The instrument by which the value of all musical instruments is measured.
The Vitaphone Reproducing Device

Used on all Vitaphone instruments introduces a Non-Metallic Reproduction.

The sound waves pass through a vibrating arm, of solid wood, the most resonant material known.

The broad Vitaphone patents, covering a new scientific and mechanical principle, allow us to uphold and maintain an absolutely unassailable position from every patent standpoint and to insure every Vitaphone dealer the full benefit of the liberal trade discount allowed from our established catalog prices.

Plainfield, N. J.
TALKING MACHINE DISPLAY IN NEW AEOLIAN HALL.

Department Devoted to the Full Line of Victor Talking Machines in This Palatial Home of Music in New York Is as Complete as It Is Artistically Conceived and Furnished—Twenty Demonstration Rooms Afford Plenty of Conveniences to Supply Buyer Needs—Descriptions and Views Will Interest—Interesting Chat with Manager Bobzin.

Aeolian Hall, the beautiful new home of music on W. 48th St., opposite Bryant Park, New York, can boast of many handsome rooms, but there is none that can claim superiority to the magnificent talking-machine department situated on floor A, one floor below the street level. Hundreds of talking-machine men have visited the new department since it was formally opened to the public last month, and they have all expressed their admiration in glowing terms.

Some idea of the beauty of this department may be gathered from the photographs shown, but the full value of its handsome furnishings and appearance can only be had by visiting the new Aeolian Hall, and spending some time on floor A (the more time you can spare the better). Upon entering the department the visitor is impressed by the quiet air of refinement that is evident on every hand. Nothing appears to mar the harmony of the beautiful furnishings, and the whole floor seems to radiate an atmosphere of cordial welcome by reason of the numerous easy chairs, divans and settees that are placed along the sides. The decorations are distinctly modern, and the white doors and partitions lend dignity and richness to the entire floor. There are twenty demonstration rooms where patrons may hear their records with entire pleasure.

These rooms are absolutely soundproof and are furnished tastefully and suitably. This talking-machine department at Aeolian Hall handles Victor products exclusively, and a most complete line is shown. Every type of Victor and Victrola is exhibited, and the purchaser is enabled to choose from all styles of cases and models. The publicity given the talking-machine department has been in keeping with the high quality of Aeolian publicity, and high-class copy has been used in all the New York newspapers. The copy that brought publicity, and high-class copy has been used in all publicity given the talking-machine department has been to choose from all styles of cases and models. The Victrola is exhibited, and the purchaser is enabled to handle Victor products exclusively, and a most suitably.

Looking over the Victor models, the visitor is impressed by the obvious desire to be found in the city, as we have every record in stock that has ever been published by the Victor company. This enables us to offer the public the very best service at all times, and allows prospective purchasers to have the widest possible choice of Victor records. One of the noteworthy features of the recent business is the large number of sales of the higher-priced instruments, ranging from $200 upwards. These are meeting with remarkable success, and the call for them is steadily increasing. Last week we sold several Victrola No. XVI in cecassion walnut, which retails at $350, and this week we disposed of a handsome Vernis Martin style instrument which sells for $400. Another sale of special interest was that of a $700 machine to Mrs. Vanderbilt. This machine was inlaid with gold, and was exceptionally beautiful. These are but two examples of high-grade sales that occurred recently. We are having a steady and rapidly growing call for machines of more than ordinary beauty.

PARCELS POST RULES.

Special Stamps and the Sender's Return Card Will Be Indispensable.

Postmaster Morgan invites the special attention of the public to the following features of the proposed domestic parcels post regulations, which go into effect on January 1 next:

That distinctive parcels post stamps must be used on all four-class matter beginning January 1, 1913, and that such matter bearing ordinary postage stamps will be treated as 'held for postage.'

That parcels will be mailable only at post offices, branch post offices, lettered and local named stations, and such numbered stations as may be designated by the postmaster.

That all parcels must bear the return card of the sender; otherwise they will not be accepted for mailing.

It is of the utmost importance that these requirements be observed in mailing parcels post packages in order that such packages may be promptly handled and dispatched, as failure to so comply will result in inconvenience and annoyance to the public.

The capital stock of the Talking Machine and Music Parlors, of Chicago, I11., has been increased recently from $1,000 to $10,000.
LOOK FOR IMMENSE HOLIDAY TRADE IN SAN FRANCISCO.

Dealers Report an Unusually Large Demand for the Various Lines of Talking Machines and Records—Will Close Big Business if They Can Get the Goods—But is the Demand太大 Than the Supply?—The Edison Phonograph Co. Did Not Solicit New Accounts This Season—Reports Show Falling Off for the Month. (Special to The Talking Machine World.)

San Francisco, Calif., Oct. 9, 1912.

Another month sees no falling off of enthusiasm on the part of the local trade in regard to business and the immediate prospects. From all indications the holiday trade this year will surpass all previous records, that is, if the dealers can get enough of the new style machines to fill the demand. At present there is a cry of "shortage" at most houses and unless large shipments arrive in the meantime dealers will probably experience great difficulty in filling their orders before the end of December. Both the new style Victor and Columbia machines have taken remarkably well, and now the trade is looking forward to the new $500 Columbia machine with special interest.

Records are in good demand. People are now home for the winter and are turning their attention to indoor amusements. The long engagement of the Lothbardy Co. has helped out the sale of opera selections very materially. In speaking of records most dealers say that there is a tendency toward the better class of music. Little or nothing is said about ragtime. But E. W. Scott, at Kohler & Chase's, says although they are selling more classic records than ever before, the books reveal the fact that they are also selling more ragtime than ever before. The only way he accounts for this is that more people are buying talking machines and that the people owning machines are buying more records. He says people want both kinds of music, that it is not an uncommon occurrence for a person to buy the Sextet from "Lucia" and "Everybody's Doin' It" on the same day. When buying a dozen records many customers ask for several classic records, the rest to be made up in ragtime.

A shipment of "Blue" Amberol records has just arrived here and is being distributed by the Pacific Phonograph Co. A. R. Pommer, when interviewed, said: "We are swamped with orders for the 'Blue' Amberol records, which have just reached us." The Edison trade has been looking forward to the new records for some time and there is every reason to think they will move very rapidly.

Geo. W. Lyle, vice-president and general manager of the Columbia Phonograph Co., spent the greater part of the month along the Pacific Coast in company with W. S. Gray, local manager for the company, who met him in Spokane, Wash., on October 15. Mr. Lyle was on his regular semi-annual trip of inspection to the company's various agencies and visited all the larger towns along the coast. From here he and Mr. Gray went south to Los Angeles. The trade along the line was much interested in Mr. Lyle's announcement of the company's new $500 product, the Grand Grafonola, which will be placed on the market during the coming month. The general office here is promised a shipment by November 15, but the retail does not expect any until a month later. The Columbia trade will, no doubt, profit by Mr. Lyle's visit, as he left lots of enthusiasm behind.

Fred R. Anglemier, wholesale manager of the Columbia Phonograph Co., General, reports a splendid business for the past month with the Regal and Eclipse machines continuing as principal feature. However, the Favorite is still a great seller. Three weeks ago, Mr. Anglemier says, they thought they were well supplied with these machines, but they are practically cleaned up now. He says with selling goods is not so much a problem as getting goods to sell.

The Columbia Phonograph Co. has closed a large contract with the Emporium, which is going to handle Columbia goods exclusively. This new talking machine department will be ready in about two weeks and will be one of the finest in town. It is situated on the third floor of the building adjoining the piano display space and will be under the management of J. J. Morgan, formerly with Wannemaker's, New York, but more recently assistant manager of the small goods department at the Hauschildt Music Store.

The Hauschildt Music Co. has moved into new quarters in Oakland, Calif., where extensive improvements are under way. The talking machine department is to be given much more prominence than in the old location, when the present stalls are carried out. However, this will take some time, according to K. A. Leavitt, manager of the department.

W. M. Ringen, until recently manager of the talking machine department at the San Francisco store of the Hauschildt Music Co., is now in the small goods department of Kohler & Chase. E. W. Scott, who owns the talking machine department at Kohler & Chase's, says fall business has reached the point where it can safely be estimated that it will surpass any previous year. The Columbia $30, $40 and $50 machines are selling very fast, as well as the $75, $100 and $200 Victrolas. One of the most popular machines ever handled by Mr. Scott is the $100 Victrola, which promises to be in great demand for the Christmas trade. Mr. Scott is very much interested in the new $500 machine just being placed on the market by the Columbia Phonograph Co. He says it cannot be expected to sell in all locations, but he thinks it will be particularly adaptable for sale in departments such as his, which are situated in large music stores. He has enjoyed a bigger and higher class of trade since moving from the fifth to the mezzanine floor, where he has much more handsome quarters.

Business is reported very good by the managers of the Wiley B. Allen Victor departments. Henry Harris, San Diego manager, spent a few days at headquarters here during the month, bringing a report of a steadily increasing business in the southern part of the State. Mr. Dougherty, who has charge of the Oakland department, is centering his attention on the new homes which are being built in the suburbs of that city and is getting very good results from his campaign.

L. V. Ridgeway, special representative for Lyon & Healy, Chicago, was a recent visitor to the Coast.

A. G. McCarthy, of Sherman, Clay & Co., reports a splendid month, both wholesale and retail, the only difficulty being to get enough of the new Victorolas. He has just returned from a duck hunt at Alvarado, Cal., bringing back the limit.

In Justice To Our Regular Trade
We Are Not Soliciting New Accounts This Season
When the Demand Exceeds the Supply

We feel under obligations to supply our own dealers' wants in so far as factory shipments will permit and not solicit new business which to supply would mean taking out of the mouths of our own regular trade goods needed by them and placing it in the hands of dealers who under ordinary circumstances look to their regular jobber for their goods.

Some jobbers look upon this outside trade as "velvet" but in taking it work hardship on their regular dealers who are loyal to them the year round.

EASTERN TALKING MACHINE COMPANY
177 TREMONT STREET, BOSTON, MASS.

FOR EIGHTEEN YEARS TALKING MACHINES EXCLUSIVELY
Victor-Victrola

The big opportunity in the music trade

The Victor-Victrola occupies the most commanding position in the entire musical world. From a purely musical standpoint, the Victor-Victrola is the most wonderful musical achievement of modern times. And on the business side, the Victor-Victrola has a record of accomplishments that establish it as the most influential force that ever entered into the music trade.

Around the Victor-Victrola centers the prevailing prosperity of the musical industry—a prosperity reflected in the handsome and luxurious salesrooms of to-day, a prosperity that extends right down to the very foundations of the music trade which it has placed upon a more dignified and more substantial basis.

The recent addition of the new Victor-Victrolas assures continued prosperity, and brings new and greater opportunities to every dealer, accompanied by profit and prestige greater than ever before.

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

Berliner Gramophone Co., Montreal, Canadian Distributors

Always use Victor Machines with Victor Records and Victor Needles—The combination. There is no other way to get the unequaled Victor tone.

VICTOR DISTRIBUTORS

Albany, N. Y. ... Finch & Hahn
Altoona, Pa. ... W. F. Frederick Piano Co.
Atlanta, Ga. ... Elrod Audell Co.
Phillips & Crew Co.
Austin, Tex. ... The Talking Machine Co., of Texas
Baltimore, Md. ... Cohn & Hughes, Inc. E. H. & H. S. Sons Co.
H. G. Eisenbrandt Sons
Bangor, Me. ... Andrews Music House Co.
Birmingham, Ala. ... Taking Machine Co.
Boston, Mass. ... Oliver Dixon Co.
The Eastern Machine Co.
The Eastern Talking Machine Co.
M. Stelher & Sons Co.
Brooklyn, N. Y. ... American Talking Machine Co.
Buffalo, N. Y. ... W. D. Andrews
Neal, Clark & Neal Co.
Burlington, Vt. ... American Phonograph Co.
Butte, Mont. ... Orton Brothers.
Chicago, Ill. ... Leach & Ives
The Chicago Machine Co.
Cincinnati, O. ... The Baldwin-Walsh Co.
The Baldwin-Walsh Co.
Cleveland, O. ... The H. H. Buescher & Sons Co.
The Collinet & Sykes Co.
The Eclipse Musical Co.
Columbus, O. ... Perry & Whitco.
Dallas, Tex. ... Sanger Bros.
Denver, Colo. ... The Best Music Co.
The Knights-Campbell Music Co.
Des Moines, Ia. ... Chase & West.
Hager & Bliss, Inc.
Detroit, Mich. ... Grinnell Bros.
Dubuque, Ia. ... Hager & Bliss, Inc.
Elmira, N. Y. ... Rims Arms Co.
El Paso, Tex. ... W. O. Waltz Co.
Galveston, Tex. ... Thos. Goggin & Bros.
Grand Rapids, Mich. J. A. J. Friedrich
Honolulu, T. H. ... Bergstrom Music Co., Ltd.
Indianapolis, Ind. ... Stewart Talking Machine Co.
Jacksonville, Fla. ... Florida Talking Machine Co.
Kansas City, Mo. ... W. J. Jenkins Sons Music Co.
Schneider Arms Co.
Lincoln, Neb. ... Ross P. Curtis Co.
Little Rock, Ark. ... O. K. Hanks Piano Co.
Los Angeles, Calif. ... Sherman, Clay & Co.
Louisville, Ky. ... Montenegro-Rieman Music Co.
Memphis, Tenn. ... O. K. Hanks Piano Co.
Milwaukee, Wis. ... Wisconsin Talking Machine Co.
Mobile, Ala. ... Wm. J. Reynolds
Montreal, Can. ... Berliner Gramophone Co., Ltd.
Nashville, Tenn. ... O. K. Hanks Piano Co.
Newark, N. J. ... Price Talking Machine Co.
New Haven, Conn. ... Henry Horan
New Orleans, La. ... Philip Weyne, Lp.
New York, N. Y. ... Braham Talking Machine Co.
San Diego, Calif. ... L. M. Gould Co.
San Francisco, Calif. ... Koehler & Hinrichs
Salt Lake City, Utah Consolidated Music Co.
San Antonio, Tex. ... Thos. Goggin & Bros.
San Francisco, Calif. ... Sherman, Clay & Co.
Savannah, Ga. ... Phillips & Crew Co.
Seattle, Wash. ... Sherman, Clay & Co.
Sioux Falls, S. D. ... Talking Machine Exchange.
Spokane, Wash. ... Sherman, Clay & Co.
St. Louis, Mo. ... The Auten Company of Mo.
St. Paul, Minn. ... W. J. Dow & Bros.
W. B. Andrews Co.
Toledo, Ohio ... The Wight & Carrier Co.
Washington, D. C. ... The Eastern Talking Machine Co.

Victor-Victrola,
Victor-Victrola X, $75
Victor-Victrola XI, $100
Victor-Victrola X, $75
Victor-Victrola XI, $100
Victor-Victrola XVI, $200

Mahogany or oak
Mahogany or oak
Mahogany or oak

VICTOR VICTROLAS

Always use Victor Machines with Victor Records and Victor Needles—the combination. There is no other way to get the unequaled Victor tone.

VICTOR DISTRIBUTORS

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H. G. Eisenbrandt Sons
Bangor, Me. ... Andrews Music House Co.
Birmingham, Ala. ... Taking Machine Co.
Boston, Mass. ... Oliver Dixon Co.
The Eastern Machine Co.
The Eastern Talking Machine Co.
M. Stelher & Sons Co.
Brooklyn, N. Y. ... American Talking Machine Co.
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The Eclipse Musical Co.
Columbus, O. ... Perry & Whitco.
Dallas, Tex. ... Sanger Bros.
Denver, Colo. ... The Best Music Co.
The Knights-Campbell Music Co.
Des Moines, Ia. ... Chase & West.
Hager & Bliss, Inc.
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St. Paul, Minn. ... W. J. Dow & Bros.
W. B. Andrews Co.
Toledo, Ohio ... The Wight & Carrier Co.
Washington, D. C. ... The Eastern Talking Machine Co.
SUCCESSFUL WORK IN DEVELOPING FOREIGN TRADE.

Columbia Phonograph Co. Doing Great Work in Building Up Trade Throughout South America—Helped by the Co-operation of Their Representatives in Argentina, Mexico and Other Countries—Splendid Work Accomplished by José Tagini, Who Has Built Up a Great Business in Buenos Aires—Novel Plan to Expand Trade in Mexico City Where the Columbia Co. Has a Large Following—Some Interesting Facts.

The export department of the Columbia Phonograph Co. has done some splendid work in the past few months toward developing foreign trade in all parts of the world. Its success in this work has evoked commendation from all the company's foreign agents who testify in frequent letters to the home office's efficient co-operation. A recent letter that caused considerable gratification in the export department was one from José Tagini, Columbia agent at Buenos Aires, Argentina, who spoke of the excellent conditions existing in South America, and enclosed a photograph of a huge sign appearing on the main street of Buenos Aires. This sign is over 15 feet in height, and is an excellent example of modern Latin-American progressiveness. Mr. Tagini is considered to be the largest dealer in talking-machine products in the world. He carries a stock of records that is said to reach the half-million mark. Some idea of the wonderful business that is carried on may be gathered from the fact that on the day before Christmas, 1911, his large store did a business that exceeded $5,000.

José Tagini came to South America from a small town in Italy, and from a humble start he is now one of the wealthiest men in South America. The only American talking machine that he handles is the Columbia, and he recently stated that he owes his success in business to the Columbia products. He has two stores in Buenos Aires, one of them being located on the leading street of the town. For this store he pays a rental of $35,000 a year, which is a considerable amount of money for a store (even in this country). The other store is situated about a mile away from the town proper, and the rental for this one is $12,000 per year.

Advertising the Columbia in Buenos Aires.

The advertising is being done by a large number of the newsboys, and accompanied them on all their travels around the city. The bags are lettered on both sides, and a resident of Mexico City cannot fail to be impressed by seeing the Columbia wherever he may wander in the city. Raphaël Caharias, president and general manager of the company, states that this publicity afforded the company's products has produced excellent results. Many prospective purchasers who come into the store mention the fact that they were attracted by the advertisement on the newspaper bags. A large supply of bags is constantly on hand, and whenever a bag wears out the company is always glad to furnish the owner with a new one.

Manager Edmund Sause, of the Columbia's export department, sailed November 6 for Bermuda, for a two weeks' stay. Mr. Sause was accompanied by Mrs. Sause and a party of friends, and will endeavor to secure a well-deserved rest to fortify him for the holiday season.

REPORTS ITS GREATEST SEASON.


"The greatest season in our history," states V. W. Moody, assistant manager of the New York Talking Machine Co., 83 Chambers street, New York. "Our business is as large as the Victor Co. will permit it, owing to the fact that the factory production is oversold before it leaves the shipping department. We are receiving orders from all our dealers throughout this territory and we are finding it exceedingly difficult to get sufficient stock to meet the constantly increasing requirements."

Owing to the widening of Chambers street, the New York Talking Machine Co.'s show window has been undergoing extensive alterations. These were completed last week, and the company now has one of the most attractive windows to be found in the trade. The window space is exceptionally deep and affords an opportunity of displaying the different Victor models to the best possible advantage.
Josef Hofmann's Columbia piano records have become the biggest sellers in the Columbia instrumental list—which is new evidence that record buyers know good recording when they hear it. Two new selections in the December list.

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

JOKE ON GOV. WILSON.

Invited by Friends to Hear One of His Own Speeches in the Phonograph, He Listens to Absurdities—Enjoys Humor Immensely.

An invitation to hear one of his own campaign speeches produced on the talking machine proved too great a temptation to Governor Wilson one day just before election, and he admitted to several of his friends that "The joke was on him." It was while he was at the State House in Trenton just preparing to go out for dinner that a message was brought to him that the phonograph had been set up in the office of his private secretary, Joseph Tumulty. The Governor wanted to oblige Tumulty. Hardly had he eloped the transmitter to his ear, however, before he realized that he was in the hands of the jokesthat, for he heard a voice very much like his own begin:

"Do you want to stand still with the stand stillers?"

The Governor laughed heartily, as there were loud cries of "No, no." Then the voice continued with this parody on his address at the Brooklyn Academy of Music:

"Do you want a Democratic team with a captain or without no captain, comma, or do you want to play with signals for the last four years, interroga-

tion point."

"I recognize that voice," interrupted the Gov-

ernor accusingly, pointing at one of the newspaper correspondents, and then turned his attention again quickly to the machine. A loud feminine voice, strangely like that of Miss Maude Malone, the suffragette, rang in his ears:

"How about votes for women, Governor, interro-

gation point."

"Put that woman out, and then there was loud applause and excited cries. Then the phonograph began again:

"Resuming where I left off, comma, continued the Governor, comma, I maintain that that woman's question is not pertinent unto the subject unto which I was discussing, period. Do you want to set the Government free, interrogation point."

"Cries of 'Yes, yes.'"

"Well, I would rather triumph in a cause that I know some day will fail than to fail in a cause that I know some day will triumph. period. con-

tinued applause."

It turned out that Secretary Tumulty didn't have anything to do with the phonograph record at all, and the Governor enjoyed it so much that he said he wasn't going to try to fix the responsibility. He related the story of his experience with much en-

joyment to Mrs. Wilson and the'daughters.

The Victor Talking Machine Co. has just sent out advance proofs of an advertisement that will appear in the daily newspapers this month. They are directed towards Christmas buying and bear the copy: "Will there be a Victrola in your home this Christmas?" The copy is the same for the four weeks of the month, but the cuts are changed for each insertion and illustrate the various Victrola styles.

NEW VICTOR MACHINE CATALOG

Just Issued Is a Most Effective Example of Good Publicity.

A volume of unusual interest by reason of its com-

pleteness is the new machine catalog just issued by the Victor Talking Machine Co. of Camden N. J. It is a very handsome specimen of Victor publicity, copiously illustrated, and, from a literary viewpoint, impec-

cable. The entire Victor line, from the Vic-

tor Junior to the Victor VI, from the Victrola IV to the Victrola XVI (showing the XVI in four styles), the autophone, the various horns, sound boxes, records and record albums, are illustrated and discussed.

An important feature of the catalog—one that should have a decided influence on the initial sales of records to new owners—is the selected list of records which appears on pages 48 and 48. To the buyer as well as to the salesman this is indeed a time saver.

The frontispiece of the booklet is a birds-eye view of the Victor factories, and the closing page is devoted to a description of the "Victor Book of the Opera." The cover design in gray and orange with embossed effects is most artistic. Taken as a whole the volume is a credit to the publicity department of the Victor Co.

A YOUTHFUL VIRGINIUS.

Virginiius W. Moody, assistant manager of the New York Talking Machine Co., 83 Chambers street, New York, is justifiably proud of V. W., Jr.

Mr. Moody states that his son has a remarkable liking for Victor talking machine music, and pre-

fers it to eating, sleeping or playing. We can- not doubt attribute this fondness to an hereditary instinct. V. W., Jr., is five years of age, and judging from his photograph the talking machine diet has agreed with him wonderfully well. The accompanying photograph was taken during Mr. Moody's vacation, and Master Moody condescended to remain in one place long enough to permit the snapping of the picture. It will be noticed that the youngster is "barefooted," and Mr. Moody tells us that this is the way he roams around during the entire summer.

