of our passengers on route to California."

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

Special to The Talking Machine World.

Chicago, Ill., June 7, 1912.

Although the proverbial “dull” season, when musical goods generally are not so much in demand, is now on, talking machine operators are not feeling it nearly so strongly as dealers in other lines. Of course, naturally there is, in fact, a great falling off from the amount of business done in the winter months, but while this is true, the talking machine dealer is not helpless, for there are many ways in which he can stimulate a summer trade that may prove highly profitable.

While the temporary dull season is admittedly, dealers everywhere and almost without exception say their business this year shows an increase of from 20 to 50 per cent. over the corresponding dull period last year. That in itself is encouraging, for it certainly shows the increase to be something more than a natural growth of business that would come to any one house because of its being newly established or of already having a strong foothold and loyal patronage. It is not the growth of any particular house or any group of houses in any certain community, but it is a growth of the business in general—the talking machine business.

Now, there is no discouraging outlook for the future of the talking machine business. On the contrary the outlook is extremely promising. The fact that it increases each dull season as well as each busy season over the same period for the year before, shows that it is developing rapidly, which proves there is a desire for these instruments. Of course, in the winter, when severe weather keeps people indoors, they naturally want amusement and the talking machine is one way to supply it. But the business is not limited to the winter trade. Certainly there are difficulties for dealers to overcome, such as warm weather and numerous counter attractions, but still the amount of summer business increases gradually in the face of this condition.

Summing up these rambling remarks, the dealer has the goods and there is an increasing desire for them, regardless of season. Then it is up to the dealer to specialize his business so as to meet the general desire and to organize it in the dull season so as to crystallize that desire into a special department.

Talking machine products vary but little. There are a limited number of styles and designs. The same is also true in the piano line. Unlike the clothier, the music dealer has no summer style and winter style. The clothier continues to push his business just the same in summer as in winter, but the piano and talking machine dealers, it seems, have to lay down in the summer because they have nothing especially seasonable to offer the patron. Yet the very fact that talking machine business increases even in the dull season shows that if the dealer had some instrument to push at that time he would soon create the same sort of seasonal demand that the clothier has.

Now, what is it? There may be many things. We suggest but one. Cultivate the summer vacation business. It seems that only a few of the larger firms have undertaken this. They get the business and the little fellow waits until winter, when trade is good without stimulation, and be then stands a chance to get the overflow or surplus that the big dealers miss.

Let the small merchant push his summer line just as vigorously and as energetically as he does his winter line.

There are hundreds of people leaving this city and other cities in the summer months, and those can miss or longer in the woods or at summer homes. If they own expensive machines they do not care to risk them in shipment, usually. Yet they feel they would like music and other entertainment that the talking machine will provide. Some of them even buy or rent second-hand pianos which they can leave permanently in their summer homes. Now, that desire for music should be taken advantage of by the talking machine dealer, and it can be, for the bigger houses are doing it, as witness the photographs “vacation windows” reprinted in this paper. Let the dealer impress upon the vacationer that the talking machine is as indispensable to his outing as the camera, gun and fishing tackle. Not only will he find those who have machines in their homes wanting one for their vacation, also, but the small machine put out for vacation may be the means of selling a better and more expensive one for the home use when vacations are only memories.

Another suggestion: There are numbers of cottages in the summer resort regions owned probably by hotelkeepers who rent them a dozen or more times through the season to as many different families. Now, what is the matter with some progressive dealer getting in on that? Why not equip these houses with talking machines under a contract with the landlord, either in outright sales or on rental. Say a dozen machines to one man—not a bad order in itself—but the chief value would be in the missionary and preparatory work it would do. Every family that is thus entertained in vacation time will be a prospect, and a good one, after the return to winter home. This plan will also admit of selling the vacationer records to take to his cottage which is already equipped with a talking machine.

Advertising is one way of getting in touch with the man who is going to spend his summer in the wilds. Another means which, by the way, is being used by one of the large Chicago dealers is the telephone and personal contact by which the salesman can get his information and explain his proposition all at the same time.

Recognized and Appreciated.

The business phonograph as a side line for stationers and office appliances is recommended by the June number of Office Appliances, published in Chicago. Following is an excerpt of paragraphs from the article:

“Briedly stated, the business photograph, which can be used by any business man who dictates, unless he has some very marked impediment in his speech, is an economy in the conduct of office work. It saves the time of the operator and enables her to use odds and ends of time that she would otherwise employ in taking dictation, in waiting for the employer to get ready to dictate. The photograh draws no salary. It waits beside the desk until someone is ready to use it. It is not an item of overhead expense, while it is increasing the convenience of someone else any more than an unused desk or an unoccupied chair. It is instantly ready to receive dictation the moment the dictator is ready to give it, and further, if it is not used, the cylinders can be preserved indefinitely and transcribed by the operator at any time when it is necessary to transcribe them. Dictation is so arranged by a little forethought that the operator is kept constantly in transcription work.

“The writer hereof visited a gentleman in Day-

(Continued on page 44.)
concerts are given on Edison machines and those the other afternoon. It has been felt in the city. Tires or leaves the hall of study, who regard the recitals in the same light.

There is a revelation of the popularity of the talking machine to step into the complimentary concert at Lyon & Healy's talking machine department at any hour of the day between 10 o'clock in the morning and 5 in the afternoon and see the crowds gathered 'bun' the Edison and Victor concerts and recitals. A few visits there at the same hour of day each will acquaint one with the regular attendances, and it is a revelation to note the reservations and the financial knowledge of the success of these recitals he may conclude that a large part of the audience are simply seat warmers. While in one sense of the word that is true, for many come day after day, yet most of them have a purpose in view and it is not simply to pass the time away. There is one regular attendant, a man, who may be seen among the crowds every day when a regular series of grand opera selections are on the program. One might think he came alone for entertainment, but as a matter of fact he is studying singing and every night following the famous Victor and Edison performances what points he can on exposition, phrasing and method. To him the recitals take the place of studio observation, and he says he has received real instruction from attending them. Dozens there are others, perhaps in other lines of study, who regard the recitals in the same light.

As a felder for: talking machine retail business. The Talking Machine Co. of Lyon & Healy's retail machine department, says the recitals are a great success. Interest in the instruments is created there which develops into sales.

The feature of the recitals, too, is that they are educational. It was observed when the concert hall was first established, that the crowds did not take kindly to grand opera. They seemed to prefer ragtime, minstrels, dialogues and that class of entertainment, and would tire or leave the hall of study, who regard the recitals in the same light.

Under the head "Tips to Dealers" the Edison Phonograph Monthly for June suggests that dealers get busy with photographers and sell them talking machines with which to divert the attention of the passer-by while his picture is being taken. Anyone who has ever undergone the experience of life in a "fotograf gallery," especially in the small city or town where patrons want photographs only on "state" occasions such as birthdays, weddings or anniversaries, would appreciate the value of this suggestion. Sifting for a photographer is more or less a task even for the experienced sitter, but for the uninitiated it is an unbelievable ordeal. Naturally the "man behind the gun" would be expected to welcome any invention or innovation that would enable him to keep the mind of his subject in a peaceful state long enough to make him feel the shutter before the "victim" got an attack of swallowing or staring eyes, or decided to change the position of his hands.

And the baby, it is a real jinx for the camera man. Ten chances to one just as he gets ready to "fire" the youngster will develop a frown and a serious expression that means calamity to the finished picture. The established picture mind can be diverted, and here especially would the talking machine come in good place.

Portraits are usually stiff because of the self-consciousness of the sitting, and there is no doubt that a lively, pynlable, melody from a phonograph would do much to bring him or her back, to a natural composure and appearance and enable the photographer to secure a negative above the sitting as he or she really is. This is a tip for dealers who are wise enough to take advantage of the talking machine in their stores.

A Artistic Victrola Window.

Wade & Wade, manufacturers of the well-known Wade fibre needle cutter, are having a splendid business with jobbers, and also pursuing a vigorous advertising campaign with dealers. This cutter has filled a distinct want in the trade in as much as it is particularly simple in construction and natural and easy of operation. All the dealers are being told about the cutter, and jobbers generally will profit by stocking up well for future demand that will come as a result of the vigorous campaign that is being waged upon it.

The Wade Fibre Needle Cutter.

The Talking Machine Co. had an unusually large month during May. In fact it was better than April. They recently established some good dealers' accounts running up into most creditable figures. This enterprising company is having good success as ever with its "cabinets that sing," which are being handled by dealers all over the country.

Interesting Tendency.

A number of high-class department stores in the smaller cities are putting in talking machines and pushing them in a vigorous manner. This is particularly true in the Central West.

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Get 'Em Into Your Store

Exhibition Needles

Your imprint on each envelope. Sell at your own price.