TRINITY CHURCH CHIMES RECORDS

Reproduced by the Columbia Co.—Most Diff-

icult to Get the Best Effects.

One of the most difficult feats that was ever ac-

complished in the production of talking machine records was that recently carried through by several operatives of the laboratory department of the Columbia Phonograph Co. This difficult job was occasioned by the manufacturing of records from the chimes in Trinity Church, on lower Broadway, New York. Several of these records were recently published, but it is certain that only a very small per cent. of the records' auditors have the slightest idea of what an extraordinary amount of labor was necessitated by the production of these records.

In order to get these records, it was necessary to take a machine weighing over 300 pounds up a spiral staircase in utter darkness. Every step had to be carefully mounted, as a single misstep would have resulted fatally to the operators. After the machine was installed it was discovered that the terrific vibration from the striking of the chimes would render the records valueless, and it was therefore necessary to strengthen the foundation of the machine so that the vibrations would do the least possible damage. The work was carried on during three Sunday mornings, and as one of these days was exceptionally stormy, it is not difficult to appreciate the drawbacksthe men had to contend with. It is bad enough to work in a tiny tower in utter darkness when the weather is clear, but with storm raging overhead and drenching the operators, it was indeed a dangerous piece of work. In spite of all these handicaps, however, the records were successfully produced, and have been placed on the market this month. Some of them are especially sweet, and one of the records gives an exact reproduction of the chimes that were rung in memoriam of the Titanic's victims.

M. D. Easton, road man for the Dictaphone de-

partment of the Columbia Phonograph Co., re-

turned last week from an extended trip through Ohio and the adjoining States, and is jubilant over the Dictaphone business being carried on in the Middle West and predicts a banner year for 1913. He visited every town of any appreciable size in Ohio and booked several large orders.

A wholesale and retail Edison house will be shortly opened in St. Paul, Minn., by the Minne-

sota Phonograph Co. Edison Blue Amberol rec-

ords have been accorded a most hearty welcome by the trade in the Twin Cities.

The Louisville (Ky.) office of the Columbia Phonograph Co. reports that four schools have adopted the use of the Columbia machines and are enthusiastic over the gratifying results.

The man who asks for a raise in salary on the strength of what he is going to do for the con-

cern is trying to sell a pig in a poke.
The Columbia "Grand" is the result of our definite intention to produce, once and for all, the one musical instrument that must be instantly accepted as the incomparable ideal.

For three years we have been working out a laboratory model with the determination that price should not enter into consideration—the one object being musical and artistic perfection.

The selling price has now been fixed at $500, after the producing cost has been determined.

In musical possibilities, in design, and in equipment, the Columbia "Grand" reaches a point where comparison with "talking machines" ceases to be possible.

The Columbia "Grand" is the last word in the science of acoustics as applied to the reproduction of sound waves.

This announcement is not published for the purpose of soliciting your orders, but to establish, even more fully, the standing and dignity of the "talking machine" industry; to give an added significance to the word "quality"; to insure once more complete recognition of Columbia priority.

We have in process a preliminary folder illustrating and describing the Columbia "Grand," which we will mail to you as soon as it is off the press if you drop us a note now requesting it.

Columbia Phonograph Company, Gen'l.
TRIBUNE BUILDING, NEW YORK
Creators of the talking machine industry. Pioneers and leaders in the talking machine art. Owners of the fundamental patents. Largest manufacturers of talking machines in the world.

Tone beyond compare.
Splendidly constructed.
Operated electrically by any service current, or by batteries.

Stops automatically at the end of each record without adjustment or attention.

Equipped with a spread indicator operating like the automobile speedometer.

The tone-chamber is built like the body of a cello.

The power plant is a self-contained unit—motor, tone-arm, needle cups, automatic start and stop, electric switch, speed regulator and speed indicator, all mounted on a metal motor board.

Sound waves are led from the diaphragm through tone-arm and tone-chamber without obstruction.

The equipment includes two reproducers of different pitch and volume.

Equipped with the Columbia tone-control shutters, operated by a lever below the carving at the side.

Electrically illuminated under the lid.

Eighteen karat gold plate wherever metal shows.
GRAND - $500
Edward Lyman Bill, Editor and Proprietor.


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Cable Address: "Elhill," New York.

NEW YORK, NOVEMBER 15, 1912.

The talking machine in recent years has figured largely in the affairs of peace and of home. And, too, it has even been used at funeral services, but the Balkan War has revealed a new use for it.

The other day when the church bells were crashing out a wild peal in Athens and everybody was jubilant that Salonica had fallen into the hands of the Greeks, the dream of five centuries had become a reality, the city went mad in a frenzy of delight. Like magie flags were flung out and illuminations were improvised, monster processions paraded through the town and one enterprising shopkeeper installed in an open window facing the Stadium a colossal talking machine and ground out the national air.

Crowds packed around this talking machine and made the street impassable. Other shopkeepers saw the point, and it was only a little while before all over Athens talking machines were sounding out the national Greek anthem to the joy of the shouting people.

So, in war as well as in peace, the talking machine plays its part!

The opening of the grand opera season in Philadelphia, Baltimore, Chicago and New York affords a splendid opportunity for talking machine dealers to place special emphasis on the exploitation of the records made by the artists of these great organizations.

Public interest can be enlisted by proper window display, by recitals and by advertising. This will induce those having talking machines to add to their stock their favorite artists, while those who have not talking machines will be sufficiently interested to hear the records, and in this way will be induced to purchase talking machines.

The keynote to success in this exploitation campaign centers largely on advertising—publicity of some kind, and it is conceded that the most profitable is the advertising that results from recitals to which the general public is invited. When combined with featuring the recitals in the daily papers an increased volume of business, that will well repay all efforts made, is even more certain.

These suggestions regarding recitals and advertising are not meant for those whose establishments are located on the principal street or avenue, for it matters not how small the dealer's store, or how humble the locality in which he resides results are bound to accrue for a love of music prevails among the poor as well as the rich. It does not follow that because the locality is not a fashionable one that people are not interested in opera and in the records of the artists connected therewith.

Just think of the opportunities for publicity that eventuate with the opening of the musical season. Apart from the opera, there are concerts and recitals galore. Every time a great artist appears whose record is handled by the dealer he has an opportunity, should be care to avail himself of it, of impressing on the public that this great artist can be heard as effectively in his store as in the opera house or the concert hall.

Happily a great many dealers are alive to the best means of augmenting trade, but there is still a large army of people who are absolutely indifferent to the splendid opportunities that exist.

We know of no other business in this or any other country where dealers are helped with valuable suggestions and provided with such quantities of appropriate and non-expensive advertising matter as in the talking machine field. Manufacturers are constantly providing new ideas and "tips" of all kinds to develop business, and whether adopted in all or in part, they are distinctly of value to the man who "does things."

As we have stated more than once, the talking machine dealer who does not take advantage of the opportunities that exist on every hand to-day should retire from business and give somebody else a chance, for there is a good opportunity and big future in the business for those who are awake to its possibilities, and cooperate with the manufacturers in developing trade.

The prospects were never better than to-day, for this fall and winter finds the country in a splendid condition of prosperity. Harvests of unusual magnitude have insured a goodly margin for the purchase of talking machines in the farming communities, while in the manufacturing centers employment is general. On all sides there are immense possibilities for a phenomenal trade, and dealers must be alive to the situation. There must be no sleeping on the post. Public demand must be anticipated and business forced all along the line. This is the age of efficiency—concentration—results—and everyone must be up and doing if he desires to conquer.

Titta Ruffo, the celebrated Italian baritone, who made his first American appearance in Philadelphia in "Rigoletto" last week, is a great admirer of the talking machine, and in the course of a chat after his arrival in New York he paid tribute to its educational influence in a most marked way. When asked who was his teacher, Signor Ruffo replied: "That is a hard question. I have had many. But I think I learned more from singing for the gramophone than in any other way. After I had sung for the gramaphone the first time I found defects in my voice; the second time I corrected these to some extent; the third time I found my voice quite perfect."

This is expert evidence truly in favor of the value of the talking machine as a teacher. It demonstrates the wide influence which it exercises in the musical world to-day.

This statement of Signor Ruffo is not surprising, for it has been related in these columns frequently that prominent teachers have used and are using the talking machine in their studios for the purpose of illustrating how famous singers secure their best effects in voice production. Their phrasing, breathing and vocal methods generally are studied to good purpose.

In this field the talking machine is undoubtedly a most valuable factor—one that has been paid tribute to by some of our most notable musicians, including Walter Damrosch, David Bispham and many others.

The latest achievement of the Columbia Phonograph Co. in the Columbia Grand, marks a new epoch in talking machine construction, and this new product, which is described in detail elsewhere in these columns, is the result of years of experimental work. When this great producing corporation announces a new product to retail at $500, naturally such a move will set the trade tongues wagging, for in this new product the Columbia directors have accomplished a number of remarkable innovations.

In this electrically controlled talking machine they have combined an architectural design, pleasing to the eye and they have achieved remarkable tonal results, as well as other pleasing attainments.

Through the adoption of the horizontal piano style and the new form of the tone chamber with its method of suspension and insulation, they have achieved marvelous results. This, with the...
new reproducer, together with other essential points, make this new product of the liveliest interest to all talking machine men.

The fact that it may be operated by any service current as well as by batteries, gives it an unique position, and the other specialties which are enumerated elsewhere are well worthy of careful analysis.

We congratulate the officers of the Columbia Phonograph Co. upon reaching the culmination of their progressive work in the new grand.

TO FEATURE TALKING MACHINES.


(Special to The Talking Machine World.)

Springfield, Mo., Nov. 8, 1912.

Talking machines will be featured by the J. Ed. Black Mule Co., which was recently incorporated in this city for the purpose of selling and manufacturing pianos, organs, musical merchandise, sheet music, talking machines and moving picture films, with a capital stock of $12,000, at 222 West Commercial street.

J. Ed. Black, president and manager of the new company, is an experienced pianist who was associated in business in St. Louis street with C. C. King under the name of the King-Black Music Co. The other members of the new corporation are prominent business men of this city.

Speaking of its new line, Mr. Black said: "We shall make a specialty of the Victrola, Victor talking machine, Edison phonograph and all the products of the Thos. A. Edison Co., which will include the great inventor's latest achievements in the musical line, some of which are now about ready to be placed on the market. Our plan for the accommodation of our Victor and Edison record customers will be ideal. Sound-proof rooms and booths will be provided, where one may recline in comfortable chairs and select records at their leisure without being disturbed by noises from the outside. In fact, our store, as one of our customers expressed it, to whom I confided my plans, will be a dream of completeness."

PHONOGRAPH AT HIS FUNERAL.

Last Wishes of Daniel E. Caswell Carried Out Literally.

(Special to The Talking Machine World.)

Boston, Mass., Nov. 6, 1912.

In compliance with the last wishes of Daniel E. Caswell, who for the past ten years conducted the Humanitarian Temple in Melrose, there were no services at his funeral. However, a phonograph was placed near the head of the coffin and his favorite hymns were played. The records were changed by an undertaker's assistant. A large throng attended the funeral and all were requested to remain absolutely quiet. Caswell was 57 years old. He was born in Lynn, Massachusetts.

Enthusiasm as an Asset.

In Salesmanship is Correct, but Unfortunately Too Many Fall by the Wayside and Act as Mere Automatons Instead of Displaying Initiative.

Make the statement that enthusiasm is a valuable asset in salesmanship before a company of salesmen and every single one of them will agree with him who makes the statement. But do they put it into effect? Only a very small proportion of them do. We have watched salesman after salesman feed Victor records into a Victrola with a face of stone, says the Voice of the Victor. If there is any expression, it is one of boredom. If one tries to find out just what it is that ails them, the chances are one will find that he is a thoroughly aggrieved person—aggrieved because the "boss" won't pay him a large salary as soon as he gets a Victor machine. It's a hopeless case when a salesman reaches that point. What, under heaven, is a salesman paid for? To sell goods! In 999 times out of a thousand a salesman is paid proportionately as he earns money for "the house"—and he never in the world will reach the high-salaried class if he obviously suffers from any lack of enthusiasm over his wares when you yourself are evidently not enthusiastic.

INTERESTED THE TEACHERS.

Mrs. Frances E. Clark Attended the Wisconsin State Teachers' Annual Convention and Set Forth the Merits of the Victor as an Educational Factor of Importance.

(Special to The Talking Machine World.)

Milwaukee, Wis., Nov. 11, 1912.

The Victor played an important part as usual in the annual convention of the Wisconsin State Teachers' Association, held in Milwaukee, November 7, 8 and 9. William P. Taugh, representing the public school educational department of the Victor Talking Machine Co. in Wisconsin and Illinois, handed his program to over one of the big companies, it would be a comparatively simple matter for talking machine dealers in the United States to follow the example of our Belfast friend.

No. 412 Udell Disc Record Cabinet.

Mahogany or Oak. Holds 372 Records. List price $15.00.

You have sold the Talking Machine and a nice bill of records. Why not complete the outfit and sell a Cabinet from the "Udell Guaranteed Line"?

It's easy: All you have to do is to show in an attractive way half a dozen "Udell Designs."

Then you say, "Of course, you want a Cabinet to properly house those fine records, and also a base for your Machine."

Elaborate a bit on the fact that the world-wide reputation of every Udell Cabinet is Guaranteed and you will almost invariably get the sale.

The next 60 days is the opportune time of the year to sell Cabinets, and with the approach of the holidays stocks become more broken.

Surely you need our Catalog No. 41 illustrating to splendid advantage the "Udell Guaranteed Line." Address Sales Department The Udell Works Indianapolis
Mr. Edison's New

THE BLUE

It has made an instantaneous hit with the trade and the public. It is everywhere regarded as the biggest thing in the phonograph trade since the introduction of the moulded record in 1902.

It is going to increase the record business of the active Edison Dealer and it is going to bring back the business of the dealer who has lost interest. It cannot fail to increase the purchases of active Edison owners and it will revive the interest of the ones who have stopped buying records.

In a word, Mr. Edison Dealer, it is going to bring you a bigger Edison record business if you will give it a chance. Give your jobber an order. It will be safe to order the entire first list of fifty-five, but, if you are in doubt, place a trial order now and get the remainder later, as you surely will if your Edison customers once learn that you have them.

Also ask your jobber to tell you in detail about our record exchange proposition, by which you may quickly clean up on your obsolete record stock.

THOMAS A. EDISON, INC., 59 Lakeside Ave., Orange, N. J.
Cylinder Record

AMBEROL

It possesses more points of merit than any cylinder record ever made.

It has the same playing length that has been so strong a feature of all Amberol Records—a length that permits the recording of compositions without changes or omissions.

The sweet tone that has always marked Amberol Records is enhanced by the new product and the volume is greatly increased by the harder composition of the Blue Amberol.

It is to all intents and purposes unbreakable. Its wearing qualities are remarkable. At the Edison Laboratory a Blue Amberol Record has been played 3,000 times and the last reproduction was as good as the first.

Fifty-five Blue Amberols were included in the first list issued for November. Another list of fifty-five will be dated December. The work of building up a catalog by making over the best of present Amberols and issuing new selections will go rapidly forward, until our catalog of Blue Amberols will be as complete as our present catalogs.

THOMAS A. EDISON, INC., 59 Lakeside Ave., Orange, N. J.
Bonié is admittedly the greatest artist among all the tenors—the greatest master of tonal beauty in all opera in all the world. He is now making his first Columbia records.

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

HARD TO GET SUFFICIENT STOCK TO SUPPLY DEMANDS.


(Special to The Talking Machine World.)
Philadelphia, Pa., Nov. 11, 1912.

The talking machine business in Philadelphia during the past month was most satisfactory. It is the same general increase that has been the case of late, but there have been a large number of new agencies established and a large number of business, great prospects for the future, and a scarcity of goods. It looks now as if the trade were going to pass through the same conditions this year. We have heard the same story before. We are not able to get the goods. We are practically short in everything. The situation has taken a decided change for the worst the past month. The shipments have been much less than they should have been in excess on account of laying up stock for the holiday trade. It is my opinion that there is going to be a lot of business lost by all the dealers this year, even to a greater extent than last year. We are expecting the new Blue Amberol records, which will mark the greatest improvements the Edison people have made in the last ten years and an epoch in the Edison, and they should bring about a revolution in the cylinder business."

The Edison dictating machine has been selling very well in October and the Buell firm has some extremely good prospects for the installation of this instrument. Charles McLaughlin, who was for a considerable time connected with C. J. Heppé & Son, has resigned and accepted a similar position with the Stoll Blank Book and Stationery Co., of Trenton, N. J.

Manager Harry Hovey, of the Lit department, has had a large number of new racks placed in the department, and they now carry double the amount of stock they had at this time last year. The Gimbel department has also largely increased its stock of records and the capacity for holding them, and just at present it has a full line of all the Victor instruments and a pretty good stock of each style. David Davidson, who recently joined the selling force, has been doing some very good work among the public schools. He gives exhibitions at these schools two or three times a week.

Gimbels doubled their business in their talking machine department over last year. Among the visitors the past week were Mr. Bennett, in charge of the sales force of the Victor, and Albert Sidney Barbeck, of Smeltzport, N. Y., who recently started in the talking machine business. The Gimbel department has a most elaborate window display of the Victor, which was gotten up by Mr. Haubrich. It is almost identical with the department of the Columbia Phonograph Co. before going with the Wurlitzer Co.

L. H. O'Byran, formerly with the retail sales department of the Columbia Phonograph Co., is now on the sales force of the Dictaphone in Louisville. M. B. Easton spent several days in Louisville in November.

Clifford R. Ely, of the wholesale department, has opened with the Kirby Piano Co., of Louisville, who are now pushing the Columbia line. Mme. Alda appeared in concert in Louisville recently. The Montenegro-Riehm Music Co., Victor jobbers, had a beautiful window display of the madame, who is a Victor artist. The window was very much admired by everyone and by Mme. Alda herself.

WILMINGTON HOUSE EXPANDS.

Gewehr & Edelbrock, piano and music dealers of Wilmington, Del., are building an addition to the rear of their building to accommodate the Victor department, which is steadily growing in importance.
A Good Proposition

U-S EVERLASTING
NON-BREAKABLE
RECORDS

Fit Any Phonograph

Any line that saves time in handling, and gives a large margin of profit, is a good proposition. U. S. Everlasting Records meet these conditions, and are proving an increasingly attractive and profitable line for dealer and jobber.

Less expense is required in handling them, and the shipping cost is lower. U. S. Everlasting Records are indestructible—not frail like the ordinary record—and you have no "losses in transit" to consider.

Last month this page presented ample proof of the wearing qualities of U. S. Everlasting Records. No complaints from your trade, and no difficulties to adjust on account of records breaking or wearing.

The monthly list of new selections embodies the choicest offerings in the way of music and entertainment.

Our record catalog just off the press is all ready to mail, and simply awaits your address. Ask for it today.

THE U. S. PHONOGRAPH COMPANY
ASSOCIATED WITH
THE BISHOP-BABCOCK-BECKER COMPANY
CLEVELAND, OHIO
The Talking Machine Trade in New England

THE TALKING MACHINE NEEDLE AND ITS MANUFACTURE.
Few People Who Use or Sell This Little Piece of Steel Know of the Tremendous Amount of Work Involved in Its Making and the Processes Necessary to Perfect It.

Millions of talking machine needles are used every year, and yet few people, when they handle the little pieces of steel, ever think of the tremendous amount of work involved in their manufacture. Of course, they have to be turned out by the millions, using the most up-to-date machinery and skilled workmen. The man who is credited with making the first talking machine needle is the late W. H. Bagshaw, of Lowell, Mass., the organization now being ably conducted by his two sons, W. H. Bagshaw and C. H. Bagshaw, who are prominent figures in the talking machine world. In the Bagshaw plant every facility for progressive manufacturing is used. Only recently a tempering furnace was installed that is held to be the largest of its kind in New England, this being in addition to a battery of eight furnaces which are in use and which were inadequate for the requirements of the growing business. This additional furnace is four times as large as any one of the eight furnaces. This particular end of the Bagshaw equipment, through which pass all the steel must go, shows at a glance the strength of the business.

Take a little talking machine needle, for instance. First the wire is drawn to size; this being very important. Then it is straightened, ground, cut, tempered, hardened, scoured, polished, and then packed. In order to permit easy handling, a steel wire of over a foot in length is ground at each end until the required point is secured; then each end is cut off to the length of a needle. Following the cutting, the wire is precisely the same as it started, only about two inches shorter, and this wire is worked over again in the same manner. Then two more needles are cut off, and this is repeated until the wire is so small that it cannot be worked.

On one floor of the Bagshaw plant are many of these grinding machines; in batteries, the wire starting with the coarse work and going from machine to machine until the last—the finest—puts the finished point onto the needle. Bagshaw needles have the reputation of being of the highest character; the taper of the point being even all around. In the tempering, hardening and polishing the fame of the man who is credited with starting up a business, W. H. Bagshaw, is also noted, the needles' snappy, sparkling brightness being a standard of needle workmanship.

When the needles are finished they go to the packing room, where twelve girls do nothing but pack needles into envelopes. So staple are the needles that they are weighed instead of being counted, a certain number of ounces being equivalent to 100 or 300 needles, according to the way they are packed. Hardly does this weight vary one ounce, so accurate are the scales and so accurately are the needles made. These needles are packed in envelopes, paper boxes or tin cans, according to the specifications of the customer. A special feature of the Bagshaw service in the manufacture of talking machine needles according to the wishes of jobbers, and then packing them into special containers with the jobbers' name and address.

An experimental department, in conjunction with a drafting department, is constantly testing various qualities of steel to even better their products, notwithstanding to-day they are of the highest order. This is done in line with the general policy of large houses to be ever watchful of an improvement in their goods, notwithstanding their products seem impossible to be bettered.

W. H. Bagshaw manufactures and distributes one particular quality of needles which are called "Duplexetone" needles. This is a needle with which it is possible to secure two tones, loud and soft, while a slight twist either way from the loud to the soft, produces any intermediate tone shade. These were designed after thirty-four experiments, and were to fill the niche of getting one needle that would play operatic or band records with the desired acoustic results. Duplexetone needles became a favorite from the first announcement of their appearance, and the sales of them are growing rapidly. Included in the talking machine needles are all kinds of sizes and shapes for every kind of record. One most striking feature of the value of these needles is that the foreign sales are tremendous, going to all parts of the world in the face of European competition. It shows forcibly that the foreign talking machine fraternity appreciate needle goodness when they will pay more for Bagshaw needles because of this value. Mr. Bagshaw considers this the best possible argument that can be used when foreign made needles are offered in this country, or as he says: "If foreign made needles are not good enough for the foreign trade, why should Americans buy them?"

The house of Bagshaw was established in 1870.

MRS. CLARK'S ADDRESS
Before the Meeting of the Public School Masters Intensifies Interest in the Use of the Talking Machine in the Schools.
(Special to The Talking Machine World.)
Boston, Mass., Nov. 9, 1913.
The Eastern Talking Machine Co., Victor and Edison jobbers of this city, were greatly honored by the public school masters with an invitation to take part at their quarterly meeting at Young's Hotel, Oct. 15. After the banquet, Mrs. Frances E. Clark, director public school educational department of the Victor Talking Machine Co., addressed the gathering on the subject of "The Use of Talking Machines in the Schools," and for the purpose of illustration used selections from the special list of school educational records prepared by the Victor Talking Machine Co.

Mrs. Clark consumed something over two hours in her talk, and that she proved extremely interesting to the body of educators who were present, is certain. Franklin B. Dyer, the newly appointed superintendent of Boston public schools, was deeply interested and asked many questions of Mrs. Clark regarding the Victor and Victor records.

The Eastern Talking Machine Co. was represented by S. J. Freeman, of the Victor department.

To increase a man's capacity, instead of relieving him of responsibility, place more responsibility on him.

Speed up a notch in your Holiday Trade!
We'll back you with prompt deliveries of full orders in Edison Phonographs and Records. The new list of 55 Blue Amberol Records are heavy sellers. These mean much to your profits.
Ask us to help you with P-E Service.
The PARDEE-ELLENBERGER CO., Jobbers Only BOSTON and NEW HAVEN
Distributors in New England of the Edison Home Kinetoscopes.
The Victor department of the new Chickering & Sons retail warerooms is thoroughly up to date and is not likely to be outdone for some time. The new department is two stories high, and the male portion of the wareroom is on the first floor, and a large rack for holding records has been built at one side. There are rugs on the floor, and a large clock on the wall. There are also several fine offices which are reached by an easy stairway from the ground floor.

Mr. Urquhart himself has a mahogany desk at the head of the stairs, and there are rugs on the floor which add to the homeliness of the department. There are three finely equipped demonstration booths which are fully in the Victor department of that large house, the Eastern Talking Machine Co., for two years, serving faithfully in the Victor department of that house. Mr. Batchelder, who has been with the Henry F. Miller Co. for two years, serving faithfully in the Victor department of that house, has joined the new department. Mr. Batchelder has many friends in the talking-machine business who will be glad to welcome him in his new association.

Mr. Batchelder's experience in the talking-machine business, much of which time was spent in the services of the Eastern Talking Machine Co., from which he resigned less than a year ago to go to Worcester to engage in another line of work. However, the call of the phonograph was too much; it was a case of back to his first love, and when the Columbia made overtures to him he could not resist. Mr. Brown has many friends in the business and is immensely popular. W. D. Brown, formerly secretary of the Vermont Academy, has been added to the wholesale department of the Columbia.

October closes as the largest month of the year with the Columbia Co., and it is the second highest month ever experienced. This is the more surprising, says Manager Erisman, when one considers that it is the month when many people are buying their winter's supply of fuel and the family's winter clothing has to be purchased. A large percentage of the increased business is due to the Eclipse and the Regal machines, which were put on the market a couple of months ago.

Some big orders have been received by the Columbia Co. this past month. J. C. Malloux, of Woosocket, R. I., has been a heavy buyer; N. M. Bradley, of Rutland, Vt., was in town to place a large order; the Peek Leach Co., of Taunton, of which Howard T. Bates is manager, has taken a complete line of Columbia goods, and another heavy buyer has been M. J. Moran & Co., of Brattleboro, Vt. Two local concerns to take on a full line of Columbia outlines have been the Goldthwaite Furniture Co. and the Plympton-Hervey Co., both of Boston.

Some Distinguished Visitors.

William H. Beck, president of the Eastern Co., was a recent caller to Boston, and spent much time with Manager Taft, of the Eastern Talking Machine Co. Others callers at the Eastern office in the last few weeks were Louis Geissler, general manager of the Victor department, Manager Arthur Erisman, who is one of the most up-to-date, enterprising men in the talking-machine business, has put on a leaflet in which he says that the co-operation of every parent is asked in this educational work. One paragraph reads thus: "We know we are going to get the thanks of hundreds of fathers and mothers for the great step we have taken. As this is the musical capital of America—a center where a work of this kind is sure to be appreciated—we know it will be the desire of every parent to give their children every possible advantage." Then follows the list of all the educational schools which Howard T. Bates is manager, has taken a complete line of Columbia goods, and another heavy buyer has been M. J. Moran & Co., of Brattleboro, Vt. Two local concerns to take on a full line of Columbia outlines have been the Goldthwaite Furniture Co. and the Plympton-Hervey Co., both of Boston.

Increasing Demand for Victors.

Business in Victor goods has taken on a new lease of life at the Henry F. Miller Co.'s finely appointed department. Francis T. White is "on the job" and is giving the best possible care of customers, ably supplemented by a new man in the Victor department, Benjamin McNulty. Mr. McNulty is well acquainted with the talking-machine business, having been with the Miller house several years ago, though for some time past he has been with the Boston Talking Machine Co.

Mr. Pardee Chats of Trade Conditions.

Mr. Pardee, of the Pardee-Ellenberger Co. of New Haven, was in town for several days, and, as usual, made his headquarters with the company's Boston office in Battery Square. Mr. Pardee speaks most enthusiastically of the success of the display of the Thomas A. Edison Co., Inc., at the recent Electrical Show in Mechanics Building. Mr. Pardee has made several trips to other sections of the East lately and he reports a fine feeling in the trade, with a more pronounced inquiry for goods and an increased enthusiasm. Much of the interest lately developed locally in the Edison line can be traced quite directly to the Electrical Show.

(Continued on page 18.)
They are telling us that the finest piece of choral recording ever issued in the world is our chorus from the “Messiah” —A-5424 in the December list.

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

FROM THE WORLD’S BOSTON HEADQUARTERS.

(Continued from page 17.)

where the Edison recital hall, in the basement, was filled at every demonstration of the new disc machine. Mr. Pardee says that it is something that in spite of the Presidential election there is good business, and he noted especially the revival of interest in cylinder machines, due in large measure to the new blue amberol records which are advertised as a “wonderful advance in the art of sound reproduction.” These new blue amberol records reached Boston the first of the month, and dealers were anxious from the start to get them in stock. Mr. Pardee says he has had several visitors to his New Haven headquarters the past week, including George A. Lewis, of Danbury, and L. A. Gladding, of New Britain, Conn.

A large audience gathered in the finely appointed lecture hall of the Columbia Phonograph Co. on the afternoon of November 5 to listen to the first opera talk given by W. L. Hubbard, who has come on from Chicago to promote a new system of intelligent publicity to the operas that are to be given at the Boston Opera House this winter. Manager Arthur Erisman, of the Columbia Co., had issued a large number of invitations to the best people of Boston, and in reply he received a number of courteous responses commendatory of the idea of publicity. The audience therefore was of a highly intelligent order. Mr. Hubbard proved to be a man of easy manner, evidently used to addressing gatherings, and he noted especially the revival of the musical accompaniment of an Aux-e-to-phone. The occasion was a highly enjoyable one, and a second visit to the exhibition, this time being accompanied by Mr. Tubber.

FALL RIVER EXPERIMENT SUCCEEDS.

Aux-e-to-phone Furnishes Music for Dancing and Marching of Seven Hundred Children on Public Play ground.

(Special to The Talking Machine World.)
FALL RIVER, Mass., Nov. 8, 1912.

Herbert L. Royer, manager for the Arch street Victor department of M. Steinert & Sons Co., in Boston, was down in Fall River recently to watch a very interesting experiment given on the public playground. It was a program of folk dancing and marches given by 700 of the school children to the musical accompaniment of an Aux-e-to-phone. The occasion was a highly enjoyable one, and Mr. Wilson, who is in charge of the Victor department of the local Steinert store, afterward received a highly appreciative letter from the Board of Park Commissioners for the outcome of the affair.

MULLEN WITH J. K. GILL CO.

W. A. Mullen has just made arrangements with the J. K. Gill Co., dealer in Edison Home Kinetoscopes in Portland, Ore., to assume the management of this house. Mr. Mullen was formerly connected with the Zonophone Co. as traveler, and also with Thos. A. Edison, Inc., under N. C. Durand, selling commercial machines in the Middle West.

An immense sign, twenty by thirty feet, appears on the corner of the building occupied by Louis R. Ditzebaugh, Victor dealer of Frederick, Md., in which the famous Victor dog and the Victor line of machines are featured in colors.

HOW TO UNDERSTAND THE OPERA.

The Basis of an Interesting Lecture Delivered by W. L. Hubbard in the Lecture Hall of the Columbia Phonograph Co. in Boston—High Class Audience in Attendance.

(Special to The Talking Machine World.)
BOSTON, Mass., Nov. 6, 1912.

A large audience gathered in the finely appointed lecture hall of the Columbia Phonograph Co. to listen to the first opera talk given by W. L. Hubbard, who has come on from Chicago to promote a new system of intelligent publicity to the operas that are to be given at the Boston Opera House this winter. Manager Arthur Erisman, of the Columbia Co., had issued a large number of invitations to the best people of Boston, and in reply he received a number of courteous responses commendatory of the idea of publicity. The audience therefore was of a highly intelligent order. Mr. Hubbard proved to be a man of easy manner, evidently used to addressing gatherings of this sort. His style is smooth, his voice most melodious; there is no oratory about his delivery; he talks as one would in ordinary conversation, and for that reason what he had to say was all the more enjoyable, as it was far removed from the idea of a stilted, conventional lecture. He proved himself to be a man of culture and widely informed on music.

Among the many good things he said was that it was not so much a matter of understanding as of mood with a listener at an opera, and he recommended that an audience put itself in the right mental attitude. There were those across the footlights who were doing their best to interpret an opera, but be their work ever so finished and artistic it never reached the audience the way it was sent out if there was not that responsive, receptive mood on the part of the audience who should make up their minds at the outset that it has come not merely to be entertained. He advised an audience to study the text of an opera instead of its music, for the former was more important to an intelligent understanding. Having delivered himself of a number of general propositions touching upon music, which he styled a very mixed art, he proceeded to discuss the first opera to be given, “The Tales of Hoffmann.” He first told something of Offenbach and then took up the story of the opera in considerable detail.

For his musical illustrations Mr. Hubbard relied upon two artists from the Boston Opera Co., Frank L. Dyer, president, and Rafael Diaz, a delightful young tenor, who has been a member of the Boston Opera Co. for several seasons.

At the close of the talk, which lasted an hour and a half, Mr. Hubbard, as well as his two accompanying artists, were heartily congratulated. The second talk a fortnight hence will be on “Louise,” the second opera to be produced here.

Write To-Day

THE ELECTROVA COMPANY
117-125 Cypress Ave., :: New York

for their new illustrated booklet, “The Money Magnet,” describing the most perfect and satisfactorily Coin-operated Electric Player on the market. 88 note, with automatic expression device and mandolin attachment.

Just the player for the better class of places
The locating and filing of your disc records mar the enjoyment of your talking machine? Are your favorite records misfiled just when you want them? Are they damaged from scratching and rubbing? Must you go through piles of envelopes, or search through albums, boxes or racks while your guests wait? Do the ladies complain about the trouble of refiling, the day after?

With a "Pooley" Cabinet you have solved the record-filing problem. To get out any desired record, simply slide the indicator to the number on the scale, press the lever, and the record is instantly at hand. To return, slip the disc through the slot, and the record is correctly filed.

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To find any record, simply slide indicator to desired number. Illustrations show Cabinets mounted with well-known talking machines.

It is harder to misfile than to file correctly with the "Pooley." Each record is held in separate sets of grooves, touching the disc at the edges only, keeping the delicate surfaces free from contact, and preventing scratching, warping and breaking. The slot remains in front of the proper groove until moved, making it easier to file the record immediately after playing than to leave it for filing later. "Pooley" Cabinets are beautifully finished in mahogany or oak, and are made in various sizes, accommodating from 75 (50 active) to 300 (150 active) records. Cost but little more than the old-fashioned cabinets or stands.

If you do not carry the goods your competitors are getting the sales and making the money. Place your stock order quickly and be ready to meet the demand.

**THE POOLEY CABINET has come to stay, as it fills a long needed want.**

Pooley Furniture Co.
16th St. and Indiana Ave.
Philadelphia
PRIZE WINNING WINDOW IN MEMPHIS COMPETITION.

(Special to The Talking Machine World.)
Memphis, Tenn., Nov. 9, 1912.
The O. K. Houck Piano Co. continues to receive the congratulations of its many friends and associate merchants upon the winning of the first prize offered in the competition for the most attractive window display in the city offered during the recent Tri-State Fair held here. A large number of local houses entered the competition, but the Houck Co. carried off the prize without a dissenting voice.

As will be seen in the accompanying illustration, the window was well calculated to attract attention from those passing the store of the company. On the left of the window there was placed a Victor Victrola, with the Victor dog sitting in front of it and a large clock placed at the right, on the dial of which appeared the words, "Hurry! It Is Time to Get a Victor-Victrola." The hands of the clock were connected with an electric motor and revolved at the rate of ten years per hour, which was enough to convince the observer that time was flying, and that it was the proper moment to settle the Victrola question.

In the center of the window there was erected a small dog house on which was placed the sign, "One Price, No Commission, Guarantees Absolute Protection." A live pet bulldog was chained to the house wearing a collar upon which appeared practically the same warning. A beautiful Steinway grand piano occupied the right of the window, while the background was made up of posters regarding the Tri-State Fair. Certainly the prize was well deserved.

BUSY TIMES IN LOS ANGELES.
Past and Present Month's Business of Large Proportions, but It Will Be Exceeded by an Enormous Holiday Trade, Judging from the Present Trend—The Month's News.

(Special to The Talking Machine World.)
Los Angeles, Cal., Oct. 30, 1919.
Jobbers and dealers of Los Angeles and the surrounding section report a very good talking machine trade for the past month. Great preparation for the coming holiday trade is being made by all dealers who are looking forward to the largest trade they have ever known, providing the goods can be obtained promptly.

J. H. Sturgis, of the Sturgis-Bowring Music Co., 714 South Grand avenue, states business looks very promising for the future in both the Edison and Victor lines.

A. Graham Cook, manager of the talking machine department of the Geo. J. Birkel Co., has been making things hum in his department in the last few weeks. The circassian walnut Victrola XVI has been featured, thus causing many sales in this popular finish. Another strong point of interest is the featuring of records by the noted Victor artists as they appear in concert.

Scott T. Allured, talking machine manager for the Wiley B. Allen Co., San Diego, reports many recent sales of Columbia Grafonola Regents. Their monthly concerts are so well attended that they have not the room to accommodate the crowds. Mr. Allured works up the opera selections in such a way that they are very enjoyable to hear on the talking machine.

The Fastest Victor Service

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 DITSON Pledge

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!
THREE STYLES OF EDISON DISC PHONOGRAPHs SHIPPED.

Three models of the new Edison disc machines are on the market, the initial samples having been shipped to the jobbers a few days ago. These are the numbers 150, 200 and 250, and shipments are going forward as fast as possible. This will be great news to the thousands of Edison enthusiasts of this country, and as far as the industry itself is concerned, the shipment of Edison disc phonographs marks an epoch in the trade.

When these machines were exhibited a year ago, many thought they would be ready for last holiday's business, and they would have been but for one thing—the desire of Thomas A. Edison himself to give to the world a machine that would come to his standard of perfection in all styles of cabinets, in quality of tone and general goodness. Mr. Edison did not believe the machines exhibited a year ago were good enough, although many termed them "wonderful." So he withheld the production of old types until more experimenting was done, and finally after about another year of this work a line of Edison disc phonographs was created that Mr. Edison pronounced "perfect."

Another thing that assisted in holding up Mr. Edison was the matter of records. He wanted good records, records that he considered were consistent with the quality of the forthcoming Edison disc phonographs, and it was only until several months ago that he procured the character of records desired.

So, equipped with the phonographs and records of the Edison standard, a display was held at the Edison building, New York, last July, and jobbers and their representatives came from all over the country to attend. The initial volume of orders placed was stupendous, so great was the enthusiasm of manufacturers in all the products; but the number of goods in their respective territories. As F. K. Dolbeer, sales manager, expressed it, "the amount of business was greatly in excess of our largest expectations." In fact, so strong was the rumor that had the amount in figures at $1,000,000. The exhibit was an eventful one, a glowing success in every way and a most hearty commendation to the activities of "the old man"—Thomas A. Edison.

Now that the disc phonographs are leaving the Edison works at Orange and will soon be in the homes of the American people, one will hear the greatest of all boosts—the voice of the people. Along with these machines will be shipped a batch of new disc records, duplicates of the ones that made such a hit at the Edison exhibit last July and which, likewise, created a furor in musical circles of Boston while they were being played at the Electric Show held there during October.

Along with the foregoing vital announcements comes the information from Sales Manager F. K. Dolbeer that the 55 new Blue Amberol records—indefinestible—which came upon the market a short time ago were an instant success. Repeat orders have been received from all over the country and the offices of Mr. Dolbeer are making more apologies for deliveries than they ever did. To think that the plant is working twenty-four hours a day and then being unable to cope with the situation in deliveries! This avalanche of business was freely predicted by those in possession of inside details and practically every jobber heard the phrase, "Order early because of a pending rush," as they knew how good the Blue Amberols are. And they all ordered at once and the rush came immediately.

As F. K. Dolbeer expressed, "While I am a little disappointed in the results, yet the number of votes for President-elect Wilson shows the trend of the country's feeling, and what is acceptable to so large a majority will probably prove successful in the administration of this country's welfare and prosperity."

A GREAT VICTOR SIGN.

The establishment of the Chalmers Co. in Newark, N. J., is quite a musical center, as seats for all the engagements of the prominent visiting artists are sold there. The Chalmers Co. has just erected the largest electric sign in Newark. It overhangs Broad street and is 11 feet 6 inches long by 10 feet in height, showing the Victor trademark with the word Victor intermittently flashing.

VICTROLA FOR NORMAL SCHOOL.

The State Normal School at Harrisonburg, Pa., has purchased a handsome new Victrola and a large collection of records for the use of the students in concerts and in recitals.

COLUMBIA DEALER GETS PRIZE FOR ATTRACTIVE STORE.

The Detroit Free Press, Detroit, Mich., recently held a contest for the most attractive store in various lines of business. The prize for the leading music store was awarded to J. Goldberg, a Columbia dealer, whose store was pronounced one of the most artistic in the city. Mr. Goldberg handles Columbia products exclusively, and it is justly proud of his deserved reward. He is an enthusiastic dealer, and does a tremendous business with the Columbia line. His store is equipped with three demonstration rooms and the exterior and interior are indeed models of retail store design.

When You order

CONDON-AUTOSTOPS

You handle the most satisfactory article in the accessory line.

You should always exhibit and demonstrate the

CONDON-AUTOSTOP

No talking machine should be sold without complete equipment—include the

CONDON-AUTOSTOP in your sale.

Get your Holiday orders in immediately so that shipment will include special Holiday Boxes. The Christmas circular (mailed with the December list) will be the greatest little imaginable wedge to open up the Cosmic purse.

As a Christmas Gift the

CONDON-AUTOSTOP is the best ever.

Two editions: Nickel and Gold Plate.

Simple and Foolproof.

No Batteries.

No defacement of the cabinet.

No trouble to affix the

CONDON-AUTOSTOP

Your customer can carry it home and put it on his machine with ease. And—

"It stops right there."

CONDON-AUTOSTOP CO.

26 Front Street, New York
RECORDS!

Our stock of Victor and Edison Records is complete.

A word to the wise is sufficient.

Lyon & Healy

Chicago
The situation in the talking machine field here is presumably much the same as elsewhere, an enormous demand for machines beyond the ability of the companies and the jobbers to supply, but with considerable hope of measurable relief in the near future. An interesting feature of the situation are the immense sales of records reported by all jobbers, serving to bring the total business above last year's figures in spite of the machine shortage. The outcome of the present condition is likely to be that dealers will be brought to a stronger realization than ever before of the opportunity before them in an intensive cultivation of the record field and of developing new methods of pushing this always profitable business.

Local retail business was very good indeed the first three weeks in October. It showed a slight dropping off for ten days preceding the election, but is coming along with renewed force since. Every store in town has any number of waiting orders on hand for the new types of Victors, but there have been a notable number of sales reported on the old types. It may be giving an inside secret orders on hand for the new types of Victors, but is coming along with renewed force since the election.

The Chicago headquarters of the U-S Phonograph Co. report an enormous demand for their new popular-priced types, taxing the factory capacity to the utmost. An enlarged factory facilities, the result of the flood of orders will be greatly increased, and between this fall and our always tremendous resources, it is the opinion of those in authority that we will be able to at least supply the immediate demand; but, on the other hand, when the factories are functioning at capacity in producing the new styles, the dealers will have orders on hand for over five hundred new style Victrolas, and they range from that downward to one sample machine of each style.

"This would seem to indicate that we would be utterly unable to take care of our dealers, but the fact is we have been taking better care of them than would be supposed; and the one feature that has enabled us to do this is the 'wholesaler' or 'full house' policy we have adopted in the interests of our business. All the shipments we receive from the factory are immediately apportioned out among our back orders, and so far we have been able to deliver nearly all our dealers at least samples of the new machines. The factory is now catching up to a certain extent, and now that their facilities for making new styles are running more smoothly, no doubt their output will be greatly increased, and between now and the middle of December they should be able to at least supply the immediate demand; but, of course, none of the distributors will be able to amass the working stock we always like to carry. There have been several of our dealers in red eye, who have asked us what is the one feature that distinguishes the Wade Cutters from all other cutters. However, promise an early relief in the very severe shortage now experienced. The record business is referred to as excellent. A number of desirable new U-S accounts are reported as having been established lately in Chicago and in the territory under the jurisdiction of the Chicago office.

A. D. Geissler on Conditions.

 Naturally the election has been the all-absorbing topic throughout the country generally for the last few weeks, but we have had a more absorbing topic for the last two or three months, and that has been: How to get enough Victor goods to take care of the enormous demands that have been pouring in upon us," remarked Arthur D. Geissler, general manager of The Talking Machine Co.

"To the average person a lot of figures and statistics doesn't mean very much, and for that reason it would be useless to mention the exact number of machines we have on our back order files today, but just to give you an idea of the way our dealers are ordering, we have one dealer who has ordered over a thousand machines of the new styles, to be shipped at any time we can ship them and in any quantity; another dealer has orders on file for over five hundred new style Victrolas, and they range from that downward to one sample machine of each style.

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THE TALKING MACHINE WORLD.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 23).

Wurlitzer Improvements Completed.

The extensive improvements to the talking machine department of the Wurlitzer Company have now been completed with the exception of the recital hall, which will be in readiness for the inauguration of the daily concerts in a fortnight or so.

The company now have one of the most admirably arranged and beautifully fitted up departments in the country, and have been able to avoid many of these low prices because of the factories being closed and lack of work, will cause them to ponder the matter long and well.

Wurlitzer Record Sales.

L. C. Wurlitzer, president of the talking machine department of Lyon & Healy, in reviewing trade, said: "Generally speaking, the outlook is excellent, dealers are all optimistic and are firm in the belief that the present prices are going to have an excellent holiday business. Those with whom I have talked say little about any detrimental effect of the political situation. They are not bothering their heads about politics so much. The business is concerning crops are too good and any possible disturbance by tariff tinkering is far off to cause any uneasiness.

"The only thing that is worrying any one at present is the shortage of Victor machines. This will undoubtedly be relieved to some material extent shortly. The real demand for machines is enormous, and with the present vogue, we are still able to supply them. Jobbers may exaggerate the situation when we contemplate the number of orders on hand, but dealers placate these anxious dispositions with orders with many different jobbers, and the revision of these as their demands begin to be supplied will, no doubt, alter the situation considerably. Nevertheless, making allowances for possible demand, the demand is phenomenal, and is illustrative of the wonderful growth and healthy condition of the talking machine business.