"Tamaeo" Tables

(K. D. Construction)

Oak or Mahogany—Fit any machine. List $7.50 Less your discount

Two Bargains

"Cabinet to Match"

Either VICTROLA VI or VIII List $15.00 Less your discount

"The Best Needle At the Cheapest Price"

Packed Five and Ten Thousand in a Box. Your imprint on each envelope—in any quantity—with special prices on 50,000, 100,000 and 500,000 lots.

The Talking Machine Company
137 N. Wabash Avenue :: :: :: Chicago, Illinois
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 44).

The Talking Machine World.

The annual meeting of the Chicago Talking Machine Dealers' Association was held in this city to-day, and was unusually well attended, with President Van De Mark and Secretary Reynolds in their usual places. Much business of importance was transacted. Resolutions were passed instructing the president to take up the matter of asking certain manufacturers to extend their influence to have old discontinued records now being sold at cut prices by a local department store withdrawn from the market in future.

Several instances of alleged em-grat ing by dealers were reported, and the matter will be taken up with the several manufacturers.

Alterations were also passed requesting each member to write his Congressman asking him to exert his influence against pending patent legislation which would have the effect of preventing manufacturers from fixing retail prices of their products. It was voted by the secretary notify members of the association of the next meeting changing the time of meeting to the first Monday of each month. The next meeting will take place on July 8 at a place to be announced later.

The man who thinks he knows it all often finds that he not only has much to learn, but also much to unlearn.

THE RIVALRY AMONG THE SALES FORCE FOR THE PLACE AS HEAD

R. C. Fuhri, Western manager of the Columbia Co., will return from the East Monday, having

been away from Chicago about a week. Mr. Fuhri left for the purpose of visiting the Columbia factory to be present at the festivities incident to the twenty-fifth anniversary of the company, but was a little too late for the banquet.

R. Wurlitzer Co.'s New Display Rooms.

The accompanying pictures, taken in the Victrola display rooms of the Rudolph Wurlitzer Co. Chicago store, show to a certain extent the beauty of this establishment. It is, without a doubt, one of the most artistically arranged in the country.

The retail Victor and Edison department is located on the first floor of the establishment and occupies practically the entire space. Arrangements

are being made to increase the size of the department 50 per cent, which will make the Wurlitzer retail department one of the largest in the country.

The photographs show the corner of the Victor 16 display room, where the different finishes

are being used in presenting these practices at the proper time.

The officers of the association are most desirous of emphasizing that any report that the association is antagonistic to any company, or companies is absolutely unfounded. The policy is to take up and remedy, if possible, all abuses impartially, no matter what company is involved, and the object is to help, not only in the maintenance of standards, but to adopt an attitude of friendliness toward all manufacturers.

Resolutions were also passed requesting each member to write his Congressman asking him to exert his influence against pending patent legislation which would have the effect of preventing manufacturers from fixing retail prices of their products. It was voted by the secretary notify members of the association of the next meeting changing the time of meeting to the first Monday of each month. The next meeting will take place on July 8 at a place to be announced later.

The man who thinks he knows it all often finds that he not only has much to learn, but also much to unlearn.

This is the first time Miss Berlin's name has headed the list, and naturally the honor will be an incentive to better efforts that she may hold the coveted position next month. There is a great deal of friendly rivalry among the sales force for the place as head of the honor roll, and the contest for it grows livelier and more interesting each month.

Fuhri in East.

W. C. Fuhri, Western manager of the Columbia Co., will return from the East Monday, having
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
Liberal Discount to Trade

Lyon & Healy Wholesale Service

FILLING ORDERS ACCURATELY
FILLING ORDERS COMPLETELY
FILLING ORDERS THE SAME DAY AS RECEIVED

Let us have your next order.

Lyon & Healy

VICTOR DISTRIBUTORS CHICAGO
EDISON JOBBERS
LOOKS LIKE BIGGEST YEAR.


(Special to The Talking Machine World.)

Baltimore, Md., June 7, 1912.

From all viewpoints it would seem that 1912 is going to be one of the biggest years that the talking machine dealers have ever experienced. This impression is gained by the excellent reports on current trade which are made at all of the stores and which seem to be spontaneous. At each of the stores where the talking machine representative called he was told that business during May beat that of any previous May, and in some instances went ahead of April of this year, which is considered an unusual achievement. This is attributed to the increased sales and to the fact that many new dealers have been enrolled by the branch stores both in Baltimore and throughout the State.

Manager F. A. Denison, of the local branch of the Columbia Phonograph Co., is back on the job again after having enjoyed a most delightful time at the 25th anniversary of the organization of the Columbia Phonograph Co., which was observed by him by a banquet at the Waldorf-Astoria in New York City. Mr. Denison said that his boys have been going some during May, with the result that sales during May were more than two and one-half times greater than last May, that they went far ahead of April, and that they are preparing for a big June showing. Mr. Denison stated that he had established the Columbia line with the Caulfield Piano Co. on North Charles street.

Some idea of the Victor business in Baltimore this year may be gained from the statement of Manager William C. Roberts, of E. F. Droop & Sons Co., who said that for the first five months of the present year he has purchased 300 per cent. more stock than any previous year, and that it is not his custom to order a large stock, unless the demand warrants it, so that those who care to draw their own conclusions as to the business done. Mr. Roberts is also manager for the washing store of E. F. Droop & Sons Co., and he stated that in this respect Washington even went ahead of Baltimore, or, to be exact, records show that the purchases for the Capital City store were 390 per cent. larger than any previous year. Mr. Roberts has just returned from a trip to the Victor factory, and is now preparing to attend the talking machine dealers’ convention to be held in Atlantic City, June 15th. Manager Roberts also speaks well of the May business, saying that it beat 1911, which was also a good month and which was far ahead of 1910.

William Kane & Co., who are handling the Columbia line, are attracting many purchasers by the varied window displays which they have every month. This month’s attraction is one of the most novel seen for some time and deserves mention. It is a realistic camp scene and every detail has been worked out to perfection by Walter Butler, who conceived the idea. Everything necessary in the way of equipment for ideal camp life is shown, only Mr. Butler goes further by suggesting that an absolutely camp life, especially after dark, would be perfected by the addition of a Columbia phonograph and record, and he has every reason to believe that those Baltimoreans who have seen his reproduction of a camp and who contemplate spending some time in camp this summer, will get wise and adopt his very practical suggestion.

H. R. Eisenbrandt Sons, Inc., have signed up two new Victor dealers during the month through Manager Charles E. Strahn. One of these is in Baltimore, while the other is in Frostburg, Md. Mr. Strahn who attended the talking machine ‘shakers’ convention, after which he will be on hand to supervise a number of improvements which the Eisenbrandt firm will make to the talking machine section of their store.

Thomas Gordon, manager for the talking machine department of the Kranz-Smith Piano Co., which handles Victors and Columbias, will likely be seen at the convention next month. Joseph Fink, who is also connected with the talking machine department of this firm, has developed into a hefty athlete and can be seen daily doing difficult stunts of the parallel and horizontal bars, pitching indoor baseball and lifting heavy weights in the gymnasium of the Central Young Men’s Christian Association in this city. Mr. Fink says that the strenuous life has made a new man of him, and he feels as though he could give some valuable pointers to Jack Johnson, Jim Jeffries and other heavyweight notables in the athletic art.

Manager M. Silverstein, of Cohen & Hughes, announces that his firm has been right in the twain in a business way with the Victor line during May. Mr. Silverstein has been kept on the jump to attend to the demands of the rush of customers. He says that May beat April of this year and went ahead of the May for 1911, and that he is going to keep up the good work during June. And from all indications it would seem that he will more than carry out this program to a successful conclusion.

Sanders & Stayman have had a creditable month with the Columbia and Victors, according to Manager Albert Bowden. The Rosenfield Piano Co. and the Hub Piano Co., newcomers in the local field, also give out encouraging statements regarding their Columbia business for May. The arrangement of the camp and animals. It has attracted thousands and has been the means of selling quite a small machines, as a Victrola is seen on the stump of a tree, a bush of records by the side of a, three or four records leaning against the trunk of the tree as if left there after the selection had been made. The packing box, with the Victrola shipping stamp on it, serves as a wash stand for the camper. The Wurlitzer Co. has been complimented highly on this window.

STRIKING WINDOW DISPLAY BY R. WURLITZER CO., CHICAGO

The Victrola window recently installed by the Wurlitzer Co. has excited considerable attention on the street. The idea was originated by L. K. Cameron, striking machine manager of the Chicago branch. It was intended to be as near as possible an exact reproduction of a camp in the woods until the of northern Minnesota, where Mr. Cameron spent four weeks a year or so ago. On the left is a spring of running water, which comes out of a rock and runs down to a little pool to the right of the camp. Live wild birds fly about in the window, squirrels and rabbits make the place their playground. The Victrola is playing. The deer, hearing music, sticks his head through the banister, the better to see where those playing sounds come from. Quail and snipe hesitate and look about them to see where this human voice comes from. The deer, hearing music, sticks his head through the banister, the better to see where those playing sounds come from. Quail and snipe hesitate and look about them to see where this human voice comes from.