"As a matter of fact, in spite of the shortage of the new types of Victor machines, October was a bigger month than last year in total sales. The record business has been simply immense. It is true that the arrearage of the music shortage, have pushed this end of the business strongly, but this has been in the interests of the dealer. It is good business for the latter to push the record business to the utmost of his ability, and particularly so in times like the present.

"Special circulating, strong window displays and the mailing out of good lists with the monthly statements, are methods in point. We have demonstrated this strongly in our own local retail department. For instance, we sent out a card captioned 'Out of the Ordinary. Good Victor Records Often Overlooked,' and containing a list of records ranging from $3 to $5, and the response has been unusual. Lists gleaned from the catalogue of records particularly applicable to the holiday season are always effective. It is thoroughly in the interest of the dealer to have a thoroughly successful holiday trade, even if the machine supply should be less than is likely to be the case.

Provide Against Record Shortage.

F. A. Siemon, assistant manager of the Chicago house of the Rudolph Wurlitzer Co.: "October was a good month; better than last October in spite of shortage. We hope that the situation will shortly be relieved to some extent, and there seems to be good reasons that it will be. We are urging our men to push record sales and binders, and to bring the highest good to the highest point of efficiency. This is eminently wise, as it is possible to get records now while there is a question whether they will be able to do so in December. History is likely to repeat itself, and it will be remembered that it was simply impossible to get good, popular selling records in December and January of last year. Stocks now are good, but will soon be gone, and it is just as well that condition. The wise dealer will push his record business energetically, and will provide against any possibility of being short either during the holiday trade or the last days of the present record season, which has been the best since the records were started.

With the Wurlitzer Co.

H. S. Conover, formerly with the Talking Machine Co., is now traveling for the Wurlitzer Company in Indiana, Michigan and Iowa.

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With the Wurlitzer Co.

H. S. Conover, formerly with the Talking Machine Co., is now traveling for the Wurlitzer Company in Indiana, Michigan and Iowa.
TOOT YOUR OWN HORN!

If You Don't No One Will

OUR BIGGEST BLAST ! ! ! !

Our exclusive wholesale business, Victrolas only, puts us in a class by ourselves.

What does that mean to you?

LOTS! WHY?

If we get the same allotment of new goods as other Distributors, and all our machines go to the dealer, naturally you will get your biggest share from us.

Maybe you have sold a number of Victrolas XVI. It's interesting to know that a good many retail prospects, when shown both styles 16ths, have preferred the Open Horn Style.

Show your prospect the cut of this style; the chances are he will want it. If he does, we have them, lots of them in Dull Mahogany and Polished Mahogany.

Those Record Shorts!

If we can sell you one Red Seal Record you're unable to get elsewhere, the profit on that record would pay lots of freight.

Our Record Stock is Practically Complete

THE TALKING MACHINE COMPANY
137 N. Wabash Avenue - - - Chicago, Illinois
Orville Harrold's first recordings are ready now—and you will find them worthy of the star tenor of the Hammerstein forces.

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

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 25).

of the private rooms had been respectively labeled "Taft," "Wilson" and "Roosevelt" headquarters, and the visitors on stating their destination were regaled with the Victor records of the candidate preferred. Everyone who "bit" took the thing good naturedly, and quite a few records were sold and a couple of good prospects secured. One young woman applied for the position of stenographer at the Roosevelt headquarters.

H. A. Morrison, secretary of the Salter Mfg. Co., reports that October was one of the biggest months they have had for several years, the demand being about equally distributed between their talking machine record and combination music roll and music cabinets.

New Type a Seller.
The new No. 2 Wade & Wade fibre needle cutter is meeting with big success, although the No. 1 cutter is maintaining all of its former popularity. A number of new jobbing accounts have been established the past month.

H. A. Clark, formerly with the Talking Machine Shops, is now with George C. Vining, in the North American building.

Roy Keith, sales manager for the Talking Machine Co., recently returned from his vacation spent in hunting in Saskatchewan, in northern Canada. It was an 1,800 mile journey via St. Paul and Winnipeg to Prince Albert, the capital of the province, and from there to the little town of Burch Hills, where he made his headquarters.

It was too early for the larger game, but prairie chickens, ducks and geese were in abundance, and the photographs give some faint idea of his luck.

Keith says it's the greatest hunting country in the world and advises his friends to plan for Saskatchewan next year. He was particularly impressed, however, with the richness of the country, the wealth that is being accumulated by American farmers who have gone there, and the fortunes that are being made in investments in farm land all through Western Canada, and the wonderful growth of the cities. He collected a few figures regarding this year's crops in the provinces of Saskatchewan, Alberta and Manitoba. The wheat yield was estimated at 196,000,000 bushels, oats at 255,000,000, barley at 46,000,000, and flax at 13,000,000, and the total value to the producer is estimated at $385,000,000.

While filling a long-felt want for all seasons of the year, the Repeatostop will be in particular demand for dance music during the holiday season. The company is composed of Chicago and Kansas City business men who are going into the proposition in a thoroughly business way, and those of the trade who have seen the Repeatostop believe their success is assured.

KEITH'S CANADIAN TRIP.
Visits the Greatest Hunting Country in the World and Scores Heavily as a Ninemud—Quite Enthusiastic About Conditions in the Dominion—Some Figures That Tell the Tale.

(Special to The Talking Machine World.)
Chicago, Ill., Nov. 9, 1912.

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Keith says that he found Victor machines everywhere, and that even the land companies were using them on the excursion trains to entertain the prospective purchasers on route.

MEMORIES OF MOTHER.
I.
When sorrow's clouds are blackest,
And life seems full of tears;
And baby cries for mother,
There is still one thing that cheers.

II.
I play her favorite record;
The song she loved the best,
And the splendor of the music
Brings joy and peace and rest.

III.
While sobbing 'cellos thrill me,
And golden voices soar,
I feel her presence near us,
And see her face once more.

HOWARD TAYLOR MIDDLETON.

Manager Yeat's, of the wholesale department of the Columbia Phonograph Co., is enthusiastic over the wonderful success of the Columbia Grafonola De Luxe which sells for $200. This handsome model has achieved immense popularity in the past few months, and its wonderful tone and many exclusive features have been of wonderful assistance to the dealer in building a healthy demand for this high-class machine.

Thos. A. Edison, Inc., has been receiving many complimentary letters from purchasers of the Amberol III, who speak not only of its artistic design but the remarkably pleasing tonal effects given forth.

The State Normal School at Harrisonburg, Pa., has purchased a handsome new Victrola and a large collection of records for the use of the students to be used in concerts and in recitals.
You Can Make No Mistake in Sending Wurlitzer Your Victrola Orders

We cannot do the impossible but we know that if you send us your orders for all Victrolas you will want to December 25th you will get as good service as it is in the power of any distributor to give.

Our own orders were placed in sufficient time and quantity to secure the best service the Victor factories can render. It is no exaggeration to say that Wurlitzer Service in the present crisis will be found absolutely in line with that of the Victor Co. Nobody can beat that.

Mark your orders for immediate shipment. Machines will be rushed just as fast as we get them. We will telegraph for your O. K. each time if you wish.

Wire Wurlitzer your order—today!

The Rudolph Wurlitzer Co.
Cincinnati       Victor Distributors       Chicago

Two points of supply. Order from the nearer.
ATTRACTIVENESS OF THE NEW COLUMBIA GRAND.


Concentrate your mental vision, if you can, upon a beautiful, refined case, somewhat on the graceful lines of the ancient spinet, with artistic carvings and delicately molded legs, after the Florentine school. Then imagine from open shutters in front, by the keyboard, a tonal volume proceeding which is actually bringing the living musician before you—the living instrumentalist, the real singer, with all the individual coloring, directly into your presence—the personal characteristics, the full, natural tones brought out vividly in all their purity! Just bring this mental picture before you and you will have a faint conception of the new Columbia Grand, a creation which destiny has determined to arouse the most widespread interest in talking machine circles everywhere.

The new Columbia Grand must be seen and heard to be appreciated. In the first place it marks a radical change architecturally from any talking machine model now on the market. Its modeling has a distinct charm that must be apparent to every observer, but the charm would stop there if it were not supported by other features which appeal to the ear.

Even the most skeptical must be fascinated with some special points—yes, many of them, cutting a new path in talking machine development:

First—The Columbia Grand is operated by electricity. It has an electric motor that runs freely and smoothly with an entire absence of vibration. As the cover, which is a reproduction of the spinet or grand piano, is raised it will turn on a little electric bath, which throws the light directly across the record.

It also has a speed indicator which performs exactly the same services that the speedometer fulfills in an automobile. A person can tell at a glance at exactly what speed the machine is running, and it can be immediately adjusted to any number of revolutions which may be deemed desirable in playing any record.

It has another special feature which may be designated an electric automatic start-and-stop. This is not an attachment but is a part of the general mechanism of the instrument, and it automatically stops the instrument when the last line of the record is played, then by swinging the tone arm on back to its first position, the instrument is automatically started again.

A further equipment is a metal motor board on which are mounted the motor, the tone arm, five needle cups, the start-and-stop switch for use instead of the automatic start and stop, whenever desired, the speed regulator and the speed indicator. These are all built harmoniously and form a self-contained unit.

There are a number of new principles which have been successfully worked out in this new Columbia Grand.

To illustrate, here is another, the form of the tone chamber and its method of suspension and insulation. The tone chamber itself is surrounded by the resonating chamber, constructed of spruce and bearing marked resemblance in form and acoustic properties to the body of a violoncello. The tone arm is developed on a strictly mathematical basis and resembles somewhat in appearance a part of a band instrument. It operates on frictionless and absolutely tight joints. It is made from one-piece, seamless drawn and tapered tubing, so that from the reproducer to the end of the tone chamber there is one continuous, gradually expanding passage for the sound wave, containing no obstructions whatsoever.

The new electric Grand reproducer is worthy of special mention and it is a distinct change from the former Columbia reproducers. It has a tempered steel needle arm, drop-forged, tempered with the exactness of a tuning fork, giving it elasticity necessary in transmitting vibrations.

It will be seen from the number of points which we have emphasized that in the new Columbia Grand are incorporated innovations which mark a distinct epoch in talking machine development.

One thing more, it is equipped with tone-control shutters which are easily operated by lever below the carving at the side of the case. It is necessary to see and hear this wonderful creation to fully appreciate it. The retail price, $500, is iconoclastic, but so is the instrument, and without question the new Columbia Grand is destined to create tremendous interest everywhere in talking machine circles.

Orders have now been placed far in advance and the Columbia factory, while rushed day and night, will have ready several hundred of these new creations for the holiday trade.

DEVELOPING RECORD INTEREST.

Something of the Good Work Done by Anton Heindl in Developing the Demand for Foreign Selections Both in the Trade and Among the Public—Knows People's Needs.

The foreign-record department of the Columbia Phonograph Co. is doing some very effective work toward developing the demand for foreign selections. Anton Heindl, manager of the department, is sending out some excellent literature that calls the dealer's attention to the wide possibilities in the foreign-record field. In Mr. Heindl's latest letter he enclosed a return postal on which the dealer was requested to mark the different languages that were the most popular in his vicinity. The large number of cards returned has exceeded all of Mr. Heindl's expectations, and he is working on lists that will be of practical value to the dealers. Many of the dealers who returned the postal marked over a dozen languages as being of interest to their patrons, and a large number of dealers requested hundreds of catalogs dealing with some particular tongue.

Mr. Heindl, who was formerly a prominent dealer of central Pennsylvania, has a practical knowledge of both the manufacturing and selling ends of the business, and from his long experience as a dealer is enabled to judge of the selling value of the records from the dealer's viewpoint. He speaks a number of foreign languages, and is familiar with every record of the twenty-eight languages published in the Columbia foreign-record catalog.

Next month the foreign-record department expects to issue German, Hungarian, French, Russian, Polish and Italian records, and Mr. Heindl is looking forward to a big trade in these records around the holiday season. Dealers are beginning to appreciate the opportunities presented by the sale of foreign records, and a widespread demand for the more popular languages is certain to result.
FOREIGN TRADE IN TALKING MACHINES.

The Special Report Issued by the United States Government Bearing on Talking Machines Shows the Wide Scope of the Business in Canada, Central and South America, Germany, France, Russia, Great Britain, in Fact in All Parts of the World—The Opinions of the Local Consuls Regarding Methods of Selling and Other Matters of Interest and Valuable—Shows the Importance of the Industry Throughout the World—Great Export Markets for American Machines and Records.

From the standpoint of the man interested in any manner in the talking machine trade of the United States, whether in the export departments or in the domestic branches, the recent elaborate report compiled by the Department of Commerce and Labor under the heading of "Foreign Trade in Musical Instruments," and embracing detailed reports from consular agents all over the world on every department of the trade is of great importance as showing what progress has been made by the American manufacturers of talking machines of various types and how the American talking machine is regarded by the music lovers of many countries.

It is particularly pleasing to note that in Canada American machines and records command over 95 per cent. of the trade in imported outfits, that in Mexico the proportion of American machines is 95 per cent. of the trade in imported outfits, that in Central America and most of South America, with the exception of Argentina and Brazil, where the Germans have a shade the better of it, machines from the United States prove most satisfying to the purchasing public. In Europe, of course, the manufacturers of Germany, England and other countries practically control the market.

According to the report, Canada offers one of the best markets in the world for American talking machines and records of all types. During 1911, for instance, out of a total value of talking machine imports of $463,466 the United States furnished $473,419 and the United Kingdom $8,474. The hornless and horn styles of both disc and cylinder machines both have their advocates, and the general demand for records is fairly well divided between operatic and popular selections in the cities, with a tendency toward ragtime and similar popular music in many districts. In Newfound-

land disc machines with horns are the favorites, and the majority are supplied by the United States, with a few imported from Sweden.

South America.

Talking machines are purchased by all classes and in all parts of Mexico—in the large cities and towns, in mountain villages far removed, on haciendas and in isolated mining camps, and is especially popular in the last named localities. Classical and operatic music is the favorite with the average Mexican, and there is considerable demand for marches and dance music. The American, ragtime, however, is little understood in Mexico, and in most districts is practically unknown. From 80 to 90 per cent. of the machines in Mexico are of American make, with the balance supplied by several of the European countries. Machines selling for from $10 to $100 are readily supplied by several of the European countries. Machines selling for from $10 to $100 are readily salable, though those retailing at from $25 to $50 are the general favorites. As a rule, in the larger cities the hornless disc machines are preferred.

In British Honduras it is stated that "everybody has a phonograph in Belize," and it is almost literally true. It would apply to the surrounding country as well, as the machines are heard everywhere. The Colombia and Victor predominates, and the sales of $10 to $90 instruments is most frequent, though two or three of the $300 machines are owned in town.

Disc records are most generally used and popular selections are preferred. As phonograph advertisements continually, attention is called to all the newest records, and apparently everyone buys them. A low-priced German phonograph has recently been introduced, but nothing can displace the American instrument or destroy the moderate but steady demand for it.

In neither Costa Rica nor Guatemala is the demand for talking machines large, and the present prospects are that it will be some years before the market develops to large proportions. Of the machines sold, about 80 per cent. are of American make, and the preference seems to be for the disc type.

The talking machine appears to be the favorite musical instrument among the natives and foreigners in the coast towns, and by far the bulk of the demand is for the disc type of machine. Cylinder records are seldom seen. The demand is strong for all classes of music, English and Spanish, vocal and instrumental, popular and operatic, and the latest productions are frequently imported. The $5 to $25 instrument with which the horn is most in demand, and there are no high-priced instruments in this locality. Climatic conditions do not seriously affect the records, but are some-

what injurious to the mechanism. As phonographs are advertised continually, attention is called to all the newest records, and apparently everyone buys them. A low-priced German phonograph has recently been introduced, but nothing can displace the American instrument or destroy the moderate but steady demand for it.

The United States has a monopoly of the talking machine sales. Efforts have been made by a German house to introduce in competition a German instrument which is said to be a good machine, but the merchant handling it admits that he has been unable to establish a market for it or injure the popularity of the American instrument.

In Panama the demand is for machines costing

FIFTH AVENUE, NEW YORK.

Landay Bros., the progressive Victor jobbers, with stores in the most exclusive sections of the city, are doing an excellent business in all their four stores. The main office of the firm is at 563 Fifth avenue, near 46th street, where they have one of the most tastefully furnished display rooms to be found in the trade. Landay Bros. are well known for the thorough attention to detail shown in all of their stores, and the showrooms at 46th street is an admirable example of a tastefully decorated display room. There are six demonstration rooms for the exhibition of Victor machines and demonstration of records. These rooms are glass-sided and soundproof and are furnished in a comfortable and refined style that is calculated to impress the visitor with the high-class business done in the Landay stores. There is a magnificent room in the rear of the store that is equipped with a stage for use as a private recital hall, and the furnishings of this room are superb and elegant. A complete stock of Victor products is always on hand, and the sale of machines and records has advanced each year because of the progressiveness and business ability of the Landay boys.

"We are doing a splendid business this year," stated Alex Landay, in a chat with The World, "Our sales of machines are very satisfactory and the only complaint I have heard is one of not having the goods to supply the demands. Our business is growing each year, and I expect this year to break all records. I have every confidence in the continued prosperity of the country, and do not look forward to any change in business conditions because of the result of the recent election.

On the contrary, I expect business to remain steady and advance continually as the money received by the farmers for their $10,000,000,000 crop is put in circulation. I am a pronounced optimist, and always believe that business will prosper as long as the people are content and progressive. The sale of records is very good and we have made many substantial sales in the past few weeks. Owing to the pronounced shortage of machines at the pres-
Choice of anogany, Aden quartered oak, or fumed quartered oak Pace, equipped with 5 record albums and containers, capacity for double-disc records (120 selections, 310 estimated.)

COLUMBIA Phonograph Co., Tribune Bldg., New York

Prospective Columbia Dealers ought not to lose any just now of all times: this is a "message from Garcia." Write for a confidential and a free copy of our Look Music Money. We have sprung sensations before—but never anything to beat this "Regal" at $40 and we advise all not-yet-Columbia dealers who are facing the certainty of uncertain deliveries to get action and get their hands on a fast share of this quick business.

P. S.—This should be a good time to remind you of the convenience of the Columbia distributing points which you will find listed on the inside back cover of this issue.

TRADE-MARK.

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

Creators of the talking machine industry. Pioneers and leaders in the talking machine art. Owners of the fundamental patents. Largest manufacturers of talking machines in the world. Exclusive selling rights granted where we are not actively represented.

The Saturday Evening Post

November 16, 1922

THE TALKING MACHINE WORLD.
This is a message from Garcia.
210,600 records imported, 71,599 were from the United States, and the remainder from Europe. The figures indicate at a glance the difference in value or quantity of the 19,771 machines imported coming from the United States, Germany, and England. In this connection it is interesting to observe that, while those with horns exposed have heretofore been the most popular, the disc machine, with about 40 per cent. of the $1,000 worth of machines sold, is distinctive and unlike anything ever placed on the market before. The fact that he returned to New York on the Dictaphone, and plans to get in close touch with many important Canadian points, where Mr. Lyle and Mr. Farquharson called on the jobbers and dealers at Kansas City was due to the Dictaphone. Mr. Lyle arrived in this city was signaled by a sheaf of telegrams and congratulatory letters from the managers throughout the service and to the generous advertising which the company has been placing, coupled with the rational and reasonable policy of the open shop, which has made friends for the company everywhere.

The dealers and jobbers were very enthusiastic about the recent Columbia models and assured Mr. Lyle that they found that their customers received them with unqualified approval and enthusiasm. Before leaving on his journey Mr. Lyle secured advance proofs of the illustrated catalog which will be issued shortly describing the new Grand. The catalog is a model of its kind and has been printed in 4 colors. The dealers everywhere were pleased with the result that although he explained to each dealer and jobber that the machine would not be ready for some time and that orders were not being solicited, these advance orders were placed for the machine which was not to be ready for sale until October. The fact that he returned to New York on the Dictaphone, and plans to get in close touch with many important Canadian points, where Mr. Lyle and Mr. Farquharson called on the jobbers and dealers at Kansas City was due to the Dictaphone. Mr. Lyle arrived in this city was signaled by a sheaf of telegrams and congratulatory letters from the managers throughout the service and to the generous advertising which the company has been placing, coupled with the rational and reasonable policy of the open shop, which has made friends for the company everywhere.

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Austria-Hungary.

In Austria-Hungary the demand for the various types of talking machines is almost entirely supplied from abroad and many American machines are included in the number sold. The machines, equipped with horns and the disc records, are the most popular, the taste in the matter of music ranging from operatic to popular selections. There is room in Bohemia for American firms to exploit their products if they can convince the dealers of their general superiority.

France.

Although there are numerous manufacturers of talking machines in Paris and in and near it, the firm of Pathe Freres has what is practically a monopoly. Several American firms are also established in Paris, among them being the Columbia Phonograph Company. Operatic and popular types of talking machines are almost entirely supplied from abroad, and classical selections are favored for high-class machines, but others use almost entirely orchestral music and popular airs known in Paris as "cafè concerts." The machines with horns are at present preferred to the hornless type, while in records the disc type almost entirely prevails. The sale of talking machines in France is about five times as great as it was one year ago, and the fact that he returned to New York on the Dictaphone, and plans to get in close touch with many important Canadian points, where Mr. Lyle and Mr. Farquharson called on the jobbers and dealers at Kansas City was due to the Dictaphone. Mr. Lyle arrived in this city was signaled by a sheaf of telegrams and congratulatory letters from the managers throughout the service and to the generous advertising which the company has been placing, coupled with the rational and reasonable policy of the open shop, which has made friends for the company everywhere.

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NOW WITH EXPORT DEPARTMENT.

M. D. Easton, formerly of the Dictaphone department of the Columbia Phonograph Co., is now in charge of the export department of the firm. He will travel in foreign countries in the interests of the Dictaphone, and plans to get in close touch with dealers throughout the world. He left Thursday for a month's trip to Cuba.
PERSONNEL OF NEW DEPARTMENTS.

General Manager Otto A. Gressing Chats of the New Victor Sections of the McCreery, O'Neill-Adams and Lord & Taylor Stores and How They Are Being Conducted.

General Manager Otto A. Gressing, of the newly installed Victor departments in the McCreery, O'Neill-Adams and Lord & Taylor stores, expresses great pleasure at the success of these new talking machine departments. The O'Neill-Adams Victor department was formally opened the latter part of last month; Lord & Taylor's was introduced to the public the early part of November; McCreery's 33rd street store was selling Victor machines about October 15, and by the time this paper goes to press Manager Gressing hopes that McCreery's 34th street store will have had the formal opening of its new Victor department.

No expense has been spared to make these display rooms models of comfort for patrons and friends, the decorations in each store being of the very best and in keeping with the important names of the houses in which the new departments are installed. There are seven demonstration rooms on Lord & Taylor's Victor floor, which were all arranged with careful attention to the comfort of prospective purchasers and their friends. These rooms are all finished in mission, and the furnishings, which are tasteful and refined, are in perfect keeping with the quiet though rich appearance of the entire department.

Handsome Victor models are displayed in each demonstration room, and a complete stock of Victor records is to be found in the well-filled racks on one side of the floor. Many visitors have thronaged the department since its opening, and they have all expressed the pleasure at the many splendid features in the new home of Victor products. The McCreery, O'Neill-Adams departments are all furnished in the same high class manner and present a very pleasing appearance. The personnel of the various departments is as follows: McCreery's 34th street store—Manager, Miss Steele, formerly with Pearsall's Fifth avenue store, assisted by Braisted A. Smith, formerly connected with Steiner of Boston; McCreery's 23rd street store—Manager, Miss Katherine Tracy, Lord & Taylor—Manager, Henry Braid, assisted by Miss R. E. Stagg; O'Neill-Adams—Manager, Harry Monroe, formerly connected with Lyon & Healy, of Chicago; Miss Snyder, connected with O'Neill-Adams for a number of years; James Hendrix, former assistant and Miss Nelle Marshall.

General Manager Gressing has an office in each store, and spends a part of each day in all the various stores.

“Business at O'Neill-Adams' has been phenomenal,” stated Mr. Gressing in a chat with The World. “Since we opened a few weeks ago we have made a splendid showing in both machines and records, and our sales are constantly increasing. Lord & Taylor's and McCreery's are both doing very well, and the high class clientele that visits these stores has made possible many sales of the high priced Victor models. We closed several orders for No. XVI in Crescian walnut last week, and I am very much pleased with general business conditions. We are especially fortunate in having an excellent repair department maintained in connection with the four Victor departments. This repair end of the business is in charge of George Reilly, formerly connected with the Blackman Talking Machine Co. of New York.”

PLEASURE AND PROFIT DERIVED.

Benj. Switky, the well-known jobber of 9 West Twenty-third street, New York, has favored us with the picture, which appears herewith, of a happy gathering enjoying the pleasures of a Victor concert, which was kindly loaned by those enterprising and highly successful Victor dealers, Epstein & Berdy, 2977 Third avenue.

"The story as related to us by Mr. Epstein is so full of moral," remarks Mr. Switky, "that it would be selfish for us not to impart it to you readers. You will notice the happy faces in the picture, which, I am sure, are due to the fact that the record played was an entertaining one and not because the photographer advised them to look pleasant. "Louis Epstein believes in entertaining his fellow guests during vacation time, and incidentally combines business with pleasure. In fact, he tells us that, unlike most people, instead of coming home broke, he came home with some excess cash in his pockets. "Last September Mr. Epstein departed for Fleischmann's Station, N. Y., to enjoy a little change of scene and recreation. He took with him a set of Victor records and a Victor machine, in-

ARRIVED!

IT'S HERE—the latest thing in a DISC TALKING MACHINE ATTACHMENT

Compact, accurate, positive, durable—JUST WHAT YOU'VE BEEN WAITING FOR

Plays your records once, twice or three times; then STOPS AUTOMATICALLY. Or can be instantly set to play indefinitely. Is easily attached and your talking machine is positively incomplete without a

Smith
Repeatostop

Correspondence solicited, when full particulars will be given.
LATEST VITAPHONE VOLUME DESCRIBES PRODUCTS.

Six Styles of Vitaphones Illustrated and Described in Detail in New Catalog Issued in English and Which Follows Others Issued in Foreign Languages.

"Not living and breathing—but the same" is the introduction opposite; the title page of the new catalog of Vitaphone Co., Plainfield, N. J., which aptly describes the new machines of this company in conjunction with the meaning of its name. The catalogue is a large one, with the catalogue paper for style and quality it ranks with the best. The cover is in two shades of green with gold and white stamping, while the printing of the text matter is in black and red.

The foregoing catalog is for English speaking countries and is the first one issued for this country. Previous editions have been in foreign languages.

Six styles of Vitaphones are illustrated and described. The Vitaphone grand type No. 185 retails for $185 and is a big, magnificient machine. This machine is furnished in mahogany, or quartered oak with choice of golden, early golden, weathered, fumed, antique gum metal or Flemish. Interchangeable diaphragm connection, while either amount of the horn can be replaced. This plays either needle or sapphire records. This type is equipped with an extra motor that can be wound with playing. The lower part of the cabinet has a lifting capacity of 2 extra MOTORs, the entire cabinet being finished beautifully.

Type No. 100 retails at $100. This is four feet high, two feet deep, 1 foot 8½ inches wide and has the usual appearance, but in quartered oak and golden oak and mission oak only. It presents a very clean-cut appearance.

Type No. 75, retailing for $75, is along the same line as style No. 100, only the design is more severe. It is created to fill the demands of those who wish a good talking machine at that price.

Type No. 50 was designed. This machine has no record cabinet, but instead has a shelf where six record albums may be kept with a capacity of 96 records. This cabinet has a ten-inch base, and is 3 feet 7 inches high, 1 foot 7 inches deep, and 1 foot 5 inches wide. Finished only in golden or mission oak.

Type No. 15, retailing at $15, is the popular price Vitaphone. This is quite a little machine for the cost. It is furnished with an artistic flower horn at no extra cost. This machine plays both needle or sapphire records, and the spring motor can be wound while playing.

Considerable space is devoted to Vitaphone needies, a peculiar spar pointed needle that is made especially for Vitaphone machines. Owing to this peculiar shape, any tone is secured, soft, medium or loud.

Quite an extensive line of talking machine horns are illustrated and described on the last page, including viaphone solid wood horns, quartered and not veneered, Vitaphone solid spruce horns, and cludihg Vitaphone solid wood horns, veneered and peculiar shape, any tone is secured, soft, medium or sapphire records, and the spring motor can be wound. The machine has a 12-inch turntable, and is 3 feet 7 inches high; 1 foot 8 inches wide and 1 foot 5 inches deep. It is created to fill the demands of those who wish a good talking machine at that price. The enunciation of these records is very distinct, and we are looking forward with great interest to the September records which are now being issued.

MODERN AND PROGRESSIVE.

The Elements That Have Led to Hayward Cleveland's Success in the Talking Machine Field—"Snapped" for the First Time.

Hayward Cleveland, the popular manager of the Columbia Phonograph Co.'s store at 35 West Twenty-third street, New York, is one of the oldest and most enthusiastic workers in the talking machine field, as well as one of the oldest employees of the company, with which he has been so long and honorably associated.

Any endeavors to ex, loit Mr. Cleveland to bring him to public notice by means of a photograph have hitherto been unsuccessful, despite every effort of his associates and well wishes. This summer, however, while Mr. Cleveland was at the Shelter Island House, Shelter Island, Long Island, he enjoyed the first vacation in several years, he was "snapped," with the result that we are able to present to our readers a counterfeit presentment of this exponent of Columbia merits with Mrs. Cleveland.

Mr. Cleveland has grown up with the Columbia business and has seen it expand from modest proportions to its present important place as one of the great companies of the world. He is a hard worker who believes in doing things rather than speaking about them—the elements truly that proclaim the man.

AN EXCELLENT IDEA.

Beginning with the December records, Thos. A. Edson, Inc., will enclose in each carton a four-page folder giving detailed information concerning the selection. This is an excellent idea and one that will be appreciated by the buyers of the phonograph.
A conspicuous achievement in window display has been accomplished by the window display department of the Victor Talking Machine Co. To justify that statement, one only needs to look at the accompanying illustrations.

A week or two ago the Victor Automatic Scenic Window Display was announced to Victor dealers. It has since been submitted to the actual test, and the instantaneity and "conspicuous" success is not a question of opinion, but a pure and simple matter of fact.

The illustrations herewith are actual photographs taken in front of the windows of Gimbel Bros. store, where the first Victor Scenic Window Display was shown. We should have been glad to show a photograph of the display in the window, but it was impossible to do so on account of the crowd. At the time of going to press similar scenic window displays are being set up in the windows of prominent Victor dealers in New York City.

A brief description of this latest window display is as follows: It presents scenes from grand opera, from light opera, scenes which suggest the best of band music, dance music and vaudeville. There is movement in it—the one thing above all others which will arrest attention and hold it—the two positive essentials which establish and increase advertising value.

In particular this new product consists of the following: A proscenium arch in miniature with a curtain which hides the stage from view. Directly before that, a full operatic stage orchestra in min-

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THE VALUE OF "SERVICE"

Exemplified in the Success of the Talking Machine Department of the Oliver Ditson Co. and the Dealers Which it Serves.

(Special to The Talking Machine World.)

Boston, Mass., Nov. 11, 1912.

"Service" is the great asset of the Victor department of the Oliver Ditson Co., managed by Henry Winkelman, in this city, and it is on "service" that this end of the business grew and prospered. The aim of this company is to care for the dealer and--or that he is protected, even though it results in a financial loss. This brings to mind a conversation of about a year ago when Victor machines were at a premium, and, in fact, there is not a dealer who does not know that all is well when the Kinetoscope offices on the fourth floor are at all times—but this was around the holidays. The company received an allotment of machines and instead of disposing of them at retail, they sent a few here and there to their dealers and sacrificed profits, they sent a few here and there to their dealers and sacrificed profits in order to assist their wholesale trade.

Such a protection as this is worth looking to. Henry Winkelman, who directs this end of the organization, has some dealers who would not think of having any other service than the Ditson service. They like the sales hints secured; they think of having any other service than the Ditson service. They appreciate cooperation in business building, and the advice of Mr. Winkelman on talking machine problems is ever ready to those of his clients who seek it.

Much has been spoken and written about the elimination of the jobber, but if they were all of the character of the Ditson house there could hardly be any reasonable arguments for it. On the contrary, the Ditson house is ever on the territory; it knows local selling and distributing conditions and maintains a finger on the pulse of trade that is of value to both the manufacturer and dealer. To the dealer, however, is directed the bulk of effort, as is by making the Ditson dealers successful that the Ditson Co. has so succeeded.

Mr. Winkelman reports business as very good, with an outlook indicative of unusual prosperity in the coming holiday trade. Several changes in office locations occurred last month at the Edison executive building in Orange, N. J. Mr. Goodwin's office being removed from the third floor front to the second floor back, while the Kinetoscope offices on the fourth floor moved down a peg to the third.
Betterment in Trade During the Past Month

The trading season is at its peak, with numerous businesses experiencing increased sales. One such company has introduced a new style of phonograph, which is selling more than ever before. The demand for records is high, with the demand for machines without horns increasing. In many cases, these hornless machines sell in such large quantities that they are difficult to find manufacturers busy this time, but so with the nearer approach of Xmas.

Apropos my remarks last month anent the Leeds Centenary, I may say that the growing popularity of this class of instrument has increased amazingly on this side, as pianoforte manufacturers are not unknown. Messrs. Barnett Samuel & Sons, Ltd., have introduced one or more new styles, i.e., "Invieta" and the "Lyric." The company has a record of small goods, and their catalog, featuring a new record of 12 cts, is said to be published in the near future.

A New Fexible Disc.

A novelty in disc records was recently shown at the factory end, as may be obvious. It is clear evidence of satisfactory retail sales, and both factors and dealers are reaping a good, steady harvest. The machine trade, too, is making great progress, and the number of records through factories is now running day and night, and in many instances difficulty is experienced in keeping supplies ahead of demand. This pleasing situation at the factory end, as may be obvious, is due to the nearer approach of Xmas. One expects to find manufacturers busy this time, but so with the nearer approach of Xmas.

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The following Columbia-Rena records also call for mention: Twelve-inch— "When a Wooer Goes A-Wooing" and "Strange Adventures" (from "The Yowmen of the Guard") (Sullivan), the London Opera Quartet; Ten-inch—"The Tale of a Stroll" (Dougherty and Jerome), Nella Webb; and "Dolly O'Moor" (Moritz Lutzen), Nella Webb; "Ramshackle Rag" (Ted Snyder), and "Red Pepper" (Henry Lodge), King Military Band; "Down by the Old Mill Stream" (Ted Taylor), and "Let Me Call You Sweetheart" (Leo Friedmann), Prince's Male Quartet; "Big Brown Boo-Loo Eyes" (Edward Leonard), and "Good-Bye London Town" (Jerome and Schwartz), the Two Boys; "The Fountain" (Zabel) (harp solo), Dorothy Bascet, and "Annie Laurie" (theme and variations) (harp solo), Charles Schultes; "Ora Pro Nobis" (Picolomini), and "The Rosary" (Nevin) (concertina solo), Alexander Prince; and "Wait Till the Clouds Roll By, Jennie" (Fulmer), and "We've Been on a Journey for Fifty Years" (Chattaway), William Oakland.
Garden" (O. H. Dalloton), by the Band of H. M. Coldstream Guards; "Revive Interlumped," op. 40, No. 4 (Tschakowski, arranged by Schmidt), and "Polonaise," op. 40, No. 1 (Chopin, arranged by F. V. Schmitz). Among the mezzo-voce is "Cavatina" (Raff) Miss Marie Hall, violin solo; "Ave verum" (Mozart), "cello, W. H. Squire; "Families Genetile," op. 34, No. 4, "Sdoll of the Heart." Of the Metropolitan Orchestra; "Alexander's Ragtime Band," two-step (Irving Berlin), Gottschel's Orchestra, and "Gaby Ghide" (Hirsch), Bohemian Orchestra.

Celebrity Records—"Lo non ho che una pia senza caranza," La Boheme (Leoncavallo) Signor Cesare; "Lascia ché pianga," Rosalba; "Rinaldo" (Handel), Mme. Kirkby Lusan, and "Tirai al duca" (Reilly). A famousatorio, "Martha" (Flotow), quartet by Alda, Jacoby, Caruso and Journet.

H. M. V. Single-sides—William Tell, and, "William Tell," allegro (Rossini), New Symphony Orchestra; "Down Where the Lila Lee (Maid), Mme. Kirkby Luan; "A Child's Song" (Koarhali), John McCormick; "You, Just You" (Thompson), Miss Clara Eveleen; "My Ships" (Barratt), Miss Ruby Helder; "Drink Lyn; "My Dreams" (Barratt), Miss Ruby Helder; "Drinking Song, "Rose of Persia" (Sultalian), Harry

SIMPLEX START AND STOP DEVICE

Has Won Great Popularity Among the Public. Judging from the Reports of Dealers and the Activity Which Prevalts at the Factory on Lafayette Street, New York—Interesting Booklet Is Now Being Distributed—What Manager Kirkman Reports.

The Standard Gramophone Appliance Co., 17th Lafayette Street, New York, is doing an excellent business with the Simplex Start and Stop Device. Orders are coming in faster than the factory can deliver the goods, and from present indications the demand appears to be beyond the limits of the Simplex Start and Stop Device. orders begun to realize the merits of the Simplex Simplex had renewed her interest in the machine. The manager Kirkman reports that the Edison Co. cannot supply fast enough, every consignment being earmarked in advance. We are receiving many letters from the trade commending the Simplex in the highest terms and assuring us of the widespread demand for our device. Whatever we are doing is in keeping with the attractive proposition offered by the Simplex Co. on the merits and worthy features of their new device, we are using those you sent us recently to great advantage. We have ordered any Simplex Start and Stop Device we are receiving many letters from the trade concerning the merits and excellent qualities of the Simplex Start and Stop device.

CIRCULAR, in order to adequately impress the trade with the merits of the Simplex Start and Stop Device. Orders are coming in faster than the factory can deliver the goods, and from present indications the demand appears to be beyond the limits of the Simplex Start and Stop Device. The manager Kirkman is enthusiastic over the rapid progress being made in the development of an extensive distribution among the dealers and jobbers throughout the country and taking up the sale of the device with enthusiasm and vigor and report a most gratifying demand for this widely-advertised product. Not only are the dealers satisfied with the merits of the Simplex Start and Stop, but they are pushing the sale of the device with excellent results. Several first-class road men have been engaged by the company to push the distribution of the product throughout the country, and preparations have been made for a most extensive advertising campaign by means of circulars and general educational publicity. The Columbia Phonograph Co. has just been formed for distribution among the dealers and jobbers throughout the country, and particular care and attention have been given to the preparation of this circular, in order to adequately impress the trade with the splendid qualities of the Simplex Start and Stop. The booklet is illustrated with first-class cuts showing the manner in which the Start and Stop Device is applied to the talking machine, and the dealer of the hearty co-operation of the home office. The circular is well written and presents an excellent argument on the merits and worthy features of the device. Directions for the use of the Start and Stop are printed in full, and the entire arrangement of the various sections of the circular is designed to impress the trade with the merits of the Simplex Start and Stop.

The booklet is being distributed as The World goes to press, and over a hundred thousand copies have been printed to accommodate the demand of the trade.

"Our business is going ahead rapidly," stated Manager Thomas W. Kirkman, in a chat with The World. "Our factory force is exceptionally capable, and as a result we are enabled to turn out our device with the positive knowledge that the most careful attention has been given to every detail of its construction. The call for the Simplex Start and Stop is much larger than ever before, remarkably so in the last month, and we are preparing to take care of a banner holiday trade. Our device has been perfected gradually with it now represents a product that will give entire satisfaction to every user. Our development in this direction has been appreciated by the talking machine trade and dealers are responding most gratifyingly to our publicity. We are receiving many letters from the trade commending the Simplex in the highest terms and assuring us of the widespread demand for our device. Whatever we are doing is in keeping with the attractive proposition offered by the Simplex Co. on the merits and worthy features of their new device, we are using those you sent us recently to great advantage. We have ordered any Simplex Start and Stop Device we are receiving many letters from the trade concerning the merits and excellent qualities of the Simplex Start and Stop device.

MARKS CO. HANDLE COLUMBIA LINE

The Columbia Phonograph Co. announces that arrangements have just been completed whereby the S. Z. Marks Co., one of the progressive dealers of Paterson, N. J., will install a Columbia department in its piano and player store. A substantial order for Columbia products, which it will handle exclusively, has been placed for immediate shipment, and the company is very enthusiastic over the bright prospects for a banner talking machine business.

RETURNS TO HIS DESK.

G. T. Williams, the popular manager of the New York Talking Machine Co., 83 Chambers street, New York, returned to his desk this week after a few days' absence. Mr. Williams is feeling a little weak, but is rapidly regaining his usual vigor and vim.

C. E. Goodwin, manager of salesmen in the Thomas A. Edison Co., organization at Orange, N. J., is in Chicago to attend the wedding of his brother, Judge Goodwin.

Concentration is the secret of success in politics, in war, in trade, in short, in all management of human affairs.

INCORPORATED.

The United Piano and Talking Machine Co., New York, N. Y., has been incorporated with capital stock of $10,000 for the purpose of dealing in pianos, etc. The incorporators are: Samuel Poupell, R. G. T. Giordano and J. Herrmann Biehler.

Talking Machine Man Wants Position

A Live Talking Machine man of considerable business experience, thoroughly conversant with every detail of the business, desiring to take up sales and salesmanship, is seeking connection with a firm or organization, who would appreciate a forceful, conscientious and able worker and for whom a permanent position is desired. Address "B-48," care of The Talking Machine World, 373 Fourth Avenue, New York City.


CHAUFFEURS COMPLETE OUTFIT SACRIFICED.

Consisting of elegant metal model De Dion; Persian lamb collar, $35; pair of elegant bear robes, $15 each; racoon cape, $35; pair of full gloves, $3.50; silk tippet, $10; pair leather leggings, $5.50. Will sell separately at the lot, all new; never worn. Original price, $350.00. CHASE, 118 East 26th St., New York City, N. Y.

FOR SALE.—Well-established talking machine and small goods business, with a fine growing trade; in the best and largest city in the irrigated west; population over 24,000; exclusive line and only one other store in the city; illness compels retirement. Address "C. M. C.," care The Talking Machine World, 373 Fourth Ave., New York City, N. Y.


FOR SALE.—A large stock of Edison goods in exclusive Edison territory; order of long standing; exclusive line and only one other store in the city. Address "B. H." care The Talking Machine World, 373 Fourth Ave., New York City.

OPENING FOR GOOD SALESMAN.

WANTED—Experience in Live Talking Machine business; straight salary—part salary and part commission—or all commission—assumed to locate with Live Victor and Edison dealers; good opportunity. Applicant must come well recommended. Address "R. H." care The Talking Machine World, 373 Fourth Ave., New York City, N. Y.

REPAIRMAN WANTED.—By Edison and Victor jobbers; steady position with good opportunity for capable man; reference, salary, etc. Address "T. E.," care The Talking Machine World, 373 Fourth Ave., New York City, N. Y.
BUSINESS ESTABLISHING NEW RECORD IN MILWAUKEE.

Milwaukee, Wis., Nov. 12, 1912.

There is every indication that business from now until after the holidays will establish a new high record in both the retail and jobbing branches of the talking machine trade. Sales during October far exceeded those of the same period of a year ago and the business thus far in November is more than satisfactory.

The only rift in the otherwise cloudless horizon is the shortage of stocks in most lines. Local jobbers say that they are having trouble in getting machines and records enough to meet the insistent demands of the dealers, who are meeting with a fine trade and anxious to get their stocks in readiness for the Christmas trade. This state of affairs is not confined to any one particular line of machines, but is general with the Victor, Edison and Columbia houses. Officials of the Wisconsin Talking Machine Co., jobber for the Victor line; Lawrence McGreal, Edison jobber, and A. G. Kunde, the Columbia jobber, all have the same story to tell. Stocks in dealers’ hands were depleted rather badly during the summer, while recently dealers have heard that there was to be some difficulty in securing goods, so there has been a genuine rush for stocks.

Conditions in Milwaukee and about the State are almost ideal from a business standpoint. The excitement attendant upon the State and national election had little if any influence upon business. Industrial conditions here and about the State have shown decided improvement, while bumper crops in many of the leading fields in the State have almost realized the capacity of his department. Three new machines boasting of more than doubled the capacity of his department. Three new machines of more than doubled the capacity of his department. These new machines have been installed, the demonstration auditorium has been arranged and extensive record racks have been erected. The furnishings are in oak. Mr. Abbott is intensely enthusiastic over the Victor.

Becomes Manager at Hoefflers.

Otto Krause, formerly of Chicago, has been placed in charge of the taller department of the Hoeffler Manufacturing Co., 306 West Water street.

Expansion at Gimbel Bros.

L. C. Parker, manager of the talking machine business at Gimbel Bros., has more than doubled the capacity of his department. Three new machines have been installed, the demonstration auditorium has been arranged and the records thus have been given additional space. Manager Parker has also made several additional to his sales force to care for the increased business which he is securing. During the first ten months of the present year, Manager Parker made a gain of 76 per cent. in sales, as compared with the same period in 1911. The Gimbel Victorian department is located on the second floor of the b.g. department store, easy of access for the shopping crowds, and Mr. Parker has his auditorium filled at the daily concerts which are given. An extensive advertising campaign has done much to increase his sales and at the same time keep the Victor in the public eye.

Trouble in Getting Stock.

Business is so good with A. G. Kunde, Columbia jobber and retailer, 516 Grand avenue, that for the second time within a month he has been forced to enlarge his sales force. Mr. Kunde says that he is having trouble of his own in getting stocks enough from the Columbia factory to meet the demands of his trade. Mr. Kunde and the various Columbia dealers were interested in the recent battle in the Milwaukee of the new $900 Columbia model, fashioned after a baby grand piano. Mr. Kunde’s father, a man now in his seventy-sixth year, is seriously ill and is not expected to recover Mr. Kunde’s mother died less than a year ago.