OPPOSITION TO OLDFIELD BILL.


Reports from Washington indicate that much opposition has arisen against the bill introduced by Representative Oldfield, revising the patent laws to meet the recent decision of the United States Supreme Court. So many laws have been pointed out in the bill that there seems to be little prospect of its passage during the present session of Congress, at least without radical amendment.

The Oldfield bill has been condemned by the Merchants’ Association of New York upon the report made by the association’s committee on protection of industrial property, which carefully examined all the bills offered for the amendment of the present law.

The committee made a full report upon the Oldfield bill, pointing out the disturbance to business and the injury to the public which would follow the enactment of the provisions requiring compulsory license under Letters-Patent and forbidding a patentee to sell his patented machine with any restriction as to place, manner or time of use, or with any condition regarding the use or purchase of any other article.

After considering the report of the committee the Merchants’ Association has recommended that no radical change be made in the present patent law without previous thorough investigation by a commission of experts of the many and complex interests involved. It also urges that any contract restrictions be made not more stringent than the present provision of the British patent law relating to the subject.

I’d rather be a Could Be, if I could not be an Are; For a Could Be is a May Be, With a chance of touching par.

I’d rather be a Has Been, Than a Might Have Been, by far; For a Might Have Been is never been, But a Has was once an Are.

48 THE TALKING MACHINE WORLD.

In Berlin, Germany, a small talking machine paper in Germany. Berlin, S. W. 68. Subscription price per year is eight marks. Specimen numbers free. Orders for advertising can be placed with The Talking Machine World, No. 373 Fourth Avenue, New York.
THE TALKING MACHINE WORLD.


SALTER MFG. COMPANY
337-343 NORTH OAKLEY AVENUE, CHICAGO, ILLS.

Exclusive Manufacturers of Salter's Patent Felt Lined Shelf CABINETS

Our 1912 Catalogue is just out, ask us to send you one today

If your jobber does not handle our line we can take care of you direct

No. 103. Top 20½ x 24½. 33" High. Interior Has Felt Lined Shelves. Made Specially for Victors IX, X, and XI.

Labor Troubles Still a Source of Distraction and a Hindrance to the Development of Business—At the Present Time the Country Seems to Be Seeing the Results of Late Agitators with the Result That a Feeling of Unrest Prevails—Royalty on Copyrighted Music and Songs—Going After the Price Cutters—Grotesque in Close Ties—Deal-Dealers—Interesting Chat with M. Gaumont Regarding the Combination of the Talking Machine and the Moving Picture—The Part Film-Favorers Will Play in the Move—Genu- 

From Our European Headquaters

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

GEO. EVANS & CO. 94 Albany St. BOSTON, Mass.

GEO. EVANS & CO. 94 Albany St. BOSTON, Mass.

STROH VIOLS

VIOLIN, VIOLA, ETC.

The well-matured and seasoned tones of these instruments, which are constructed largely of aluminum, yet possess many of the characteristics of the wooden or wood, or wood, and steel structures.

VIOLIN, VIOLA, ETC.

One String Fiddle made to order.

To be mailed free on request to the sole makers.

OLIVER DITSON CO.

150 Tremont Street BOSTON NEW YORK and PHILADELPHIA

Violin

Dealers' Protective Association Meets.

A further meeting of the Gramophone and Phonograph Dealers' Protective Association was held May 2, when several instances of flagrant price-cutting were brought to the notice of the Columbia Co. (a) Mr. Gamage is reported to have said: "A difficulty that tradesmen had got to deal with was to cut prices. The company had sold many, but with success. This restriction of prices would hit the consumer very hard in the future, because it went away with all competition. They wanted some organization to deal with the matter, which Mr. Gamage was one of the questions that the newspapers should take up. They needed a kind of consumers' protection league for defense against extortionate prices." Mr. Gamage very conveniently ignored the fact that his proposal to prevail there would be little profit for dealers, because competitive interests would always compel them to offer goods at a less price that the other fellow. But the fact of the matter is, Mr. Gamage wants to be in the happy position of being the only one privileged to cut prices. It can't be done!

A Timely Reminder.

The Gramophone Co., Ltd., has issued a timely reminder to dealers that the monthly approval records are sent for the sole purpose of enabling the dealer to replenish his stock and select such records as in his opinion will prove the most likely "sellers" in his particular district. It has become necessary to emphasize this fact, having regard to the practice of some dealers in utilizing these ap- 

A proposal to invite the co-operation of manufac-turers, and that is co-operation. Nevertheless, one clear line of action is open to manufacturers, and that is co-operation.

As between shipper and buyer the question arises as to the royalty tax of 2% per

At the present time the country seems to be seeing the results of late agitators with the result that a feeling of unrest prevails. It is as well to remind foreign and colonial buyers that on and after July 1, when the act oper- 

Columbia Move Against Price-Cutters.

In these columns I have frequently referred to the changes in manufacturers on the question of price-cutting. It is therefore a matter of serious consideration on the part of dealers. That is the situation now before us. It is difficult to see what steps can be taken to sup- 

Subject to Royalty.

It is as well to remind foreign and colonial buyers that on and after July 1, when the act oper-

Columbia Co. to Rebuild.

The information that the Columbia Co. has re-

As between shipper and buyer the question arises as to the royalty tax of 2% per

As between shipper and buyer the question arises as to the royalty tax of 2% per

The mellow and matured tone of these instruments, which are constructed largely of aluminum, yet possess many of the characteristics of the wooden or steel structures.

One String Fiddle made to order.

To be mailed free on request to the sole makers.

OLIVER DITSON CO.

150 Tremont Street BOSTON NEW YORK and PHILADELPHIA

Violin
of Belfast, who has adopted this ingenious method of attracting passersby, with much success.

Famous Entertainer Dead.

The well-known entertainer and racegoer, G. H. Swazelle, I regret to say, passed away recently after ten months' painful illness. He made three tours around the world and performed before practically all the crowned heads of Europe. "How Bill Adams Won the Battle of Waterloo," and "The Whistling Stammerer," are two of his best mirth-provoking records, and these are the last to be heard from the Edwards Bell Co.

Some Striking Records Issued.

We learn that that fascinating waltz, "The Passing of Salome," has been issued in record form by The Gramophone Co., Ltd. It was made by the composer, Archibald Joyce, the English waltz king, as he is sometimes called, and his famous orchestra, and is described as the only official record. In addition to the foregoing the current issues of "His Master's Voice" records include two more exceptionally artistic renderings by the New Symphony Orchestra, and a host of other equally charming numbers. The full list is as follows: "Marche Hongroise" (Bach), "Merry Wives of Windsor" Overture (Nicolai), New Symphony Orchestra: "I'll Dance Till de Sun Breaks Through" (Joyce); "When the Birds Begin to Sing," waltz (Joyce), Joyce's Orchestra; "Si Parte Rol" Overture (Adam), band of H. M. Coldstream Guards; "The Irish Emigrant" (Barker), Mr. John McCormack; "I'll Love Her Always" (Robyn), Mr. Evan Williams; "I'm a Tramp" (Crewe), Sir Charles Tree; "Maire, My Girl" (Aitken), Mr. Herbert Heyner; "I'll Sing," waltz, "Merry Wives of Windsor" (Verdi), trio from Act III, Caruso, Frances Alda and Jourreur, and "Speech on Mercy to Animals," by the Hon. Stephen Coleridge.

Speaking Films and the Future.

"In the near future it will, I think, be possible, by means of Filmparlants, to produce the whole act of a play without break, and when that comes the present animated picture show will be revolutionized."

This opinion was expressed to the Daily Graphic by the chief London representative of M. Leon Gaumont, who was absent in Paris in connection with his latest invention, Filmparlants, or speaking films.

M. Gaumont, it is interesting to record, opened the first continuous picture theatre in England, establishing it at Bishopsgate street, London, where it still is.

So far back as 1901 he succeeded in producing more talking pictures in an imperfect form. Then the record of the song was first taken, and when reproduced in the talking machine or gramophone the artiste rehearsed. When actions and words synchronized pictures were taken, and subsequently the two were simultaneously produced. It did not, however, always happen that the artist kept time with the record while the film was being made, and when that happened the result was not altogether satisfactory.

The difficulty, M. Gaumont's manager explained, was to take the record and film at the same time. "Of course, you know," he added, "that when a talking machine record is secured the artist or artists sit around and close up to a huge trumpet. Hitherto that meant including in the picture film 'behind the scene' details which spoiled the whole illusion.

"To obviate this a method had to be devised by means of which a record could be taken at a distance sufficient remotely to prevent distillationizing data from getting into the picture. M. Gaumont had years ago solved the problem of synchronizing for reproduction; now he has perfected the more difficult task of recording the voice and action simultaneously."