Mr. Becker is keeping up his plan of giving daily concerts to the trade and is meeting with a brisk business in the business. When "The Spring Maid" company was here at one of the local theaters recently, Mr. Backer made a special feature of 'The Spring Maid' selections in his concerts with great success. The same plan was followed when "Alma, Wo Wohnst Du?" appeared here.

"Our Victor business has been increasing by leaps and bounds of late," said Mr. Becker. "I brought many of my old customers here when I assumed charge of this department, and this has been a powerful factor in the business. Sales during the month of October established a new high record and I am sure we will meet with better things this month. Prospects for a big holiday trade were never better."

Big Call for Victrolas at Grams.

Paul A. Seeger, manager of the new Victor department at the Edmund Gram Music House, is enthusiastic over the manner in which business has increased since the opening of Mr. Gram’s new $120,000 store. Mr. Gram sells a high grade line of pianos to the best class of people in Milwaukee and these people are proving the best of customers for high grade Victrolas. Demand for Victrolas is so good that Mr. Seeger has been selling an average a high grade machine at least every other day.

The Edward Schuster & Co. store reports an excellent business in Victor Victrolas, as well as the regular styles.

Get the women coming into your store and the men will have to come. Aren’t the women the ones who control the spending in families you know? Isn’t their good will and favor worth working for?

The Newest and Best SCHAFFORD ALBUM

with the new cut envelopes making it easy for securing and replacing records.

All 10" and 12" albums now have 17 envelopes, instead of 16 as heretofore.

The only finished album on the market, finished complete with head bands. Furnished with Gold plated rings and gold stamping or with German silver rings and silver stamping. Made to match the metal finishes of the Victor, Columbia, Vitaphone, Edison and Keen-o-phone cabinets and dealers.

Send us a trial order to-day and sell the best albums with the most profit.

THE SCHAFFORD ALBUM CO., 26-28 LISPENDEN STREET, NEW YORK.
How Columbia Advertising Helps.

That the general advertising of the Columbia Co. reaches far into the rural districts is attested by a Miss Stockbridge, of the Columbia store, who says: "We have an order to-day from a small town dealer in Illinois for one of your $99 combination outfits," said Mr. Ramsdell. While the letter did not state how the order came, it was evident that it was sold outright, as the dealer was in great haste to get it and there was no word of terms of commission. We have left excellent results from the advertising as the large spreads in the Saturday Evening Post. When our men go to a house, the person they address says, "Oh, yes, I saw that machine advertised." It helps a good deal, too.

The Columbia business, Mr. Ramsdell says, is in excellent volume. The sales of the small machines is running right on the heels of the supply so closely that we will not have much of them for several hours one day recently. A purchased machine was taken out in the morning and it was in the afternoon before the first of a new shipment arrived.

The sales force thought it a lucky bit that no customer asked for one in the meantime.

Anent the Campaign Records.

Columbia records have not made a hit in St. Louis. Very few of any kind have been sold. The Roosevelt records created a bit of a stir and were used for advertising, but after hearing of them the ordinary person was usually satisfied and made no effort to purchase. At the Silverstone store a bulletin in the window announced "Roosevelt will present a record every Saturday until Dec. 1." Mr. Ramsdell's summing up of the situation alarms the dealers.

Big Demand for Cabinets.

While here he made his headquarters at the Silverstone Talking Machine Co., the elite department store of the city, and has announced a Victor talking machine department as soon as space arrangements are completed. The store, owing to the recent acquirement of the additional building, promises to be a good show. This store has a reputation of not doing things by halves, and their opening is awaited as an interesting event.

Advertising the Regiphone.

The Thibert Piano Co., which continues to advertise itself as the "largest Victrola house in the city," is using considerable space for the promotion of the Regiphone, recommending it as the only machine reproducing Victor and Columbia voice records with the additional advantage of a music box equipment. Liberal offers of records are made with purchases of machines.

Big Demand for Cabinets.

Local dealers are finding a very fine field for trade promotion in cabinets and this trade is rapidly increasing as the record library of the彬彬有礼 machine grows with each passing week. This has been experienced lately in keeping favored styles of cabinets in stock.

The Election and Business.

The election has little effect on trade except in rural Missouri, where a so-called "single tax" constitutional amendment fired the farmers and [illegible] against city men and occupied public minds to the extent of all else. Where only men and national issues were at stake, say local men, trade was not affected seriously.

As civilization progresses, we keep losing our natural rights, and we are willing to, because we get more privileges. A man on a desert island with his dog, and he has all the privileges, for he is all alone. Now, in direct proportion as you get away from that condition, you must be subjected to discipline.

True loyalty in business means "to stand up for your own opinions before your employer, and for your employer, and for your employers' opinions before the world."
THE COLONIAL REGENT.

The Name of a New Type of Grafonola Placed on the Market by the Columbia Phonograph Co.—A Design That Attracts.

The Columbia Phonograph Co., General, announces to the trade the introduction of a new Grafonola style to be called the "Colonial Regent." This new design will replace the "Regent Junior" as soon as the supply of the latter becomes exhausted. As seen from the illustration, the "Colonial Regent" is constructed along those strictly Colonial lines that are so popular in the furniture trade just now. The round table design extends the variety of the Columbia table line, and is a most attractive article of furniture for any well-furnished home. The sound reproduction, which has been given the same careful attention accorded to the other Regent models, and the result is a handsome machine equipped with a wonderful tone.

The machine of the "Colonial Regent" will begin at once, but dealers can only secure a sample at present, as the first supply is limited, and the production will be increased as sales warrant. The price of the new model is $150 in mahogany only for the present, and from all indications will be a welcome addition to the Columbia line.

PLACE VALUE ON PACKAGES.

Failure to Specify Value May Mean Heavy Loss in Case Article Disappears.

Perhaps it will prove expensive some time if you do not happen to know that in the absence of a specially stated value on a package delivered to an express company the express company is, in case of loss, liable only for the amount printed in its contract, usually $50, or 50 cents a pound if the package weighs more than 100 pounds. This has been decided by the courts of many States, the theory being that it is not a limitation of liability fixed by the carrier, but a contract between the carrier and the shipper whereby the shipper agrees with the carrier that the value of the goods is as stated. Under such circumstances the shipper, of course, can recover on lost packages no more than the agreed value.

U-S PHONOGRAPH CO. ACTIVITY.

The U-S Phonograph Co.'s No. 25 model, with concealed horn, is meeting with the greatest success. E. R. Prairie, Eastern road man for the company, with offices at Union Square, New York, stated to The World that the demand for all of the concealed horn models, especially the No. 25 type, was greater than the immediate supply. The new factory at Cleveland is working full capacity and the general business is most gratifying. The latest record list is most acceptable to the dealers, and orders for these Everlasting, Non-Breakable records are rapidly increasing. Mr. Prairie reports that new U-S dealers are being signed up daily, with the result that business in the East is advancing by rapid bounds.

THE CUT-PRICE MENACE

Which Would Result Disastrously in the Trade Field Were the Oldfield Bill to Become a Law. Discussed by H. C. Brown, Head of the Victor Co.'s Advertising Department.

The Oldfield bill, which, among other things, abolishes the right to maintain fixed prices, was the subject of a very illuminating paper read by H. C. Brown, manager of the advertising department of the Victor Talking Machine Co., at the recent meeting of the Affiliated Ad Clubs, held at Rochester. He pictured how the existing confidence between manufacturer, jobber and consumer would be jeopardized should this bill become a law, and he showed the vital interest these four factors have in maintaining fixed prices. He analyzed the situation as it exists to-day and as it would exist were the bars of restricted prices thrown down and the right to establish and maintain a fixed price on advertised or patented goods abolished. He pointed out how Victor dealers would be placed were the Oldfield bill to become a law with its accompanying cut price scramble. He said in part: "The retail dealers would be the first to feel the effects of any injudicious merchandising legislation, and, in the face of cut price wars and loss of legitimate profits that would surely follow, their enthusiasm and interest would quickly wane. Thus they would eventually be lost, as the connecting link between manufacturer and jobber. Taking as a basis the sources of distribution now as the disposal of the Victor Talking Machine Co., which is made up of nearly ten thousand independent dealers who have willingly and cheerfully entered into an agreement with the Victor Co. to promote and sell the Victor line at fixed prices only, I would venture to say there are probably two hundred and fifty thousand or more dealers in the United States selling the fixed price products of other manufacturers. All of these would be seriously affected by abolishing the manufacturers' right to fixed prices."

THE ADAPTOR

AS AN AUTOMATIC ILLUSTRATOR

For Advertising Purposes

A complete little machine that you attach to any lamp socket and project sixteen different pictures, to whatever size you wish, showing your merchandise and reading matter describing them.

Show the Great Singers

The simplest, most compact and complete machine of its kind on the market.

A letter or postal to-day will bring you full information about

The Machine that tells a Story

PICTURE-DISC COMPANY

- LOS ANGELES, CAL.
It was on the steamer "Quantoic," en route from Boston to Philadelphia, that I gathered the material for this article, which I sincerely trust will prove of benefit to dealers who may be in search of trade-bringing ideas.

Twilight had fallen and Minir's Ledge Light was winking its 1-3-1. "I love you," as we guided gently through the moonlit water, notifying us that Boston harbor was well astern and the open sea before.

The ocean was gorgeous to behold, its white-capped and tossed in the shimmering radiance of the nearly full moon, were indeed beautiful. The clouds, still a little rosy from the recent sunset, and piling in hilly masses from horizon to zenith, completed the wonderful picture.

I was lounging in a steamer chair on the promenade deck, enjoying the cool breeze, and contemplating myself for the eleventh time that day, when I had decided to return by water instead of rail, when a lady and gentleman passed on an after-dinner stroll 'round the ship. I recognized the man as a talking machine dealer from Philadelphia and called him by name. He responded to my greeting most graciously, bringing his wife forward to be introduced.

"Here I have made a rough sketch of the program," he exclaimed, drawing a sheet of paper from his pocket. "You may copy it if you wish. It is to aim to have what I have prepared in the form of a folder with this program inside, and you may rest assured that every customer, prospective and actual, within my trade zone will receive it, in ample time to secure accommodations on the good ship Melody for 'an evening on the sea.'"

Glancing at the sheet he handed me, I read:

**AN EVENING ON THE SEA.**

**PART I.**

2. Boston to Philadelphia, that I gathered the mate-
4. Davy Jones' Locker-Vocal. 
5. The Hurricane-Vocal. 
6. Distant Shore-Vocal. 
7. Sailing Ship's Call. 
8. Steamer Quantico Sailing the Fire Island Light-
9. The Last Watch-Vocal. 
10. Anchored-Vocal. 

**PART II.**

Lecture-Special Talking Machine entertainment.

1. Bounding Sea-Vocal
2. Bridle of the Waves-Vocal
3. With the Flying Dutchman-Vocal
4. Davy Jones'-Vocal.
5. When the Sea is Calm-Vocal
6. The Lighthouse by the Sea-Vocal
7. The Watch-Vocal
8. The Watch-Vocal
9. The Watch-Vocal
10. Anchored-Vocal

**L'Envoi.-My Dear Patrons:**

Now that you have partaken of "An Evening on the Sea," do not realize how easy it will be for you to...
THE TALKING MACHINE WORLD.

ELECTED

THE BEST

By An Overwhelming Majority

The SIMPLEX Automatic Stop and Start device for disc gramaphones was invented and placed on the market as an accessory to the disc talking machines.

It was not designed to deface or to interfere in any manner with the operation of the well-known makes of disc talking machines. The manufacturers of the "SIMPLEX" realize that the tone arm, sound box, and turntable and all moving parts of the modern disc talking machine are carefully and properly weighted and balanced by their makers. The Simplex was therefore so constructed that it does not destroy this balance.

The Simplex is placed between the turntable and the pivot of the tone arm. It is not fastened to any moving parts of the talking machine, but is fastened only to the top of the cabinet.

The Simplex is caused to operate by the motions of the tone arm which must be made in order to play a flat disc record. When the tone arm is moved to the right, a roller is depressed and the turntable revolves. The needle is then placed in the first groove of the record, and the record is played. When the needle reaches the end of the record the tone arm touches a trip post, and the revolving disc is brought to a positive gradual stop, without injury to the record or sound box or motor. It is to be particularly noted that from the beginning of the record till the end, no part of the Simplex is in contact with any moving part of the talking machine, to which it is fitted.

The Simplex is the only self-contained automatic start and stop device ever placed on the market. It is manufactured to supply the demand of those who want an automatic stop device. The starting feature makes it additionally popular. The Simplex is not operated by a battery.

Easy to apply, easy to operate, easy to understand, the Simplex is synonymous with its name. An ideal Christmas gift!

Place your orders now or write for particulars.

STANDARD GRAMAPHONE APPLIANCE CO.

173 Lafayette Street

New York, N.Y.
NEW PHONOGRAPH RECORD PROCESS.

A novel form of phonograph record and method of producing the same centrifugally has just been granted to J. W. Aylsworth and assigned to Thos. A. Edison, Inc., of Orange, N. J.—A Technical Description.

(Special to The Talking Machine World.)

Washington, D. C., Nov. 11, 1912.

Among the important patents issued this month relating to talking machine records, that issued to J. W. Aylsworth, East Orange, N. J., and assigned to Thos. A. Edison, Inc., is of especial interest. This patent, which bears No. 1,082,529, relates to a novel form of a phonograph record and method of producing the same centrifugally, the record being claimed in this application and the method in a divisional application, Serial No. 719,094, filed September 7, 1912.

The object of this invention is to produce a light-weight, strong cylindrical phonograph record, which will have a hard resisting surface smooth and free from defects and a porous backing of a similar substance which will contribute mechanical strength and acoustic solidity without the use of as much material as would be necessary if the record were made solid or backed with solid material.

The result above referred to is accomplished by casting in a rotating mold a composition containing ingredients which cause the same to foam excessively or evolve gases during the formation of the record to cause the same to be spongy and porous, while the outer record surface of the same which is in contact with the mold will be free from bubbles and similar defects.

More specifically, this invention is accomplished by casting in the manner referred to a record of a composition the ingredients of which react on sufficient application of heat to form a hard in-fusible condensation product. In the present invention a composition of this character is made use of in which the ingredients are so chosen and proportioned as to cause excessive foaming or the evolution of dissociation gases during the transition of the material from the molten plastic state to a solid plastic or non-plastic state, the product, caused by the evolution of such gases being porous and spongy throughout its mass, while the record surface thereof is smooth and free from bubbles.

A composition such as that described may be made by adding an excess of paraformaldehyde, di- or tri-oxymethylene, or other suitable aldehyde to a composition forming a compound such as Formulá No. 1 in application No. 405,660 for plastic composition and process of manufacturing the same, filed May 14, 1909. The formula referred to is: (1) Phenol resin 100 parts by weight, polymerized formaldehyde 5 to 7 parts by weight, phenolic anhydrid 5 to 10 parts by weight.

The excess of polymerized formaldehyde above the proportion in the foregoing formula causes the mass to foam during the transition from the molten plastic to the hard solid condition. With such a composition the surface next to the record surface of the mold is formed in a thin layer of material free from porosity. The thickness of such layer may be controlled at will by pouring in the mold first an amount of a mass so constituted that it will not foam while changing from the molten plastic to a non-plastic or a solid condition, subsequently pouring in the mold the mass which is then made to take up the volatile dissociation gases whereby the porous backing or body of the record is formed.

1911 GREATEST VICTOR YEAR.


According to the announcement of the Victor Co. in The Voice of the Victor, the past year has been the most remarkable in the history of the company, and in explaining to the distributors and dealers the reason for the shortage in stock and the inability of the factory to supply the new types of Victrolas in the quantities demanded, state that the overtaxed condition will be relieved by January 15, when the new factory extensions are put into active operation. In commenting upon the growth of the demand for Victor goods the company says in part:

"In the first place, this has been more than a remarkable year. It is really a continuation of an ever increasing demand for Victor goods that began (if we dare venture to say just when it did begin) with the advent of the Victrola in the early fall of 1906, and whose very momentum has simply carried the demand for Victrolas and records far beyond the reach of our capacity, no matter how hard we have worked and are continuing to build. This gigantic increasing demand can probably be best understood by you when we tell you that we have manufactured and shipped more goods during January, February and March of 1913 than we did in the three great holiday months of October, November and December, 1911, which up to that time were the biggest three months we ever experienced. April, May and June, which are ordinarily light months (and which were further handicapped by our desire to clear the market of Victrolas X, XI, XIV and XVI to make ready for the announcement of the new instruments), were practically double any previous April, May and June. July saw the announcement of the new Victrolas, shipments of which began about August 1, and each month that has followed has broken all previous high water marks in shipment of Victor goods."

NEW COMPANY ORGANIZED.

Takes Over the Business of the Tea Tray Co., of Newark—How This Title Came to Be Adopted—Those Interested.

On November 1 the name of the Tea Tray Co., of Newark, N. J., was changed to the National Metal & Stamping Manufacturing Co. The Tea Tray Co. was well known in the talking machine trade as manufacturers of horns of excellent quality, and its peculiar title name was due to the fact that its principal line of manufacture in the early days of the company (being founded in 1897) was the manufacture of serving trays, coated with japen. This was a new process originally developed in this country at that time. Later other lines of manufacture were taken up, including electric and gas shades, light fixtures, phonograph horns, and more recently chemical fire extinguishers, which is now one of their principal products.

The National Metal & Stamping Manufacturing Co., will manufacture slot machines, copper tanks, brassfern baskets, copper tea sets, candlesticks of ancient and modern design, and other specialties. New capital has been put in the company and its facilities increased. The present officers are: G. A. Kruttichpentin, president, formerly general and president of the Aluminum Goods Manufacturing Co.; James C. Coleman, vice-president and treasurer, formerly treasurer and secretary of the Aluminum Goods Manufacturing Co., and Howard G. Hull, secretary, formerly secretary of the Tea Tray Co.

NEW WAY OF PACKING AND SELLING.

Talking Machine Needles Put Into Force by John M. Dean, the Well-known Manufacturer.

Putnam, Conn., Nov. 9, 1912.

The new way of packing and selling talking machine needles and one that is creating quite a stir in the trade is the method used by John M. Dean of this city. Mr. Dean is putting up one thousand needles in a large box, each large box containing five smaller boxes, the smaller boxes having different styles of needles. He calls the large unit of 1,000 needles a set, there being 200 each of extra loud, loud, opera, medium, and soft tone.

Charles E. Dean, in a chat with The World representative, stated that this method of packing needles is a distinct novelty in the trade and has been the means of greatly increasing the needle trade of the dealer. "Frequently," continued Mr. Dean, "these dealers would sell 1,000 needles to talking machine owners so that they might have a complete repertoire of needles to fit their repertoire of records. This increased the dealer's business more than double.

Mr. Dean commented upon the fact that steel has gone up during the last five years nearly 40 per cent. He was recently in Pittsburgh buying his steel for the coming year, as it has to be made to order for his special requirements. He remarked that Pittsburgh furnishes the best steel for talking machine needles, as he has experimented with all other steel and knows this to be true.

Of course, in addition to the sets of needles above mentioned, the list of Dean products remains the same, Puritone needles being their most popular needle. Needles are also put up in special boxes and envelopes to suit the jobber's requirements.

IMPORTANT WARNING TO THE TRADE.

We are compelled to warn the trade to be careful when sending correspondence to us. Use the address below.

THE PENN PHONOGRAPH CO.

17 South 9th Street

PHILADELPHIA
TALKERS FOR NEW YORK SCHOOLS.

Board of Education Makes First Appropriation for the Purchase of Machines and Records—A Strong Letter from Dr. Frank Rix.

An event of particular significance and importance to all those interested in the spread of music education through the use of talking machines in the public schools is the official recognition given the talking machine by the Board of Education of the city of New York following the recommendation of the Board of Superintendents. At the outset the board appropriated $5,720 for the purchase of machines and records to be placed in the schools where it is considered they are most needed. The first appropriation will be followed by others as the situation warrants it. There is no doubt but that the action of the board was influenced strongly by a letter written by Dr. Frank Rix, supervisor of music in Greater New York, to the Superintendents' Committee on Supplies and Equipment.

Among the interesting new Victor records that recently held a formal opening of its newly modeled establishment, which was considered when the recommendation of the committee was forwarded. In his letter Mr. Rix said, in part:

"The usefulness of the talking machine is shown:

1. As an aid to the appreciation of good music, in hearing music rendered by great artists, and in the rehearsing of it, as often as needed to become thoroughly acquainted with it.

2. In the assemblies, the children marching to music of the records.

3. In the classes for defectives, furnishing accompaniments to rhythmic exercises, and music for awakening interest and stimulating mental activity.

4. In indoor playgrounds and recreation centers, for amusement appreciation, dancing and gymnastics.

5. It is available both in high schools and in elementary schools.

"The use of the machines in gymnasiums and playgrounds would remedy two difficulties, that of securing suitable instruments, and that of getting competent players.

"In the vacation schools, playgrounds and recreation centers they would save the considerable sums paid to pianists.

"A saving would be made in the number of pianos needed in playgrounds, gymnasiums and ungraded classes.

"The talking machine has its limitations in that it is unsuitable for accompanying voices, and is not well adapted to out-of-door playgrounds."

RECORDS BY FRIEDA HEMPEL.

New Soprano with Metropolitan Opera Co. Represented in November Victor Co.'s Red Seal List with Two Selections.

Among the interesting new Victor records that are now available, the famous soprano, who after achieving a number of triumphs in Germany, the land of her birth, has joined the forces of the Metropolitan Opera Co. for the present season and will appear as the uen in "Les Huguenots" and in other operas.

The records in the Red Seal List for the current month are "O, beau pays" (Fair Land of Tournai) from "Les Huguenots," and "Ernani in Vomand" (Ernani, Fly With Me), from the first act of "Ernani." Mme. Hempel is less than thirty years old, but possesses a voice of remarkable quality and flexibility, which is faithfully reproduced in the Victor records.

MANIAC THREATENED EDISON.

Man Sent to Asylum for Annoying the Inventor.

(Special to The Talking Machine World.)

Baltimore, Md., Nov. 9, 1912.

A man giving the name of Harry Mitchell was arrested on October 25 and is believed by Chief of Police Farnan to be a dangerous maniac. He is charged with sending threatening letters to Thomas A. Edison.

For several months Mr. Edison has been annoyed by letters from a man signing himself Harry Mitchell. The letters were mailed from various parts of the country, and the writer invariably demanded large sums of money under threat of death. Mr. Edison put the matter in the hands of the postal authorities, who, after investigating, declared that the writer of the letters must be of unsound mind.

An alienist to-night said Mitchell was dangerously insane, and he was committed to the City Insane Asylum.

The Pasadena Music House, Pasadena, Fla., which recently held a formal opening of its re-modeled establishment, featured the Victrola in a very prominent way.

FOR

EDISON

PHONOGRAPHs

List Price

15c

each

FOR

VICTOR and

COLUMBIA

Talking Machines

List Price

25c

each

Cleanrite

TRADE MARK

COLUMBIA

VICTOR

RECORD BRUSH

List Price

Patented Sept. 26 and Oct. 2, 1906; Sept. 10, 1907.