"Just how perfect is the invention was recently demonstrated at the Royal Institution, when the record of a cock crowing was given. Now you might take pictures of the bird crowing, but you cannot compel the bird to crow again in order to take a record which will synchronize with the film. So the Filmparlant of the cock crowing was an absolute proof that the record and the film were taken at the same time.

"And the possibilities of this wonderful invention?" the interviewer inquired.

"Unlimited," came the reply. "What interests M. Gaumont more than anything else is its educational possibilities. Think of the advantages and varied utility of, say, the lectures of an eminent professor being given in hundreds of lecture rooms and colleges at the same time. Yet to accomplish such an undertaking the professor need not leave his own house. The man, his voice, his words, his gestures would all be reproduced for the benefit of the school and students.

"As to plays and operas, the present difficulty is that the longest record does not extend beyond eight minutes' duration. That would be fatal to the reproduction of an act. M. Gaumont is confident that he will soon be able to extend that period to forty or fifty minutes, and when that happens it will be possible to produce the whole of a play or grand opera, allowing the usual intervals between the acts.

"That Filmparlants will revolutionize the present animated picture shows I have no doubt, although the silent pictures will always appeal to many, and will, no doubt, invariably occupy a portion of the programs. A considerable time, for instance, must elapse before such a big scene as the naval review..."
from our London Headquarters—(Continued.)

Liability by Drawer of Check.

Liability by a drawer to honor a check, although he may have a good claim against the person to whom it was made payable, was the salient point in an action at Westminster. A ordered certain work to be done by B, and gave B a postdated check for his services. B handed the check to his wife, who went to C and purchased ironmongery from him, paying him with the check. In the meantime A found that B had not done the work bargained for, and stopped payment of the check, whereupon A, when pressed by C, who now sued A for the value of the check, 

The speech film is practically indestructible and projects it outward through a finely grated funnel which reinforces the sound. The mechanism which moves the phonograph depend on the tone of the reproducer. The best of records will not produce good results if your reproducer is out of order, and the ma-jority of complaints we receive about the unsatis-factory reproduction of records is due to the reproducer being out of adjustment or needing some slight repair. With a view to enabling our patrons to obtain the best results we have completed ar-range-ments which will enable us to make repairs on phonographs very promptly at a nominal cost of 1s. 6d., including return postage, provided the sapphire or other important part is not missing.

RECORDING WAY

SPECIALTY

Wax plates for private record taking.

Has unlimited life. Plates absolutely ready for recording.

ERNST WILKE & CO. Goerlitz

Factory: Berlin, Ger., N. 20, Kolonie Strasse, 34-52

The Talking Machine World.
Columbia Phonograph Co., Gen'l
Tribune Building, New York

Again we prophesy: Columbia "Lyric Hornless Graphophone" with six double-disc records at $28.90 (see pages 32-33) will be as sure a producer of good business as the Columbia "Favorite." And that prophecy came true. Ask any Columbia dealer.

GIVEN FAREWELL DINNER.
Horace Sheble, Who Recently Resigned as Factory Manager of the American Graphophone Co., on June 1 Was Entertained by Heads of the Departments of the Company and Their Assistants at Farewell Dinner—C. E. Woods, Succeeds as Manager of the Plant.

On Saturday evening, May 25, the heads of departments of the American Graphophone Co. and their immediate assistants tendered Horace Sheble, factory manager, a farewell dinner.

Mr. Sheble left the American Graphophone Co. June 1, after a three years' residence in Bridgeport as head of the factory, where he made many friends during his business and social life there. Before leaving Mr. Sheble made a short, but effective speech, outlining Mr. Sheble's accomplishments as factory manager, and complimented him upon his rare possession of drawing to him by ties of friendship his subordinates, at the same time obtaining their maximum co-operation. This has been one of the strong features of the Sheble management.

Mr. Sheble was visibly surprised on receiving the gift, and replied in a very clever speech, in which he showed much feeling for the kindness shown him by his sincere regret at leaving his friends in the company.

Before embarking in the business of an industrial engineer, Mr. and Mrs. Sheble will take an extended trip West, where Mr. Sheble has interests.

C. E. Woods has succeeded Mr. Sheble as manager of the plant.

H. A. VERKES ON BUSINESS.
Manager of the Wholesale Department of the Columbia Phonograph Co. Well Pleased with the Increasing Appreciation of the Columbia Products as Manifested by the Growing List of Representational Agents.

H. A. Verkes, manager of the wholesale department of the Columbia Phonograph Co., General, New York, is one of the decidedly optimistic talking machine men of the present day. In a brief chat with "The Review," Monday, Mr. Verkes said: "Business is good and it is my impression that it will continue good right through the summer. Of course, local conditions in some different sections of the country are responsible for some slight fluctuations; they are of such minor nature, however, as to be hardly noticeable. Just so long as the present healthy demand continues there is no reason for lack of findings. The list of Columbia dealers is growing rapidly, and it is particularly gratifying to note the high class of the department stores and piano dealers who have recently joined forces with the Columbia Co. We feel justly proud of the number and standing of the many piano dealers now representing the Columbia."
NEW ELECTRIC STOP.

For Disc Talking Machines Being Placed on the Market by the Standard Electric Stop Co. with Offices in the Empire Building, Philadelphia—To Make Display at the Chalfonte Hotel During the Convention of the N. A. T. M. J.

Philadelphia, Pa., June 9, 1912.

The Standard Electric Stop Co. (Sesco), is introducing a new electric stop for disc talking machines, which has won great deal of favorable comment among the jobbers who have seen it.

H. Potsdamer, formerly advertising manager of the Black Diamond Coal Co., of Philadelphia, has been secured as manager and has opened offices in the Empire building, 13th and Walnut streets, this city.

The Standard Electric Stop Co. has its own manufacturing plant and is prepared to supply orders promptly at this time.

Mr. Potsdamer will have headquarters at the Chalfonte Hotel, Atlantic City, during the convention of the N. A. T. M. J., July 1 and 2, where he will be pleased to demonstrate this latest improvement in automatic stops.

The Bloomingdale-Weiler Advertising Agency, of Philadelphia, is preparing copy at this time for a comprehensive national campaign which will begin upon the return of Mr. Potsdamer from his extensive business tour.

SPECIALTIES THAT INTEREST

A Line of Record Albums and Record Carrying Cases That Are Greatly in Demand.

The announcement of the Schafford Album Co. of New York, which appears elsewhere in The World, should interest members of the trade desirous of handling specialties that appeal to the purchasing public. There is no mistake but that record albums to match cabinets in golden oak, Mission, mahogany, bird’s-eye maple and Circassian walnut should prove quick and profitable sellers. These albums are admirably constructed and very handsomely finished, and better still, are sold at a price that cannot fail to win consideration.

Each record album has gold-plated ring on the back, so as to match the metal finish of all machines.

The albums are made to fit all Victrolas and Columbia machines. The company will be ready to fill orders for these albums after June 15.

Another novelty offered by the Schafford Co. is a complete line of record carrying cases, which are of the same high quality as the Schafford record albums. The carrying cases are made of the very best of imported Viennese imitation leather, artistic and durable, and made of material to match the wood cabinets so much used by large manufacturers. They are made to hold 24 to 50 ten-inch and twelve-inch records.

They are partitioned and contain drop fronts with index attached, so that records can be selected with celerity. These specialties are now ready for the trade and the manufacturers invite immediate consideration.

T. C. Schauff, head of the Schafford Album Co., 20-28 Lispenard Street, New York, in a chat with The World this week, stated that his business was exceedingly active and that he is having a tremendous demand for record albums and carrying cases from the talking machine trade in all parts of the country. The Schafford Co. has just moved into a factory double its old capacity, directly opposite the old address. This step became necessary in order to meet the demands of the business.

GOES IN FOR MOTOR BOATS.

J. Newcomb Blackman, president of the Blackman Talking Machine Co., who has long been an enthusiastic automobilist, has decided to go in for motor boating this season and has purchased a speed 35-foot motor boat which he will use extensively while staying at his summer home at Brightwaters, Long Island. If Mr. Blackman has the hair-raising experiences with the new boat that he has had with his automobiles, there are going to be some class swimming matches this summer.

GRAFONOLA FOR PEARY.

The Famous Arctic Explorer Buys a Grafonola "Princess" with a Full Complement of Records Through the Columbia Store at Portland, Me., for His Summer Home.

A letter from the Columbia Phonograph Co., Portland, Me., to headquarters, New York, announces the fact that Rear Admiral Peary, the famous Arctic explorer, recently purchased a Grafonola "Princess" and a full complement of records. The management of the Portland store attribute the sale to the power of their window display, which first attracted the Admiral's attention. Admiral Peary has expressed himself as much pleased with the machine and particularly with the new tone shutter, which is an exclusive Columbia feature. The machine was delivered to the Admiral's summer home at Eagle Island, Me.

SHEEP & VANDERGRIFT, Inc.
PHILADELPHIA, PA.