No. 20—Brush for Columbia Concert Grand Sound Box

Clamps on Sound Box and operates the same as Victor style.

AUTOMATICALLY CLEANS

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

FREE SAMPLES

will be sent upon request to say Jobber or Dealer Write Now

who don't handle them.

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

MANUFACTURED BY

BLACKMAN TALKING MACHINE CO.

97 CHAMBERS STREET, NEW YORK

THE TALKING MACHINE WORLD.

No. 2. Standard and Home

No. 2. Fina Triumph

No. 3. E. R. Hempel and Fresca

No. 3. E. R. Hempel and Fresca

No. 2. E. R. Hempel

No. 1. E. R. Hempel

IT SAVES THE TONE

You can't afford to lose this protection.
BUSINESS WILL NOT SUFFER

In the Least as the Result of Election of Governor Wilson to the Presidency—Prosperity
—Reports Appreciation of Edison Blue Amberol Records and Latest Victor Styles.

J. Newcomb Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, New York, is very much pleased at the satisfactory condition of the talking machine trade at the present time. Mr. Blackman is one of the leading jobbers in Victor and Edison products, and the reason of his being president of the National Association of Talking Machine Jobbers is enabled to feel the pulse of the talking machine business all over the country.

"I do not expect to see the slightest radical change in general business conditions because of Governor Wilson's election," stated Mr. Blackman in a talk with The World. "Business ought to continue to be as prosperous as ever, and the talking machine dealers should feel optimistic for the future, and have every confidence in the continuance of prosperity for several years to come.

The result of the election, I believe, will not affect the talking machine business except as it may affect general business conditions, and as I said before, I do not think there will be any radical changes in the conduct of any industry. Our own business is so firmly established that any material reduction in the tariff would not give a strong foothold to foreign products, because American goods are so vastly superior to all foreign makes, not only in material, quality and workmanship, but, what is most important, in reproduction. The foreign cylinder machines are going along very nicely, and we are ready to supply the orders for various styles of Edison Amberolas. The dealers are taking bold of the Blue Amberol records in a hearty spirit, not only those who placed original orders, but those who held back at first now find that they must have a representative stock of the new records. Our record business in general is exceptionally satisfactory at the present time, and the same condition exists with Victor records as with the machines, namely, we cannot get enough records to fill the rapidly increasing number of orders being received each day."

TAUGHT BY TALKING MACHINE.

Sig. Titta Ruffo, the Great Italian Baritone, Acknowledges Great Debt to the Talking Machine as a Teacher and Simulator—Scores a Big Success at the Opening of the Metropolitan Opera House in Philadelphia.

(Special to The Talking Machine World.)

Philadelphia, Pa., Nov. 9, 1912.

A self-taught singer, proclaimed as the greatest baritone of a generation, made his debut with the Metropolitan Opera Co. in this city last week. His salary for a single performance is said to be the greatest ever given an opera star unknown in this country, and yet at the outset of his career he was told he had no voice, and was turned out of the conservatory of St. Cecilia, Rome, as hopeless.

The man is Titta Ruffo, or rather Ruffo Titta, as his name is really. He comes to America after less. His triumphs are remembered in every great opera house in Europe, and he holds decorations from royalty.

But this man, turned away by a great conservatory and discouraged by great professors of music in Europe, literally taught himself to sing. Immediately after being dismissed from the conservatory of St. Cecilia, Ruffo procured a talking machine and made records that reproduced his voice in its every tone and timbre. He discovered defects after defect, a harshness here, a weakness there, until he had gone far toward perfection in six months' time. Then he appeared before one of the great opera houses in Europe, and he holds decorations from royalty.

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Burton J. Pierce, of the J. W. Jenkins' Sons Music Co., Kansas City, Mo., was recently elected president of the Rotary Club, which is composed of an aggregation of the leading business men of that city.

HEDGING THE DEALERS.

The latest development in the interest of the Victor dealer is the establishment by the Victor Talking Machine Co. of a concern bureau. Its purpose is to secure the co-operation of the Victor dealer and the Red Seal artists for the greater benefit of each. A very complete advertising has been issued to the dealers in all the cities where Victor artists have definite engagements for this season.

The man who gets all he can and gives as little as possible is not a valuable factor in a community.
LOOK FOR LARGE HOLIDAY TRADE IN CLEVELAND.


(Special to The Talking Machine World.)

CLEVELAND, O., Nov. 9, 1912.

With general business conditions in Cleveland in a highly prosperous state, the talking machine dealers, with others, are reaping a big crop of business. In most lines of trade there is a boom. Manufacturers and contractors are offering a bonus for skilled artisans, as well as for unskilled help, and the general prosperity is proving to the benefit of the talking machine dealers as well as other tradesmen.

November seems to have inaugurated broader lines in the talking machine trade with indications of a heavy full business. More interest is manifest, more inquiries are noted, and largely for the best type of machines and the best records. About the only complaint made by dealers is the shortage in the new types of Victrolas, which, it is hoped, will soon be remedied. There are none of these in store in any of the stores, which is a drawback to the business.

Indications are that there will be an unusually desirable holiday trade, and dealers are preparing to meet it with as much choice a selection of goods as can be procured from the manufacturers.

The Northeastern Ohio Teachers' Association has just finished a very successful convention here. Mrs. Frances Clark, head of the Victor educational department, Camden, assisted by Mr. Jones, of the educational department, also gave an educational exhibit at the Colonial Hotel parlors, who, with the assistance of the dealers, were kept busy demonstrating to the teachers the practical and cultural uses of the Victor in the schools. Many machines were placed in schools as a result.

Geo. W. Lyle, general manager of the Columbia Phonograph Co., on his way West, visited the local store a few days ago.

Mr. Hipple was here recently demonstrating the Victor improved concert sound box.

The U-S Phonograph Co. is now completely established in its new factory at 1204 East Fifty-fifth street, and everything is running satisfactorily. With the enlarged plant and increased facilities the company is now better prepared to meet the increasing demand for its popular talking machine and everlasting records. G. M. Nisbett, sales manager, stated that business was good, and that everything in the new factory was running all right. He claims the prosperity of the company is due to the superiority of its products, at reasonable prices, and that the prospects were of the most encouraging character.

President T. H. Towell, of the Eclipse Musical Co., reports business very favorable in both the wholesale and retail departments. Fred E. Lane, formerly with the Columbia Phonograph Co., of Boston, and Marcellus Roger Co., of Worcester, has just arrived. He came from the East six weeks ago and is very much pleased in his new quarters. He and Miss Ruth McMannamy, of Akron, Ohio, were lately married. Mr. Lane met his bride while she was employed by the Boston Talking Machine Co. in the production of soprano records for that company. He has been very busy giving concerts in the schools where he has placed many instruments.

Mrs. Lane has been of great assistance to him by singing at the Victrola concerts.

The most encouraging conditions exist at the Columbia store. G. R. Madison, manager, stated business was unusually good, and that it kept him very busy ordering from the factory to keep up his supply. Among dealers who have recently put in a stock of Columbia goods are S. B. Stilley, Akron; the Witt Music Co., Lorain; R. M. Sumner, Sandusky, and Henry Cinamon, Sandusky, Ohio.

In illustration of the popularity of Columbia goods, Mr. Madison furnished the World with the following extract from a letter he had just received from the Witt Music Co., of Lorain, Ohio:

"I have examined our invoices of Columbia goods for the last few months and find that I have purchased over $5,000 net of your products, and taking into consideration that I had a large stock of talking machines on hand at the time of putting in your line, I feel more than justified in saying that the only mistake I have made in the talking machine business was in not carrying your line before, for the increase in our talking machine business since putting in a full Columbia line is more than 100 per cent. Your new Eclipse model is immense. The Favorite is certainly a favorite with our customers, and for our high-grade trade, the Regent tables are becoming more and more popular, and we anticipate a heavy demand for them during November and December. All lines of business are good, and we are in full time and we anticipate our November and December business will equal our entire business of the last eight months. We enclose order for 100 Grafonolas, which we believe will have to duplicate by the first of December."

G. J. Probeck reports the Dictaphone business very satisfactory. As well as other dealers, he believes this is his best business ever, and has a good stock of Dictaphones in store.

Mr. Probeck says he is negotiating with several large concerns.

About the only drawback to the business is the shortage in the new types of Victrolas, which, it is said, is due to the surplus of Victrolas, which, it is said, is due to the surplus of Victrolas, which, it is said, is due to the surplus of Victrolas, which, it is said, is due to the surplus of Victrolas, which, it is said, is due to the shortage that exists everywhere. He is now adding three additional demonstration rooms.

Get More of Your Customers' Money.

They are glad to give it for

BELL-HOOD NEEDLES

Far-and-away the richest-toned of all needles. Best liked by the best people.
25c and 50c Boxes
Write for samples and terms, naming your jobber.

BELL-HOOD NEEDLE CO.

777 Chapel Street,

NEW HAVEN, CONN.
"School Room Music," a book just issued by our Educational Department, is already getting Columbia dealers into the schools. We intend to help you get the school business and get it right.

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

BISPHAM KEENLY INTERESTED IN RECORD MAKING.

The majority of artists who sing selections for talking machine records are satisfied with merely hearing the reproduction of their own voices and to his extensive list in the Columbia library. After Mr. Bispham sings a selection in the laboratory he does not forget about the transaction and wait for

to be on the ground when the record is being manufactured. Mr. Bispham often takes a trip to the Columbia Co.'s factory at Bridgeport, Conn, and closely observes the record as it is taken through the many various processes before finally pronounced ready for testing on the machine. The accompanying photograph was snapped a short time since, and shows Mr. Bispham busyly engaged in stamping his own record. He takes a keen delight in this procedure, as it gives him a personal part in the actual manufacturing of his own records.

The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes and Master-Blanks for Gramophone and Phonograph Recording

WHEN CRITICISM IS FEARED.
The store that is well managed never fears the criticisms of its employes. When the employers fear criticism it is certain that injustice is being done. Employes deserve fair, square, honest treatment just as the customers deserve it. Any policy that works against the best interests of the employes is a bad policy and no store can afford to keep it alive. We do not believe that any store is strong enough to harbor one dissatisfied employe, just as no store can afford a dissatisfied customer.

BOWLING TEAMS TRY PROWESS.

Fight Now on in Earnest for the Challenge Cup Donated by the Southern California Music Co.—Will Be Five Teams in the Race.

(Special to The Talking Machine World.)

Los Angeles, Cal., Nov. 6, 1912.

The Bowling League of the Southern California Music Co., of this city, has reorganized and will put five teams in the race during the season 1912-13. The league officials are as follows: C. H. Rundel, president; W. E. Smith, vice-president; H. E. DePoe, secretary-treasurer. The teams are:


The games are now on in earnest for the challenge cup donated by the firm last year. Talking machine team No. 1 beat small goods team four out of five games, and inasmuch as small goods boys won the cup last year, the rivalry was pretty keen.

Last spring a picked team from this league played a team from the Columbia Phonograph Co. Geo. W. Lyle, general manager, and W. S. Gray, Pacific Coast manager of the Columbia Phonograph Co., were present as guests.
Cincinnati, O., Nov. 9, 1912.

About the most interesting development of the past month was the invasion of the talking machine field by the H. & S. Pogue department store, the first step of the kind in this city. This move was intimated in the last Cincinnati letter, the initial step having been taken by Manager Whelen, of the Columbia Phonograph Co., when he announced the opening of his new Grafonola department the first of November. There was a little delay in the opening of the department owing to the elaborate preparations that were made, but the general public has profited by the delay, as a more beautiful department of its kind cannot be found in the city of Cincinnati.

The H. & S. Pogue Co. opened its new Grafonola department the first of November. There was a little delay in the opening of the department owing to the elaborate preparations that were made, but the general public has profited by the delay, as a more beautiful department of its kind cannot be found in the city of Cincinnati.

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SALTER’S LINE

of Cabinets are leaders in quality and style and exceptionally good sellers.

Save the records by using Salter’s Patent Felt Lined Shelf Cabinets.

We manufacture Cabinets for all styles of machines.

Send for our latest catalogue today.

SALTER MANUFACTURING CO.

337-343 NORTH OAKLEY AVENUE

CHICAGO, ILLINOIS

NEWLY CREATED EDUCATIONAL DEPARTMENT

Of Columbia Phonograph Co. Making Good Progress Under the Directorship of Prof. Goodwin, Who Has Now Associated With Him Prof. James M. McLaughlin, Director of School Music in Boston, Mass., an Authority on Matters Pertaining to This Work.

One of the rapidly growing departments of the Columbia Phonograph Co., General, is the newly-created educational department. At the head of this department is Professor Frederic Goodwin, one of the best known educators in the East. Professor Goodwin’s practical knowledge of school room requirements has been of immense aid in the preparation of literature for circulation among teachers. His authority on all matters relating to musical education is unquestioned, and he is constantly being invited to address teachers’ conventions and give his views on the important subject of educating children to be musical. At the convention of the Hampden County Teachers’ Association, held in Springfield, Mass., on October 25, Professor Goodwin was one of the invited guests, where he delivered a forceful talk on the proper methods of handling schoolroom music. His address was enthusiastically applauded by the largest teachers’ gathering the convention ever drew, and many expressions of commendation were passed by the teachers who were present. The Springfield newspapers devoted considerable space to this speech, many of them printing the address in full, and the majority of the papers carried a picture of Professor Goodwin, accompanied by a story of the work he has accomplished. His talk was directed to the possibilities that exist for the proper cultivation of the talking machine as an instrument for schoolroom use. Professor Goodwin stated that practically every school principal in New England was heartily in favor of the talking machine in schools, and that many of them are donating machines to the schools from their own purses until the Boards of Education recommend their use. Subsequent to Professor Goodwin’s talk, folk dances were performed by the school children to the accompaniment of music produced by Columbia Grafonolas.

Associated with Professor Goodwin in the educational department is Professor James M. McLaughlin, director of school music in Boston, Mass., who acts in the capacity of consulting expert to the educational department, and his extensive knowledge and talents are of vast assistance in the development work now being carried on. Professor McLaughlin is known as an absolute authority on all matters pertaining to schoolroom music, and the position of director, which he has held for the past twelve years, is the most important one in the music department of Boston’s public schools. By reason of his exceptional attainments Prof. McLaughlin has achieved an international reputation. He is an organist of renown, and has acquired a prominent place in the literary world by his authorship of several standard text books. His varied achievements, wisdom and general knowledge of music cannot but prove invaluable in the educational work of the Columbia Phonograph Co.

“Our music money book, recently published, has brought the Columbia closer to the teacher than ever before,” states Prof. Goodwin, “and has shown the teacher that we are eager to help as well as eager to get business. The Columbia Universal Graded Course will soon be off the press and that will bring the Columbia dealers into a stronger position in the educational field than ever the talking machine trade was before. We are preparing several graded courses for use in the schools, and from present indications there will be a decided boom in the use of the talking machine in schoolrooms throughout the country.”

SCHAFFORD ALBUMS IN DEMAND.

The Schafford Album Co., 26 Lispenard street, New York, is doing an excellent business with its talking machine record albums. Orders are rapidly increasing and the factory is working full capacity to take care of the holiday trade. In a chat with The World, E. F. Skinner stated that they are receiving many inquiries from dealers in foreign countries in addition to the excellent trade from dealers throughout the United States, who find these specialties big sellers and greatly appreciated by the public.
INDIANAPOLIS TRADE NOTES.


(Special to The Talking Machine World.)

Indianapolis, Ind., Nov. 9, 1912.

The Kipp-Link Phonograph Co., Indiana distributor for the Edison machines, has about completed the alterations in its commodious quarters in Massachusetts avenue. Mr. Kipp said he had made special effort to inspect other Edison homes throughout the country and that he feels the Indiana headquarters does not have a rival.

The Edison Blue Amberol records are in demand in Indiana. The records have given new life to Edison business and when the Edison disc machine is put on the market, Indiana dealers believe that they will be real winners.

James Whitcomb Riley, the Hoosier poet, was a recent caller at the Kipp-Link store.

The talking machine is popular here and the only complaint the Kipp-Link Co. has to make is that the factory does not turn out the machines fast enough to fill the orders which have been taken out in Indiana.

The E. L. Lennox Piano Co. is planning to install a talking machine department. It has not yet been announced what line of talking machines the Lennox Co. is to handle. Rumor has it that several other piano houses are planning to take up a talking machine line. The talking machine business in Indiana is on the boom—not an inflated boom—but a real one, solid through and through.

The talking machine and its near friend, the dictaphone, are playing parts in the dramatic trial which is in progress here in the Federal court. The court reporters are making use of the dictaphone in transcribing their voluminous notes and they are loud in their praise of the instruments.

The talking machine comes into action by another notice. It is in use to help Ortie McManigal, the government's star witness, while away the hours in the rooms in the Federal building, where he is being carefully guarded by government officials.

Time hung heavy on the hands of McManigal until one of the government officials conceived the idea of obtaining a talking machine for his prisoner. A Columbia Grafonola was secured and now McManigal listens to ragtime, band music and funny dialogues. The government takes good care of the confessed dynamiter and sees to it that he is entertained. The talking machine has largely solved the problem of entertainment.

The Victor department of Aeolian Hall, in charge of Miss Lazarus, has experienced the most successful period in the history of the department. Booth Tarkington, the novelist, bought two Victolas the other day—one for himself and one for his father.

W. S. Barringer, of the Stewart Talking Machine Co., is paying special attention to window displays in the store in North Pennsylvania street. His efforts have been productive of fruit, for the passers-by "sit up and take notice." The Stewart Co. is now "all fixed up" for the fall trade, and its quarters present an exceedingly inviting appearance. All the talking machine men here say "Stewarts have a mighty fine store."

The talking machine was put to work in the political campaign here. The speeches of Roosevelt, Wilson and Taft, put out by the Victor Co., were used. If a speaker failed to show up the talking machine was given platform space and it filled the bill.

The Stewart Talking Machine Co. recently sold a Victrola to Mrs. Benjamin Harrison, widow of the late ex-President.

The Hallowe'en festivities here were marked by the use of talking machines for numerous lances.

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The Hallowe'en festivities here were marked by the use of talking machines for numerous lances.
The only thing on four legs that's better than the new Columbia "Regal" at $40 is the "Regal" at $50 with record containers.

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

NATIONAL ADVERTISING HELPS LOCAL TRADE.

K. M. Johns, Manager of the Columbia Co.'s Store in Detroit, Tells of Success Achieved in This Connection—Edison Business Given Quite an Impetus by New Blue Amberol Records and Reproducer—Victor Talking Machines Grow in Favor in the Schools.

—Max Strasburg Reports Increasing Demand for High Priced Victrolas and Records.

Detroit, Mich., Nov. 11, 1912.

The Columbia Phonograph Co.'s branch here is deriving tremendous results from the new form of advertising campaign instituted by the company a few months ago. The advertisements which are used in the periodicals of national circulation are immediately reproduced in the local dailies. They carry a specific offer of a certain machine with a specified number of records at a stated price, and when the customer calls for it he knows exactly what he wants and how much he will have to pay. So the sales, in addition to being numerous, are quick, and thus carry a larger margin of profit than if a salesman had to spend an hour or two closing the deal.

"It is the most effective mode of advertising I ever met with in my life," said Manager K. M. Johns, in enthusiastically praising it to-day. "It gets the people here because they know that they will find something they want, instead of having a vague idea of what is here and knowing that they will get the money with them."

When people are in that frame of mind they post-vague idea of what is here and knowing that they will find something they want, instead of having ever met with in my life," said Manager K. M. Johns, closing the deal.

"Quick, and thus carry a larger margin of profit than if a salesman had to spend an hour or two closing the deal."

The Columbia Regal is getting the big business on the advertising just now. A while ago it was the Favorite.

The Columbia Regent is also attracting a great deal of attention and business in the Columbia store, though it is a brand new acquisition. The round table style in mahogany, with the wide horn opening and Columbia tone shutters, are features that are much liked. The price, $100, also fits in with the trend of Detroit talking machine trade.

The trade insists on clinging to the high priced level. The popular range of prices is from $100 to $200, though some dealers find things very active in instruments of the $50 class.

The chief worry this year is the same as last year—whether the store will be able to get machines enough to fill orders, or even to make a healthy showing at it. Facilities for receiving freight shipments of any kind always are poorer in Detroit in the winter months, owing to a car shortage.

Two very good Columbia agencies were placed this week, one with the Titonello Music House and the other with the Adler Music House, both being prosperous establishments a little outside of the downtown circle. Both houses have put in a complete line of Grafamolas and records.

The new Amberol records and the new Edison reproducer have given the Edison business a large boost here. Manager Harry Rupp, of the talking machine department of Grinnell Bros., State jobs for the Edison, stated to-day that the first month's business with the new records has multiplied the old average several times even without the aid of the new reproducers. Sales of Amberolos are increasing steadily. The hornless Edisons have jumped into big favor, the practically indestructible records having aided greatly in this manifestation.

Talking machines are coming more and more into favor in the schools here, particularly Victors. When the schools, which can get pianos at the expense of the board of education, purchase talking machines by taking up a collection among the pupils, as has been done in many of the rooms of both the ward schools and the high schools, it constitutes some testimony indeed.

"What seems to me to be the very best evidence of the permanent stability of the business is its present tremendous impetus," said Mr. Rupp. "Some people have designated it a fad, that would die out like many other things well-to-do people have taken up and then discarded. But the talking machine, perfect as it now is, is still developing. Every time something new comes out we think that we have reached the absolute limit of phonographic science. Then, just about as soon as we become accustomed to it, along comes something newer that gives the instruments and the business another big boost."

According to Max Strasburg, of the Victrola shop, the high priced talking machines are coming considerably into competition with pianos. Notwithstanding that there are thousands upon thousands of young folks who can play the piano, the actual fact is that the great majority of them never go beyond the rudiments of the study. When they marry and assume household cares they no longer have time to practice, and without practice mastery of the pianoforte quickly lapses. So the young man or woman who, at the age of twenty, can play a talking machine "some," is firmly convinced at the age of thirty or thirty-five that the reverse is true.

"They come in and look over the big talking machines," said Mr. Strasburg, "and remark to each other that neither of them can play a piano—that's the use of having one. Both can play a talking machine and provide the very best music of all varieties. Nine times out of ten they sell themselves the machine. We don't have to say much here except to make out the contract. We have taken pianos in trade. We also have the edge on player-pianos owing to the matter of price. In the matter of automatic playing the instruments are about on a par; the talking machine making up with its variety of things what it may lack in volume of sound when compared with a player-piano, but the very best phonograph, costs only about one-fourth the price of the chess piece of the really good player-pianos."

Incidentally, Mr. Rupp remarked that the October business in Victrolas and Columbias was just about treble what the October business of last year amounted to.

Mr. Rupp, of Grinnell Bros., will make an effort to avert a shortage in Victors this winter. He will leave soon for the place from which all Victrolas come and try to impress upon the men high up that Detroit is a big and growing city and that he faces the task of supplying not only the Grinnell retail and wholesale up-state trade, but the needs of three other large Detroit stores—the Farrand Co., the Max Strasburg Co., and the Cable Co.—besides a host of smaller ones.

OUR FOREIGN CUSTOMERS.