Mr. Dealer!
Stop and Think!

MUSIC MASTER
Solid Wood Horn
Gives
The Most
Resonant Tone
To the Record Reproduction.

Our Horns are now and always have been at the head of the list. (Not only from the standpoint of workmanship and finish, but from Scientific Principle).

Since the first MUSIC MASTER SOLID WOOD HORN was placed on the market, "It has no EQUAL" in Horns or Hornless Machines.

The Only Horn Guaranteed.

The many thousands in use and the demand for them fully attest to incomparably clear, beautiful, mellow tone quality, etc.

Should your Jobber be unable to supply you, write us.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

VICTOR TRADE PUBLICITY.

Under date of May 20 the Victor Talking Machine Co., Camden, N. J., sent to their dealers a letter and the supplements containing the list of new Victor records for June. The letter in a general way takes up the manner in which the Victor Co. is handling the present season’s aggressive advertising campaign and urges the dealers to join their forces and utilize the local mediums, thereby creating a demand which is only possible by co-operation.

A special hanger advertising the new Champ Clark records is a recent creation for the dealers. Champ Clark is discussing the great questions of the day by the medium of Victor records. These records should prove popular, considering the interest manifested in the present political campaign.

A company is known by the men it keeps. The best employers were once the best employees. Do you know how much business each clerk has done?
AN ENGINEER OF REPUTATION.

Clinton E. Woods, New Manager of the Factory of the American Graphophone Co., enjoys a High and Recognized Position in His Chosen Field.

Clinton E. Woods, who has succeeded Horace Sheble as manager of the factory of the American Graphophone Co. at Bridgeport, Conn., has behind him a splendid record in varied lines of effort. After graduating from school in 1881 he immediately entered into electrical engineering work as a construction engineer for the Westinghouse Electric Co., and later became consulting electrician of the National Electrical Manufacturing Co. of Eau Claire, Wis., being made subsequently consulting electrician and designer for the Standard Electric Co. of Chicago. In 1895 he went into business for himself as a general mechanical and electrical engineer, making a specialty of designs for electrical machinery and motors. Naturally the question of having his designs manufactured brought Mr. Woods in close contact with manufacturing, accounting and other industrial problems, and he became so interested and met with so much success in dealing directly with the industrial problems that he adopted as his profession that of industrial engineer, which work he has been engaged in for some 12 years, during which time he has reorganized, revised and straightened out the affairs of more than 100 different factories and has written and published some fifteen books on industrial organization, systematization and accounting, and is considered today to be one of the foremost authorities on such questions. His writings have been quoted very largely on both continents and in very many text books, and it has been his constant endeavor not only to do an honest work in a practical engineering field, but at the same time to pass his accomplishments along for the benefit of others.

"I have taken up the work of managing the factory of the American Graphophone Co. with an unusual keen interest," said Mr. Woods, "as perhaps nothing has appealed to me in connection with it so much as the highly specialized industry in itself, and that probably there is no industry in the country that represents an acquisition of such a variety of different experiences as are required in the conduct of this business when one considers in conjunction with the manufacturing problems the various laboratories used for the continued development of new ideas and the various units that are required as a surrounding element to the manufacture.

"For myself, I am keenly interested for the simple reason that I believe there is no limit to be put upon the magnitude that the business may ultimately develop into. In other words, it has seemed to me to be the offering of an opportunity to all the previous experiences that I have had in the industrial world could be brought into play with full force and effect.

"I think this answers, in a large measure, why I have been willing to consider the proposition for giving up my professional work and confining myself to the management of talking machine manufacturing problems."

IT IS A MUSICAL INSTRUMENT.

Momentous Question Decided by the Chairman of the Railway Commission in Canada.

A much discussed question as far as talking machine and railroad people are concerned was decided last week by D. Arcy Scott, assistant chairman of the Railway Commission when he issued an order declaring that the gramophone is a musical instrument. An application on the part of the Berliner Gramophone Co. of Montreal, Ltd., brought the matter to a head and provoked the judgment which it is hoped will forever settle the question which has exercised such a disturbing influence over the record business. The order says: "It is ordered that in Canadian freight classification the following articles be transferred from their second class carriage applicable to musical instruments, namely, gramophones, phonographs, pianographs, pianographs, phonographs and records."

AN IMPORTANT ANNOUNCEMENT.

Under date of May 14 the Columbia Phonograph Co., General, New York, sent to the trade letters announcing the discontinuance of the sale of destructible cylinder records. To assist their dealers in disposing of any stock they may have on hand the company has reduced the retail price to a point where dealers can offer their customers exceptional bargains in these records. The prices quoted are twenty-one cents each for the two-minute records, or five for one dollar, and twenty-six cents each for the four-minute records, or four for one dollar. The Columbia Co. feels confident that these reductions will move the entire stock in a comparatively short time. Substantial assistance in publications best adapted will be carried out, and with the dealers' conjunction and the cut in prices a quick demand should be easily stimulated.

VICTOR RECORDS BY CHAMP CLARK.


The Victor Talking Machine Co. last week announced the issuance of five twelve-inch double-faced records and one twelve-inch single-faced record by Champ Clark, who is now completely in the public eye as a candidate for the Presidency of the United States on the Democratic ticket.

Sunday recently Mr. Clark made a special trip to the Victor laboratory to make his records, and at that time reminded the manager that as the nomination campaign is now at its height, there is an immediate demand for the record in very many sections of the country, and urged upon the Victor Co. the importance of placing them on sale at the earliest possible moment—hence the special announcement. The titles of the records made by Mr. Clark are as follows:


Volubility in salesmanship, or in an advertisement, takes up valuable time in its production and confuses the mind of the prospective customer. Plenty of men have succeeded in business and reached the top through their ability to take advice and absorb ideas from others.
That's a great record catalog of ours—it's a salesman: use it as a salesman. It presents just such a good list that musical people who don't yet own any talking machine at all will be made to want one for the sake of the records.

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

VICTROLA FOR HOOSIER POET.


(Special to The Talking Machine World.)

Indianapolis, Ind., June 4, 1912.

The talking machine business is quietly pursuing its way in the Hoosier State these days. Every now and then one or other of the dealers makes a neat little sale and altogether the talking machine men are in a position to grumble, considering the time of the year.

James Whitcomb Riley, the poet, is enjoying a Vicirola XVI, which he bought several days ago at the talking machine department of the Aeolian Co. in North Pennsylvania street. The poet reports that he is much pleased with the instrument, and the strains of fine operas can be heard as one passes down the quiet Lockerbie street, where the poet lives.

The Aeolian Co. has experienced a phenomenal sale of the Gluck-Homer duet record “Whispering Hope.” All the June records put out by the Victor company have been pleasing to the Aeolian patrons and the sale of the records has been very good.

W. S. Barringer, of the talking machine department of the Wulschner-Stewart Music Co., in North Pennsylvania street, says the retail city business has been very satisfactory and that the entire spring and early summer business has been better than ever before. The Wulschner-Stewart Co. has been putting in a number of new record racks in its warerooms and also has relabeled the stock. The Wulschner-Stewart Co.’s talking machine stock room is perhaps as thoroughly equipped as any in this part of the Middlewest. The company boasts that it is always ready to supply any record desired by a patron. The company has had a good sale of Victor records in the last month.

The Kipp-Link Co., which handles the Edison machine, reports that business is keeping up even though the weather has become of that variety which tempts one to lie under the trees and gaze skyward.

Weber and Fields visited here on the night of June 8 and the Columbia Phonograph Co. profited much by the visit. A special display of the Weber and Fields records was made. These records have proved to be big sellers in the past few months and the coming of the great comedians in person will not tend to diminish these sales. The more he people hear of them the more they want to hear.

The Columbia Co. is profiting by the opening of the airdomes throughout Indianapolis and other cities and towns in Indiana. The managers of these show places are investing in the Twentieth Century B. C. machine, and the local company has made a number of sales in the last few weeks. The B. C. machine is taking the place of the child singers. Opposition to the putting of children on the air dome stage became so strong that the air dome owner would rather deal with a machine than with those who are interested in the welfare of the child. And the result is that everybody is pleased.

C. P. Hardman, assistant manager of the local branch, is making a campaign among the schools and lodges of the city, urging the buying of the Columbia talking machine. The campaign thus far has resulted in a gratifying number of sales.

L. A. Moler, manager of the Columbia store at Terre Haute, spent a day at Indianapolis a few days ago. He reports conditions good in the southeast part of the State.

NEW STUNT IN VAUDEVILLE.

Henry Tyrrell, the well-known writer and critic, called on Smith at the "Veiluspeck of the American Turf." He is one of the few really great animal painters of to-day. Gean Smith, who is now appearing in vaudeville, has as an assistant in his act a Columbia graphophone. The title of the act is "How the Coyote Loses," and Mr. Smith reproduces this picture on the stage in three minutes and a few odd seconds. He used to paint it in his home for the amusement of friends, telling the story as he painted. Now, as he paints it on the stage, a Columbia graphophone tells the story.