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

—Max Strasburg Co. and the Cable Co.—besides a host of smaller ones.

Washington, D. C., Nov. 6, 1912.

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

OCTOBER 12.

Buenos Aires, 45 pkgs., $3,450; Cape Town, 49 pkgs., $1,871; Cucuta, 2 pkgs., $118; Genoa, 2 pkgs., $317; Havana, 4 pkgs., $374, 10 pkgs., $457; Havre, 11 pkgs., $811; Lima, 31 pkgs., $1,590; Liverpool, 4 pkgs., $349, 4 pkgs., $149, 4 pkgs., $186; Milan, 4 pkgs., $381; Rio de Janeiro, 10 pkgs., $505; Vera Cruz, 4 pkgs., $173.

OCTOBER 19.

Berlin, 10 pkgs., $300, 18 pkgs., $377; 38 pkgs., $1,000; Bremen, 1 pkg., $100; Callao, 5 pkgs., $500; Cartagena, 14 pkgs., $1,301; Havana, 22 pkgs., $1,141; London, 211 pkgs., $4,071; London, 5 pkgs., $1,100; Milan, 8 pkgs., $598; Port au Prince, 2 pkgs., $355; Rio de Janeiro, 14 pkgs., $4,875, 8 pkgs., $304, 6 pkgs., $475; Singapore, 18 pkgs., $593; Vera Cruz, 45 pkgs., $3,985.

OCTOBER 26.

Berlin, 3 pkgs., $167; Colon, 7 pkgs., $209; Havana, 22 pkgs., $679; Havre, 6 pkgs., $333; Kingston, 5 pkgs., $800; La Guaya, 4 pkgs., $997; Melbourne, 7 pkgs., $190; Montevideo, 8 pkgs., $291; Port of Spain, 5 pkgs., $122; Soerabaya, 11 pkgs., $589; Tampico, 6 pkgs., $156; Valparaiso, 8 pkgs., $1,506, 5 pkgs., $111; Vera Cruz, 215 pkgs., $7,729.

NOVEMBER 6.

Berlin, 5 pkgs., $126; Callao, 5 pkgs., $105; Chemulpo, 1 pkg., $117; Havana, 111 pkgs., $4,590; Iquique, 3 pkgs., $314; Kingston, 7 pkgs., $190; Liverpool, 3 pkgs., $269; London, 2 pkgs., $148, 199 pkgs., $7,138; Milan, 12 pkgs., $768; Rome, 10 pkgs., $785; Shanghai, 83 pkgs., $4,365; Tampico, 4 pkgs., $166; Vera Cruz, 29 pkgs., $999; Vienna, 8 pkgs., $105.

George P. Steele, general manager of the U. S. Phonograph Co., Cleveland, Ohio, was in New York recently for a short stay, and visited the offices at 7 Union Square, and also called on John Kaiser, manager of the laboratory at 606 Sixth avenue. He stated that business was excellent wherever he visited.
INCREASED TRADE REPORTED BY BALTIMORE DEALERS.

October Business Shows Big Gain Over That in September, Which Was Good Month—Sales Forces Increased—Changes among the Managers and Salesmen—What the Various Houses Have to Report—Recent Conditions and General Trade Prospects.

(Special to The Talking Machine World.)

Baltimore, Md., Nov. 15, 1912.

October has become a big month for the talking machine men in this section and the sales were better than during September. During October it became necessary for some of the dealers to get new help, and this same condition has become necessary with other dealers who managed to pull through September with their original quota of salesmen.

The Columbia Phonograph Co. branch has had a big October and the only drawback that Manager F. A. Denison complains of is the chronic shortage of salesmen.

Mr. Denison, because of the rapid strides made by the business recently, has been compelled to augment his regular force with three additional assistants.

Philip Lang has been taken on as wholesale salesman; F. A. Roberts has become Indian Jones and Charles Lamm has been engaged as bookkeeper. Mr. Denison reports the wholesale and retail end of the business as being away above the standard, both in the city and the territory covered from the local house in the Charles Stran, who for a number of years was manager of the talking machine department of J. R. Eisenhart & Sons, has resigned his position and opened up business for himself.

Mr. Stran is located on Howard street near Madison street, and is handling both the Victor and the Columbia lines. Mr. Stran is doing business under the firm name of the Lyric Talking Machine Co., and he reports that indications are that his venture will be a successful one. His fellow dealers wish him the best of success in his new venture.

Mr. Silverstein, manager for Cohen & Hughes talking machine department, has just returned from a successful trip and reports business, both locally and elsewhere, to be in excellent shape.

The firm handles the Victor line and has a pretty window display which is attracting much attention.

T. M. Gordon, proprietor of the Gordon Talking Machine Co., which handles the Columbia and Victor lines, reports a good month with both lines. The sales of large machines has been a feature, while the demand for records has been larger than for some time.

Joe Fink, who is associated with Mr. Gordon, also reports many sales. The Victor business both in this city and Washington has been in excellent shape during October, as far as E. F. Droop & Sons Co. is concerned, according to statements made by W. C. Roberts, manager of the two stores. The machine business was not the best, but he made Mr. Roberts happy, for record sales were also heavy.

Both the Columbia and Victor sales for the month of October were heavy at Sanders & Stayman's, who handle both lines.

Manager Albert Bowden says it was the best month for some time and that the indications are such as to indicate that November and the coming sales will be even better than for September.

William Knabe & Co. report a good month for the Columbia machines and records, while similar reports are made by Hammond & Levin concerning the Victors and the Peabody piano, the Howe Piano Co. and the Rosensteen Piano Co. as regards the Columbia lines.

POOLEY’S ADVERTISING CAMPAIGN.

Some Striking Announcements in the Saturday Evening Post—Will Also Carry Ads in Papers in Leading Cities—Results Are Gratifying—How the Dealer Is Helped.

(Special to The Talking Machine World.)

East Philadelphia, Pa., Nov. 6, 1912.

The Pooley Furniture Co. of this city, whose very distinctive styles of talking machine cabinets have gone to the trade, has been conducting a great campaign of advertising in the Saturday Evening Post, which will be continued during the fall and winter season, and it is also going to other local and advertising in the large cities in the form of newspaper and theater program publicity. In this way the Pooley Co. is reaching more than ten million readers a week.

This campaign has been inaugurated to stimulate business for the dealer. The results so far have been most gratifying; inquiries and orders are coming in faster every day and from present indications the Pooley Co. will find it difficult to fill all the orders needed to supply the holiday rush. It has, however, increased its forces and intends to meet all demands.

An interesting announcement showing the quality of advertising conducted by the Pooley Co. in the Saturday Evening Post appears elsewhere in this issue. It is impressive and educational.

ERB OCCUPIING LARGER QUARTERS.

(Special to The Talking Machine World.)

Rochester, N. Y., Nov. 4, 1912.

Christ. Erb, who for the past twelve years has handled the Edison phonograph line in this city, has just removed from 978 Colvin street to new and larger quarters at 438 Ames street, where he has enlarged the walls and added a frontage of thirty feet and containing two large show windows. It is Mr. Erb's intention to install a line of pianos as well as musical merchandise in his new store, to be known as the West Side Phonograph Studio, with Mr. Erb and his son in charge.

HONESTY IN BUSINESS.

How It Has Become an Essential Factor in Present Day Trading.

"The millennium has not yet arrived, but no thoughtful man will deny that there has been a great awakening of the business conscience in recent years," says a veteran merchant. "The old maxim, 'Honesty is the best policy,' in place of 'Let him who would win more or less a beautiful sentiment, is coming to be more of a practical reality. The day has come when to be honest means not technically, legally honest, but broadly, humanly honest—honest in thought, in purpose, in act."

The day has come when to be honest means not technically, legally honest, but broadly, humanly honest—honest in thought, in purpose, in act."

You don't need to be afraid

of not being able to take care of your customers' wants promptly and satisfactorily if you give us on the other end of your orders.

No bugaboo of "broken promises" to haunt you, or of "slow shipments" to throw a scare into you every time you send an order.

You can always depend upon us to be right on hand with whatever you want whenever you want it—all orders should be the same day they are received.

Mighty valuable service. Doubly valuable at this time of the year for holiday buyers must be taken care of—there's no holding Christmas back.

So just remember, that whatever you want in Victors, Victor-Victorias, Victor records, record cabinets, horns, fibre cases, needle, repair parts and other accessories, is here and will be headed for your store as soon as your order is received.

Write to-day for our catalog and our booklet, "The Cabinet That Matches," so you'll have it when you need it.

Victor Foreign Records are here too—the complete list, ready for immediate delivery.

Victor Distributing and Export Co.
81 Chambers Street
New York
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World)

PHONOGRAPHS. Harry B. McNulty, East Cleveland, O., assignor by mesne assignments to the U-S Phonograph Co., Cleveland, O., Patent No. 1,040,648.

The present invention, relating as indicated, to phonographs, has more particular regard to the provision of suitable mechanism for adapting a phonograph to optionally play upon records having threads of different fineness, as for instance, upon records having 100 and 200 lines to the inch, respectively, or as they are currently known, "two-microphone" and "three-microphone" records.

In such adaptation of the machine, it is necessary that the player be fed along the record at a different rate of speed in each case, and that a stylus of a different character, corresponding to the fineness of the thread, be properly positioned in the one case to play on the fine thread, in the other upon the coarse thread. One form of mechanism for conjointly effecting the two adjustments referred to is illustrated in co-pending application, Serial No. 463,942, filed November 23, 1916, and the present invention is in part an improvement of such earlier mechanism, and in part an adaptation of the same to several variant forms of reproducer from the preferred form there shown.

In said annexed drawing: Fig. 1 is a perspective view of a phonograph embodying the several improvements in one approved form; Fig. 2 is a similar view of the reproducer and that portion of the carriage in which said reproducer is seated, showing parts of the latter in a different operative position than that illustrated in Fig. 1; Fig. 3 is a bottom plan view of an actuating cam member that forms a feature of the machine; Figs. 4, 5 and 6, respectively, illustrate in different operative positions a development of one of the cam elements of such cam member. Fig. 7 is a perspective view of another detail of the machine, viz., the key whereby the adjustment of the reproducer stylus is secured; Fig. 8 is a sectional view of the reproducer and the portion of its carriage corresponding to that of Fig. 1, but showing the adaptation of the invention to a different construction of stylus lever; Figs. 9 and 10 similarly illustrate the adaptation of such invention to other forms of stylus lever, and Fig. 11 shows a detail of the construction of Figs. 8 and 9 in modified form.

AUTOMATIC RECORD STOPPING DEVICE FOR TALKING MACHINES. Richlle de Lan, Philadelphia, Pa., Patent No. 1,049,236.

The object of this invention is to provide a simple and effective means for automatically stopping the rotation of the disc record of a talking machine when the end of the record is reached.

Figure 1 is a side elevation of one form of disc talking machine with a record-stopping device in accordance with the invention, the parts being in the position assumed when the end of the record is approached; Fig. 2 is a plan view of the record; Fig. 3 is a view similar to Fig. 1, but showing the parts in the position assumed after the end of the record has been reached; Fig. 4 is a view similar to Fig. 1, but illustrating the adaptation of the improved record-stopping device to a machine of a slightly different type from that shown in Fig. 1; Fig. 5 is a plan view of the parts shown in Fig. 4; Figs. 6 to 8 are sectional views illustrating different constructions of turntables for use in connection with my improved record-stopping device.

RUN ON CERTAIN STYLES.

The Udell Works Report Conditions at Their Plant—Proof of the Fugularity of the Latest Designs Put Out by This House.

The Udell Works, of Indianapolis, Ind., are experiencing a very lively demand for their various styles of talking machine cabinets this fall and winter, a tribute to their efforts in supplying styles that meet with public approval. The Udell Works have just informed The Talking Machine World that they will not be able to furnish Style 415 in mahogany or oak until after the first of the year.

They add further: "The orders now in hand will be all that we can possibly get through the factory in time for Christmas deliveries. There are other very desirable patterns that can be had, but it is advisable to get the orders in early before these other styles become exhausted."

The reader can judge from this information that the Udell people are most desirous of supplying the needs of their customers with the greatest possible dispatch, and that they inform them of the exact situation so that they may take action in regard to ordering the necessary stock so as to meet the holiday demand.

BIG CANADIAN TRADE.

Reported in U-S Phonographs Which Are Also Loyal and Greatly In Demand Locally, Says John Kaiser, Head of the Laboratory.

"I am greatly pleased at the demand for our records," stated John Kaiser, manager of the U-S Phonograph Co.'s laboratory at 602 Sixth Avenue, New York. "Dealers all over the country have assured me that the call for our latest lists of records has been most gratifying. Our December list contains several appropriate holiday selections. What particularly pleases me is the spirit of cooperation manifested by our dealers in connection with our record production. I am in receipt of several letters commending some special record, and telling me that our dealer's customers are greatly pleased with the U-S products. The "Chamber" instrumental selections that we recently issued have met with phenomenal success, and our dealers seem to think that they are among the best records we have produced.

"Our machine business is going along splendidly, and our new factory in Cleveland is kept busy filling orders from the Eastern trade. The concealed horn type is our leader, and we are having difficulty in turning out the machines fast enough. A noticeable feature of our recent trade has been the tremendous gains made in Canadian sales. In certain sections of Canada our machine can be found in practically every home in a small town."

SETTLING ON A BUSINESS POLICY.

The aim is to do the maximum of business with a minimum of loss. A small ratio of loss does not mean good credit management any more than a comparatively large percentage of loss may indicate poor credit management. A good credit policy means small losses with no substantial business growth, while a fairly liberal policy will bring larger losses, but an increasing business with better dividends.
TRADE-MARKS HAVE GREAT SIGNIFICANCE

In the Talking Machine as Well as Other Branches of the Music Trade Industry—The
Victor Talking Machine Co., with the Caption "His Master's Voice," Has Attained World-Wide Fame
and Is Recognized as One of the Greatest Trade-Mark Properties Extant—Trade-Mark

It would be difficult to name a trade field in the entire industrial and commercial world where trade-marks have as great significance as in the music trade. Not only is there no other field where trade-marks mean more from consideration of sentimental prestige or where they are of greater benefit and value in the making of sales, but likewise is there no other sphere where the trade-mark is more universally used by practically all of the foremost manufacturers.

Such has been the growth of the popularity of the trade-mark as a means of identification and a vehicle of salesmanship these past few years that there is now no commercial field in which these insignia and slogans of trade are not employed. But, in many lines of trade, it is only a firm here and there that has adopted a trade-mark. In the musical instrument business, on the other hand, practically every creative force in the field has a trade-mark which, just in proportion to the extent to which it is known to the public at large, is a valuable asset of the business.

Value of the Piano Makers' Name.

Take the piano business, for example. Not only is each standard make of instrument known not only to its devotees, but to the entire world at large, by its distinctive name—usually the name of the original maker—but the very reputation of the manufactory and its product is bound up in this name. Because names are the badges of success in the piano field, almost every manufacturer has adopted the name of its make of instruments as its trade-mark. And a name, in even greater degree than any other form of trade-mark, is at once a weapon and a responsibility. It is ever present to create prestige for the instrument that has made a favorable impression upon an auditor, but on the other hand the very presence of such an established trade-mark implies a traditional merit in the article to which it is attached. In other words the appearance of a familiar trade-marked name on a piano is, to those who are at all informed on the subject, a virtual guarantee of quality.

The public is eloquently proven by the spirited legal battles which have, from time to time, been fought out in our courts with reference to the right to use some well-known piano name upon which more than one manufacturer had some claim. Such cases usually arise only when a piano manufacturing business has been sold by the founder or his heirs, and the latter in due course decides to enter the piano manufacturing field and wish to make use of the name which is in one sense their own. And just here, it may be noted, that whereas the law states that a trade-mark may be sold or transferred, the statute makes the stipulation that a trade-mark is assignable only in connection with the good-will of the business in which the mark is used. In other words no piano manufacturer can buy merely the trade-mark of a competitor. He must buy the rival factory—take over the entire business, in fact—if he desires to secure the privilege of using the instruments under the trade-mark originated by another.

Whereas there are, of course, more different trade-marks in the piano and player-piano field than in any other branch of the music trades, it must not be supposed that the use of these "commercial signatures," as they have been aptly nicknamed, is "by any means limited to the piano line. Makers of almost all classes of musical instruments, from harmonicas to harps, make use of trade-marks to greater or less extent, and rivalling even the piano trade is the exploitation of the very cornerstone of a firm's reputation—an asset of a higher order than in any other branch of the music trades. It is ever present to effectually and persistently in connection with the good-will of the business of which the mark is a part.

Chief Examiner of Trade-Marks for the United States Government, in a trade-mark case, once said, "The registered trade-mark is, of course, no different from the common-law trade-mark, except that it has been duly registered at the U. S. Patent Office in Washington unless it was being used in commerce at the time it was applied for registration. It is the right to which on the part of a firm or individual has been established by long usage. If a manufacturer of musical instruments has for years bestowed his name or any specific mark or emblem upon the instruments of his manufacture until this means of identification is firmly associated in the public mind with that particular line of product, he is considered to have established his prior right to the use of that particular mark. Should any unscrupulous competitor attempt to make "capital" for his own products by appropriating the time-tried mark of his rival, the infringer can be prosecuted on the ground of attempt at fraud under the common law.

The registered trade-mark is, of course, no different from the common-law trade-mark, except that it has been duly registered at the U. S. Patent Office in Washington. It should require no extended argument to indicate the desirability of having a trade-mark which has been sanctioned by Uncle Sam and for which, in a sense, he stands sponsor. The governmental registration often constitutes the best of evidence as to original use or priority in a trade-mark claimed by two or more interests. To date upward of one hundred thousand trade-marks have been registered in this country, and the number is growing at the rate of hundreds a month. Incidentally, it may be noted that almost all the well-known trade-marks in the music trades are registered in foreign countries as well as in the United States—for almost all nations have a system of registration similar to that of our own government. Until some half a dozen years ago a trade-mark could not be registered at Washington unless it was being used in commerce.

W. L. Symons
Assistant Examiner of Trade-Marks, at the U. S. Patent Office.

TRADE-MARK APPLICATIONS.

The room in which the file is kept at the U. S. Patent Office.

Well-known trade-marks in the musical field come under both these designations. The common-law trade-mark is a name or design that comes subconsciously to every new customer in the musical field.

There Are Two Classes of Trade-Marks.

Trade-marks may be described as of two classes, common-law trade-marks and registered trade-marks, though, as a matter of fact, almost all the

W. L. Symons
Assistant Examiner of Trade-Marks, at the U. S. Patent Office.
with foreign countries, but under the present law it is only necessary that a trade-mark be used in commerce between the different States in order to be eligible for registration if it conforms to other requirements.

With reference to registered trade-marks the firms in the music trades are, in one respect, in a more advantageous position than the general run of manufacturing houses in any other line. And it all comes about from the fact that most of our music instrument manufacturers, especially piano manufacturers, are long established. If it wasn't for this long tenure many of the leaders in the musical field could not have the benefit of registered trade-marks, but would have to rely solely upon common-law trade-marks. Let us explain.

Trade-Marks and the Law.

Under the present law a trade-mark cannot consist merely of the name of an individual, firm, corporation or association, unless it be written, printed or impressed in some particular or distinctive manner. And this latter does not mean that the name may be merely printed on slip or Roman letters or some fanciful type. It must be displayed in so unique a manner that any person seeing it would be impressed with the peculiar execution and arrangement of the lettering rather than with the name that is presented. This is a pretty broad and sweeping prohibition, and I think I hear many readers inquiring how it is in the face of such a ban that Steinway and Chickering and Knabe and all the other well-known trade-mark names of the piano field "got by."

It was simply due, as above intimated, to their ancient origin. A newcomer in the piano manufacturing industry to-day could not trade-mark his own name, but there was a loophole provided in the law for the pioneers in the industry. It was stipulated in the latest trade-mark law that registration should be granted without question to any trade-mark which had been in actual and exclusive use by an applicant (or his predecessors from whom he derived title) for ten years preceding February 20, 1905. Thus the older houses in the music trades have been enabled to secure Uncle Sam's seal of approval for trade-marks which would be barred were they originated during the present century.

Autograph Signatures as Trade-Marks.

A music instrument manufacturer whose business is of too recent origin to enable him to take advantage of this exemption, may yet register as a trade-mark his own name or that of his firm if he devise some distinctive method of displaying it, as above outlined. Or he may get around the prohibition by adopting his autograph signature as a trade-mark. Autograph signatures are always accepted without question at the Patent Office. Coined words are also looked upon with favor by the government officials, provided they are not descriptive or deceptive. Thus such words as Victrola, Graf-Zuidema and Anheuser would of course be acceptable as ideal trade-marks if the respective manufacturers cared to register them. However, it is the custom in the music trades for a house to put out all its products under one common trade-mark. This is not so in certain other lines. For instance, the National Biscuit Co. has a different trade-mark name for every different kind of cracker it bakes.

Can't Trade-Mark Name of Living Celebrity.

It may be of interest to some persons in the music trades that Uncle Sam will not register the name of any living celebrity as a trade-mark without his consent. Thus if a piano manufacturer wished to name a type of instrument for Paderewski he could not secure registration of the name unless he had the written consent of the eminent artist. On the other hand, the name of Mozart or any other dead celebrity may be registered, just as we have an Apollo player.

One of the requirements of the U. S. Patent Office is that an applicant for trade-mark registration must submit five specimens showing the mode of applying or affixing the trade-mark to the goods. If this were interpreted literally it might involve musical instrument manufacturers in no end of bother, for it would, of course, not only be expensive to a prohibitive degree to ship pianos to Washington for inspection, but it would entail some inconvenience to even forward five duplicate instrument parts bearing the trade-mark. However, the officials at the Patent Office interpret this stipulation very liberally and they not only permit but even urge manufacturers not to send cumbersome specimens to the Trade-Mark Division, but to merely file instead photographs of the instrument (or that part of the instrument) bearing the trade-mark.

Believes in Advertising.

Why Logan's Music Store in Salinas, Cal., Has Built a Big Business in Talking Machines.

One of the many thriving Columbia dealers on the coast is Logan's Music Store, of Salinas, Cal. This enterprising and attractive store is doing a flourishing business in talking machines and records.

Logan's Attractive Display.

The owner is a firm advocate of newspaper advertising, and carries a column advertisement in the leading daily paper of the town. The returns from this publicity have been so far reaching that Mr. Logan is gradually acquiring a substantial trade in near-by cities. He carries an extensive line of Columbia products and reports a steadily increasing call for the higher-priced styles.

The Fundamental Truth.

Do not lose sight of the great fundamental truth—the value of advertising—its trade-pulling power depends on individual advertising in your local newspaper over your own name. The royal route to success and the shortest route is by personal appeal—letting the folks at home know who you are, where you are and what you have to sell.

Columbia Phonograph Co., Gen'l Tribune Building, New York
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No. 1546. For This (Reginald de Koven). Tenor solo, orch. accomp.
No. 1559. Indian Love Song (Barry). Countertenor, orch. accomp.
No. 1560. The Orphan's Lament (Edward Elgar). Baritone solo, orch. accomp.
No. 1575. The Scarecrow (Haydn). First and second violins, viola and double bass.
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"Venezia." Tenor solo, orch. accomp.
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MR. DEALER:

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