INCREASING INTEREST MANIFESTED IN THE VICTOR IN THE SCHOOLS.

The widespread campaign of the Victor Talking Machine Co., carried on with a view of placing talking machines in the schools of the country, is meeting with continued success as the dealers in the various sections begin to take a personal interest in the movement and those in charge of the schools are impressed with the arguments advanced by and the demonstrations given under the auspices of the educational department of the company. In Chicago, Milwaukee, Denver, Minneapolis, Los Angeles, Boston and practically all the larger cities and towns to the number of 350 have purchased large numbers of Victors for the schools. In Chicago alone 150 machines have been purchased for that purpose, in Los Angeles over 60, and so on. The excellent use to which a talking machine may be put in a school is indicated in the accompanying illustration of a group of pupils on the roof of Public School No. 50, New York, engaged in folk dancing to the music of a Victor.
NEW HOUSE IN DETROIT.

Another Prominent Piano House Takes on Victor Talking Machines—The Farrand Co. Will Feature These Products in Its New Wareerooms—Max Strasburg, Co. Enhancing Floor Space to Meet Trade Demands—The Goldberg Phonograph Co. Is Also Expanding—The Question of Interest on Installments Discussed—Other Items of News.

(Special to The Talking Machine World.)

Detroit, Mich., June 8, 1912.

By the time this is circulating on Broadway there will be another new and first-class talking machine establishment in Detroit. The Farrand Co. will devote a large part of the first floor of its new piano house on Woodward avenue to the Victor line. It also will have a large representation in the stores by demonstration. It will be practically the only sales business conducted on the first floor, as the piano salerooms will be on the upper floors. E. K. Andrew, son of E. A. Andrew, will charge the records.

The business will be conducted on a large scale. Everything in the American catalog will be carried in stock, as will also a complete line of Victors and all-priced machines.

The Max Strasburg Co. finally put through the deal which will double its floor space, but cannot give any definite date before the latter part of the summer. It is likely that the opening of the new store will be made an anniversary celebration. The first year of the company's existence will be marked up. It will be just about that time that the new store will be ready to receive customers.

"When we started in here nine months ago," said Mr. Strasburg, "we thought the space we had would do us for a number of years; in fact, we made our lease for ten years. But in less than four months we found need for larger quarters. If it keeps on this way even our doubled customer traffic will not be sufficient for next winter's trade." Extensive alterations and improvements will be made in the added store before the Strasburg Co. takes possession.

The activities of the talking machine trade here are reflected in enlargements and improvements in another big retail house, the Goldberg Phonograph Co., which has one demonstrator from a single display machine to one of the largest talking machine retail houses in the city was Related in The World last month. When the alterations are completed the Goldberg store will be as large as the Columbia jobbing and retail branch, and will be similarly laid out, with a large parlor at the entrance, in which the best machines will be displayed and a number of smaller demonstrative rooms at the rear, with the offices opposite them.

S. E. Lind, assistant manager of the Columbia branch, whose tour or more years in the business have taught him just what is needed, planned the architectural features for Mr. Goldberg. He says that the store will be the prettiest in the city, which is "going some," for all downtown talking machine stores in Detroit are swell affairs.

Mr. Lind is still acting manager of the Columbia branch after having finished his tour of outside duty for the company. He is at the Chicago headquarters this month. A couple of weeks ago he came to Detroit to have an operation for appendicitis, but left again as soon as he recovered.

The Columbia business throughout Michigan has been stimulated by the introduction of a number of new finishes. Formerly all Colombias were in mahogany, but good, not furnishers that variety which is said to be the spice of life. The golden oak, fumed oak and walnut are making quite a bit.

Mr. Lind was just completing a rather good sale when the typewriter jammer called. On the floor was a "P. T." machine of the old hand organ architecture, listed at $200, and which had been in stock six years, mainly because it was kept as a display piece when it was a leader of style and interest. This machine, however, was a swell machine in quality. Mr. Lind disposed of it for full price, nearly all spot cash. This latter feature is in itself unusual, for almost all machines, no matter what the price, are sold on time, without interest.

That is something that the Detroit men will try to have altered at the coming convention of talking machine jobbers at Atlantic City. It takes an enormous amount of capital to carry contracts under the present ironclad one-price system, and the retailers have to stand practically all of it, for the manufacturers get their money thirty days from date of shipment. If the dealers were permitted to charge interest on contracts they would not lose money on their investment, and many more cash sales would result. As it is there is every incentive to induce a customer to purchase on time. He has the use of the machine and of the money for nothing. Detroit dealers favor a change permitting them to charge ten per cent. additional for machines sold on time. It would not make much实际 difference in the prices of the machines, a $200 one selling for $220, and a $110 one for $110, and so on, but it would be enough to induce the buyers to write their checks for the full amount.

Some of the large houses here sell several thousand dollars worth of machines in a week, and at the end of a few months such a business amounts to a very large investment.

"I am heartily and aggressively in favor of such a change," said Alex Strasburg. "It would be a big benefit to the trade as a whole. Dealers would have a great deal more cash to do business with, therefore they would have resources to buy more machines and to sell more machines. The talking machine manufacturers would benefit in this way, and the dealers in their increased profits."

Harry Rupp, manager of the talking machine department of Grinnell Bros, talked in the same vein.

The annual summer lull in the business is noticeable, but not markedly so. In all of the houses the business for May was less than for April, but for two to three times as that for May of last year, showing the actual growth to be phenomenal. Grinnell Bros report that all but two or three of their twenty-five branch stores up State have been making lots of money in the phonograph end of the business. Over in Canada also the Grinnell stores are waking up the natives. Of course, Grinnells cannot ship across the river into a foreign land, but they are doing much through Canadian houses.

Business in records and sundries continues unabated. People who have talking machines make both or more of them in the summer as they do in the winter, and then, hereabouts at least, the demand for both machines and records for use on boats of all sizes is a large factor. The high-priced machines are still in greatest demand.

TO ORGANIZE IN CANADA.

Distributors and Dealers in Victor Talking Machines to Gather in Toronto on June 19 for Purpose of Forming Association.

(Special to The Talking Machine World.)

Toronto, Ont., June 10, 1912.

Plans are now under way for the formation of a permanent organization of the Victor talking machine distributors and dealers throughout the Dominion, along the line of similar associations of talking machine jobbers and dealers in the United States. The first meeting of the talking machine men, at which it is hoped the organization will be perfected, is scheduled to be held in this city on June 19 and the prospects are that the attendance will be large and consists of men from many provinces, owing to the number of subjects of importance to the trade, to be discussed and the interesting papers on live subjects to be read.

The meetings, which will occupy two days, will be held in the premises of His Master's Voice Gramophone Co., 206 Adelaide street, West.

The esthetic nerve is in the breeches pocket. Your customer will take in the good points of the line, once he is made to realize that it means profit for his pocket.

When it comes to speedy delivery we are right there with the goods.

Every order shipped the same day it is received.

Great team work! The kind of team work that every wideawake dealer will applaud; that always gives you what you want when you want it.

Everything in Victors, Victor-Victrolas, Victor Records, record cabinets, horns, needles, fiber cases, repair parts, and accessories, is under our roof ready for you to draw upon. It's just like going into your own storeroom and bringing the goods into your store.

Try us out on your next order and let us show you what we can do in actual practice.

At any rate write today for our latest catalog and our booklet "The Cabinet That Matches."
ATTACHMENT FOR PHONOGRAPH AND LIKE MACHINES AND RECORDS

(Washington, D.C., June 7, 1912.)


The object of this invention is to provide means for producing certain given sounds through a horn. The invention is particularly adapted for use on automobiles or other vehicles in sounding an alarm.

In the accompanying drawings Fig. 1 is a side view of the improved device illustrated in connection with an automobile horn; Fig. 2 is a plan view; Fig. 3 is a sectional view on the line 3-3, Fig. 2, and Fig. 4 is a perspective view of a portion of the device.

The invention can be used in connection with any sound reproducing mechanism, and in the drawings is illustrated a graphophone construction using a cylinder upon which are the indentations for producing given sounds. This device is preferably placed in close proximity to the seat of the automobile driver, so that he can operate the lever in place of the air bell, although the device can be placed at any point and the lever actuated through operating mechanism without departing from the essential features of the invention. The horn can be placed at any convenient point and connected with the instrument by any flexible tubing.

A is the base upon which the graphophone is mounted. B is the base plate of the graphophone and B' are the vertical supports for the mechanism. C is the drum on which the tubular record is mounted. D is the feed screw for traversing the cylinder E. F is the main shaft on which is mounted the ratchet wheel f, a pawl f' on a gear wheel F' loosely mounted on the said shaft F. A train of gears transmits the motion from the gear wheel F' to a pinion d on the shaft D. The ratchet wheel F' is supported at its outer ends, as well as the screw shaft by a bearing B'. I is the governor for limiting the speed of the mechanism.


This invention relates to an attachment adapted to be used in connection with a phonograph or other similar sound reproducing machine, and has for its object to produce an instrument that will amplify the sounds reproduced from the record and which shall accommodate itself without impairing the timbre and tone qualities of the record being translated, a defect that is common to amplifying horns such as are usually employed in connection with sound reproducing machines; and which often renders their use, especially in parlors and small apartments, objectionable.

Fig. 1 is a side view of an instrument embodying the invention adapted to a sound reproducing or talking machine of a well-known type. Fig. 2 is a rear elevation of the attachment; Fig. 3 is a front elevation of the front wall of the casing being removed; Fig. 4 is a similar view to Fig. 3, with the sounding board removed and parts being in section; Fig. 5 is a longitudinal sectional view through the complete attachment; Fig. 6 is an elevation of the sounding board detached; Fig. 7 is an edge view of the sounding board drawn to a larger scale; Figs. 8 and 9 are detached views of the support for the attachment.

The accompanying drawings A designates the casing of a talking machine, provided with mechanism for supporting and revolving a record B, with which engages the stylus C, connected with the sound box D. These parts may consist of any usual or approved construction, as they form no part of my invention, which is adapted to be used in connection with talking machines of a wide variety of styles.


The main objects of this invention are: First, to provide in a phonograph an improved control mechanism for the various operating parts. Second, to provide in a phonograph an improved carriage control. Third, to provide in a phonograph an improved record driving mechanism. Fourth, to provide in a phonograph an improved record magazine. Fifth, to provide in a phonograph an improved magazine lock and adjusting mechanism therefor. Sixth, to provide an improved phonograph, which is simple and compact in structure and easily operated, and, further, one which is not likely to be broken by an unskilled operator or to get out of repair in use.

The structure described constitutes one effective embodiment of the invention. Other embodiments would be readily devised by those skilled in the art.

A structure constituting an effective and preferred embodiment of the features of this invention is clearly illustrated in the accompanying drawings, forming a part of this specification, in which:

Fig. 1 is a detail front elevation of a structure embodying the features of the invention, the operating parts being outside the casing only being shown; Fig. II is a rear elevation of the magazine and operating mechanism of the improved phonograph; Fig. III is a horizontal section, taken on a line corresponding to line 3-3 of Fig. II, the control lever being omitted; Fig. IV is a detail vertical section, taken on a line corresponding to line 4-4 of Fig. III, showing details of the sound-box carriage; Fig. V is a detail vertical section, taken on a line corresponding to line 5-5 of Fig. III; Fig. VI is a detail vertical section, taken on a line corresponding to line 6-6 of Fig. V, showing details of the control mechanism; Fig. VII is a detail vertical section, taken on a line corresponding to line 7-7 of Fig. VI; Fig. VIII is a detail vertical section, taken on a line corresponding to line 9-9 of Fig. I, showing details of the index.


The present invention relates to an embodiment of the use of horns for talking machines, as has its object the provision of a horn suitable for use on such machines whether of the disc or cylinder type, and one that will be readily adjustable to the various requirements encountered in operating either such type of machine.

In said annexed drawings Fig. 1 is a side elevation of one typical form of cylinder talking machine, with a horn shown in connection therewith embodying the present improvements; Fig. 2 is a side elevation similar to that of Fig. 1, but showing the horn as applied to a talking machine of the disc type; Fig. 3 is a horizontal sectional detail of such horn; Fig. 4 is a vertical section of a de-
sufficient to overcome the natural viscosity of the material. Yet, these very minute bubbles which are due to decomposition within the material are prominent enough to seriously affect the character of the reproduction. Having introduced the molten material in the rapidly turning mold, so as to uniformly distribute the material over the bore of the mold, it is of course important that the mold should continue to rotate until the material becomes hard enough to retain its shape, but obviously the speed of rotation can be gradually reduced as the material becomes gradually hardened.

It will of course be understood, that the general principles of the invention can be carried out in many different ways, and in many different forms of apparatus. Preferably, however, the apparatus is one in which a practically continuous process can be carried on, a succession of molds being at all times undergoing treatment, so that when, for example, the step of introducing the molten material into one of the molds, is being carried out, the record will be practically finished in a previously introduced mold in which the several operations have been performed.

In the accompanying drawings, forming part of this specification, is illustrated a convenient apparatus for making matrices or molds which for all practical purposes are mathematically exact negative copies of the original master records, and several processes have been suggested and commercially used for obtaining duplicates from these matrices, but none of these methods is simple, and the process, it is important that the temperatures used should not be too high, since the material from which the records are made contains considerable quantities of free stearic acid, which in the presence of a high temperature attacks and roughens the surface of the mold, even when the latter is protected by a non-oxidizing film of gold or nickel. Therefore, expensive and the slightest roughening is manifested in the reproduction from a record obtained from the same. Hence, it is important that the temperature should be held within the neighborhood of the melting point of the material, or at best, only a few degrees above the same, in order that the life of the molds may be prolonged as much as is possible. When working with the matrix material at relatively low temperatures another difficulty is encountered, namely, the formation of air and gas bubbles, which appear on the surface of the record. These bubbles are sometimes caused by the trapping of air in the mold, even when great care is taken to avoid the difficulty, and some are caused by the decomposition of the material, in its original manufacture, or when scrap material is remelted. The low temperature at which the material is worked makes it more or less viscous, and since the bubbles do not have the opportunity of freely escaping, but move sluggishly through the mass.

By the present invention the inventor is enabled to make matrices and other materials in a highly perfect and economical manner, the material being maintained in a molten state at not necessarily less than a few degrees above the melting point, so as to present the material in the condition of being capable of being forced out of the molds, with no difficulty when at the same time, the operation is such that air and gas bubbles are efficiently prevented from appearing on the record surface. To this end the invention consists in the provision of apparatus for making duplicate records by centrifugal force, the mold being rotated at a sufficiently high speed and the molten material being introduced therein, so as to be forced outwardly and distributed over the entire bore of the mold, the mold being heated to the temperature of the molten material so that when the matrix material is introduced therein, it will not chill on the mold, but will retain its fluid state, thereby permitting its complete and uniform distribution to be effected and allowing the bubbles to be distributed and forced into or through the bore of the material. This forcing of the bubbles inwardly away from the surface of the record can be effected rapidly and perfectly, since the tendency of the material to displace the bubbles, (provided the speed of rotation is high enough) may be made very much more decided than if the bubbles are allowed merely to float to or through the body of material.

This invention relates to improved apparatus for making duplicate phonograph records, Jonas W. Ayleswoyth, East Orange, N. J., assignor by mesne assignments to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,007,358.

This invention relates to talking machines and phonograph recording-apparatus, and particularly to a reproducer. The novel features of the machine described in this invention consist broadly in the employment of a guide-bridge spanning the record tablet and capable of being thrown back about an axis parallel with its length, while it can also be lifted bodily together with a diaphragm-holder, a direct driving record and a screw gear for traversing the diaphragm-holder for which it acts as a guide in its movement over the record; and in a construction and arrangement of the parts such that when the bridge is lifted the traversing gear is immediately detached from the driving motor, while conversely the bridge when lowered at any position on the traversing gear as promptly puts the latter into operation again by clutching with the said driving motor without the need of careful centering. It is preferred in such a mechanism that the bridge should be provided with a diaphragm-traversing-guide in one half, and the screw or other traversing gear in the other half with a dividing box, wherein a direct gear drive, screw, or the like is contained. In addition to the two movements which may be given to the bridge, the diaphragm-bridge itself may be swung back about a pivot formed by one of the guide-bars of the bridge, and when so moved, takes the traversing nut out of engagement with the record tablet, and moves to the adjacent guide-column, wherein a direct gear drive, screw, or the like is contained. In addition to the two movements which may be given to the bridge, the diaphragm-bridge itself may be swung back about a pivot formed by one of the guide-bars of the bridge, and when so moved, takes the traversing nut out of engagement with the record tablet, and moves to the adjacent guide-column, wherein a direct gear drive, screw, or the like is contained.
graphic recording stylus, and the object is to provide a device for the purpose in which a very perfect curved cutting edge can be formed of very small diameter.

At the present time the available path on the blank for the accommodation of the record is one one-hundredth of an inch (.01"), since this is the standard pitch originally proposed by me and now adopted universally by talking machine manufacturers. The recorders at present used present a substantially circular cutting edge the diameter of which is about four one-hundredths of an inch (.04"). It is proposed to make phonograph records with a pitch of two hundred threads per inch, the advantages of which are explained in an application for letters-patent filed on the 24th day of February, 1905.

In order to form a record in a path one-half as wide as that now presented, and of the same depth as that now formed, the recording stylus should not, as might be supposed, be one-half the diameter, but is necessary that it should be substantially one-fourth the diameter of that now employed, namely, about one one-hundredth of an inch. Even in the manufacture of a recording stylus four one-hundredths of an inch in diameter the operation is a difficult one, requiring labor of the highest skill, niceties of great delicacy of adjustment and construction, and most of the operations have to be performed under the microscope. Yet with these precautions there is very considerable loss by breakage, since the material used, sapphire, although extremely hard, is very brittle and of little bodily strength, so that it chips and cracks readily.

To attempt to form a recording stylus only one one-hundredth of an inch in diameter of this material, and the present process and machines, and of the present type or form, might be possible as a mechanical phenomenon, but is not believed it can ever be done in a commercially practical way. The invention has sought to modify the shape of the recording stylus whereby it may be readily made with a cutting edge of smaller diameter and at the same time its shape will be such that the production of the cutting edge somewhat similar to that employed on an enormously larger scale in a shape tool. The stylus is inserted and held in a suitable socket so that the cutting edge will be properly presented to the blank, and is carried by or affixed to the diaphragm in such a way.

Figure 1 is a sectional view on the line 1-1 of Fig. 3, at the cutting edge of the improved stylus showing the shape of the improved stylus to a greatly enlarged, and illustrating by dotted lines the relative shape of recorders now used having a diameter of four one-hundredths of an inch; Fig. 2 is a perspective view of the improved stylus enlarged to one-fourth the scale of Fig. 1; Fig. 3, a front view of the same on the same scale as Fig. 2, and showing the stylus engaged in a blank; Fig. 4, an end view of the improved stylus enlarged to a smaller scale, showing the same mounted on a diaphragm; Fig. 5, a front view of the same, and Fig. 6 a plan view of the same.


This invention relates to phonograph reproducers of the pneumatic type, and, generally speaking, of the type in which undulations corresponding to sound waves are impressed upon a current of any suitable moving fluid by the operation of a suitable valve through which the fluid is allowed or caused to pass, the valve being operated in accordance with the sound waves as by connection with a reproducing stylus tracking a record groove. There is filed in the United States Patent Office an application Serial No. 409,281 on May 1, 1909, in which is disclosed and claimed broadly a phonograph reproducer of this character in which the valve or vibratory member or members were of minimum mass, whereby defects due to inertia and momentum of parts are largely avoided. In the application referred to, thin, reed-like members are interposed in the path of the moving fluid current and are vibrated in accordance with sound vibrations to be set up corresponding undulations in the moving fluid current passing through the sound box. Specifically, in the application referred to a port plate is provided having one or more slit-like ports therein through which the fluid is passed, the slit-like ports being seated the thin, reed-like members which are placed under tension and secured rigidly to the port plate at both ends. These members are joined together and flexed by connection with the stylus to vary the extent of opening of the ports to a greater or less extent.

The present invention constitutes an improvement upon the invention of the application referred to, the improvement residing in the manner of mounting the elastic reed-like members upon the port plate.

The object of the invention is to improve the quality of sound reproduction of a device of this character.

Figure 1 is a side elevation, partly in section, of a sound reproducer embodying the invention, Fig. 2 is a top view of the port plate with the vibratory member secured thereto. Fig. 3 is an enlarged cross section on line 3-3 of Fig. 1.


This invention relates to phonograph reproducers of the pneumatic type, or, generally speaking, of the type in which undulations corresponding to sound waves are impressed upon a current of any suitable moving fluid by the operation of a suitable valve through which the fluid is allowed or caused to pass, the valve being operated in accordance with the sound waves as by connection with a reproducing stylus tracking a record groove.

The improvements covered by the present application reside chiefly in the construction of the valve through which the air or other moving fluid is caused to pass, the valve being operated in accordance with the sound-waves as by connection with a reproducing stylus tracking a record groove.

The improvements covered by the present application reside chiefly in the construction of the valve through which the air or other moving fluid is caused to pass, the valve being operated in accordance with the sound-waves as by connection with a reproducing stylus tracking a record groove.
FIGHTING THE OLDFIELD BILL.

The Correspondence of J. C. Roush, Secretary of the National Association of Talking Machine Jobbers, with Senator Smoot on the Price Maintenance Question.

The National Association of Talking Machine Jobbers has been very active, through Secretary J. C. Roush, in opposing the Oldfield bill, which proposes a change in the patent laws bearing upon price maintenance. In response to a letter of protest sent to Senator Reed Smoot, Mr. Roush received the following letter, under date of May 15:

"Dear Sir—I desire to acknowledge the receipt of your letter of May 6, 1912, urging me to oppose any change in the present patent laws that may affect price maintenance, and calling my attention to the millions of capital invested in the talking machine business, and stating that any change in the patent laws that would prevent the manufacturer of a patented article from prescribing the retail price of his patented goods would be a serious blow to all dealers in your line of business. While I was chairman of the Committee on Patent's of the Senate this question was considered, and the bill that I introduced to the meeting in question was defeated. Unless there are some good reasons given why a change should be made, I would still be inclined to my former view. I shall give this matter my most careful attention.

"Yours very truly,

"REED SMOOT.

On May 26 Secretary J. C. Roush again wrote Senator Smoot as follows:

"Dear Sir—I thank you very much for your courteous and interesting letter of May 15 in reply to mine of the 8th, and while I have no doubt that you have been flooded with many letters on this subject, I feel that in fairness to the interests I represent, as secretary of the National Association of Talking Machine Jobbers, I should again write you on this subject.

"Without going into the technical end of the discussion, or using many of the now hackneyed arguments as to the extensive real rights of the owners of patents, there are a few points that I will merely touch upon.

"It may be that our patent laws require some modification, but it is my firm conviction that there is no real hardship worked upon the public itself by leaving with the patentees the right to distribute their merchandise and their products as they may see fit.

"If a man does not wish to eat the patented breakfast foods, he certainly can revert to the old-fashioned oatmeal mush, which is probably the best, and most wholesome, food; and if he does not wish to drink or pay the price of the various patented medicines, in all probability it may be for his own good if he is thereby forced to retrace his cost and examine his products as they may see fit.

"I would seem to me that between getting few, or no, substantial increase in the prices of the patented goods, and the millions of capital invested in the talking machine business, the necessity of maintaining those prices, is not so great. It may be that the present patents are not those which the public are complaining regarding the prices of, but rather the necessities of the monopoly which follows the appointment of a commission to study and suggest modifications, if necessary, of our patent laws that will meet with your endorsement.

"Again thanking you for your kind consideration, I beg to remain,

"Yours most respectfully,

"J. C. ROUSH, Secretary."

DRAWING POWER OF A SMILE

Often as Important in Building Up Trade as Quality of Goods and Prices—Smiling is Contagious.

A successful merchant is speaking of the many characteristics that help men along the road to success spoke emphatically of the drawing power of the smile.

"A customer frequently does not stop to think what he refers to patronize one store rather than another, but if you analyze the reason you will often find that, other things being equal, it is a friendly smile that attracts him, and makes him feel at home in your place. A wholesome smile breeds confidence, makes a man feel that you are his friend and that you will receive fair treatment at his hands.

"How much easier it is to transact business with a man when you have greeted him with a pleasant smile? Like pouring the proverbial oil on the troubled waters, it immediately eliminates friction.

"A smile requires so little effort and the results are so far-reaching that it is not more assiduously cultivated.

"You may not always feel like extending this pleasant welcome, but when you realize how hand-somely it pays—and how inexpensive it is—it will gradually become easier for you to overcome your personal feelings. The peculiar part about it is that it reacts beneficially on yourself, often dissolving the grouch which you have allowed to possess you.

"Smiling is contagious, and if you cultivate the habit of smiling, those about you will presently assume this attitude."

The man who coincides with the judgment of every acquaintance is a mere mirror, simply reflecting the characteristics of others; lacking in strength—a human chameleon, changing his colors as he changes his surroundings.
Leading Jobbers of Talking Machines in America

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Send us your name and address and we will mail you a complete illustrated catalog, giving detailed information concerning all Victor products. Showing the various styles of Victor Machines, list of all Victor Records, the entire line of Victor Cabinets, Repair Parts and all Accessories. Dealers, let us help you build a Victor business.

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Puritone Needles should pay you a good profit. It costs nothing to sell them because you have your organization.
To help you we will print special envelopes with your name and business; every envelope gives you profits and free advertising.
You will be advertised, too, by the satisfaction-quality of the needles; owners of machines will regard yours as the best needle store; this will build your business.
Get this sample package, telling us who's your jobber, and find out the goodness of Puritone Needles, built of experience, material and brains.

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"If it's made we ship it the same day order is received"
Who buys

The EDISON PHONOGRAPH

The man who does not like eternal needle changing—the one who wants real music, minus the scratch—who wants to make records at home—who prefers to hear all of every selection.

And how many does that make within your selling radius?

So many that you’ll never catch up.

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