

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, November 15, 1910



The best-known trade mark in the world

“The Victor talking machine’s design, ‘His Master’s Voice,’ has become a household word, and the quaint little fox terrier at attention before the horn is familiar to more Americans than any of the world’s great masterpieces.”—COLLIER’S, May 22, 1909.

THE PLEASURE
DOUBLED

THE COST
REDUCED



10 inch **DOUBLE RECORD DISCS** 12 inch
65c. **\$1.00**

Zon-o-phone Records are pre-eminently the BEST that money, brains, and a thorough knowledge of the art of sound recording can produce.

They are justly famous for their remarkably clear, natural tones, absence of scratch and wearing quality.

The greatest care is exercised in combining the selections, each side of the disc presenting the latest and best in popular music or standard compositions.

The price appeals to the masses, the quality to the classes, making them indeed a popular record at a popular price.

A new catalogue of Hebrew Single Side Selections has just been issued. Solos by Mme. Prager, Mr. Juvelier, Master Mirsky, the boy soprano, and other eminent singers. These are undoubtedly the most perfect Hebrew records ever recorded. 10 inch, 50 cents, 12 inch, 75 cents.

Resolve yourself, Mr. Dealer, into a committee of one and investigate these claims. Consider, criticize, compare. ZON-O-PHONE RECORDS will stand the test. A trial will verify all that we say.

Universal Talking Machine Mfg. Co.

Fourth and Race Streets

Philadelphia, Pa.

Distributors of Zon-o-phone Goods:

ARKANSAS

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

CONNECTICUT

Bridgeport..... F. E. Beach, 902 Main St.

FLORIDA

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

ILLINOIS

Chicago..... Benj. Allen & Co., 181-181 Wabash Ave.
Chicago..... B. Olshansky, 616 So. Jefferson St.
Chicago..... W. H. Sajewski, 1011 Milwaukee Ave.
Chicago..... Tresch, Fearn & Co., 78 Fifth Ave.

IOWA

Des Moines.... Harger & Blish, 707 Locust St.
Dubuque..... Harger & Blish, Security Bldg.

KANSAS

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

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Annapolis.... Globe House Furn. Co.
Baltimore.... C. S. Smith & Co., 841 W. Baltimore St.
Baltimore.... Louis Maxer, 1423 E. Pratt St.

MINNESOTA

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

MICHIGAN

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

MISSOURI

Kansas City.... Webb-Freyschlag Merc. Co., 630 Dela-
ware St.
Springfield.... Morton Lines, 325 Boonville St.
St. Louis..... Knight Mercantile Co., 211 N. 12th St.
St. Louis..... D. K. Myers, 2829 Finney Ave.

NEBRASKA

Omaha..... Piano Player Company, 16th and Doug-
las Sts.

NEW JERSEY

Hoboken..... Eclipse Phono. Co., 208 Washington St.

NEW YORK

Brooklyn..... B. G. Warner, 1213 Bedford Ave.
New York..... I. Davega, Jr., Inc., 125 West 125th St.

NORTH DAKOTA

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

OHIO

Akron..... Geo. S. Dales Co., 138 S. Main St.
Cincinnati.... J. E. Poorman, Jr., 639 Main St.
Cleveland.... The Bailey Company, Ontario St. and
Prospect Ave.

PENNSYLVANIA

Allegheny.... H. A. Becker, 601 Ohio St.
Harrisburg.... J. H. Troup Music House, 15 So.
Market Sq.
Philadelphia... Harmonia Talking Machine Co., 1231
Arch St.
Philadelphia... H. A. Weymann & Son, 1010 Chestnut
St.
Pittsburgh.... C. C. Mellor Co., Ltd., 219 Fifth Ave.

TEXAS

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

WISCONSIN

Milwaukee.... G. H. Eichholz, 1840 Fond du Lac Ave.
Milwaukee.... Hoefler Mfg. Co., 306 W. Water St.
Superior..... Russell Bros.

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Toronto..... Whaley, Royce & Co., Ltd., 163 Yonge
St.
Vancouver, B.C. M. W. Waitt & Co., Ltd., 553 Gran-
ville St.
Winnipeg, Man. Whaley, Royce & Co., Ltd.

The Talking Machine World

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Price Ten Cents

IMPORTANCE OF EDUCATING THE CUSTOMER

Some Remarks on How It Will Pay Dealers to Push Records of the Better Grade Music Side by Side with the Popular Productions—The Popular Stuff Comes and Goes but the Standard Compositions Remain Forever.

Over 90 per cent. at least of the industries of the world have been built up through educational campaigns and stimulated demand. This can best be illustrated by comparing the savage, say the present day inhabitant of the African wilderness, with one of the frequenters of the boulevards in our great cities. A breech-clout, a spear, a small thatched hut and perhaps half a dozen crude platters serve to satisfy all his needs. Then the white trader comes along; a demonstration of a gun causes the spear to be consigned to the waste heap. Trousers and a shirt and oftentimes a silk hat immediately become grave necessities. Further education brings the savage up to a point where in his daily life he needs practically everything that the highly civilized man needs.

This system of education applies to every line of business and especially to the talking machine trade. So long as the dealer rests content to let the customer decide just what he wants, just so long will his business be confined to narrow channels. When he introduces the customer to new machines, new records and new accessories, then he begins to broaden out and show an understanding of the principles of merchandizing. At the present time every means that will serve to widen the scope of the talking machine must be adopted, if success is ever to be the portion of the dealer. Take for instance the talking machine owner who comes in month after month and buys, say, half a dozen of the popular hits of the day, records selling at from thirty-five, to seventy-five cents each. That man will continue in the same path for years, or until he gets tired of his machine, unless he is introduced to something new in the record line. The proper thing is to secure his attention for a short time before or after he has made his purchase and demonstrate some of the higher class records, those bearing standard or classical selections and selling at a goodly price. Perhaps for the first or second time he will simply listen without purchasing; but it will not be long before he must realize what such records will mean in his library, and so will purchase a few. Once

on the right path and the dealer may be assured that he has made a new convert to the doctrine of good music.

There is another purely business side to this question. A popular song is purchased in record form generally after it has taken its place among the "hits." By the time it has been played over a dozen times or so and the owner has heard the tune murdered by street whistlers, hand organs, etc., that record becomes a decided annoyance, and is put aside. The better grade of music, on the contrary, never becomes tiresome. A standard piece well rendered is as fresh and holds the interest as securely upon the thousandth rendition as upon the first, and the interest in that record lasts as long and longer than the record itself. One sale of such a record means the sale of many more and a continued and permanent interest in the talking machine outfit.

The manufacturers and more progressive dealers throughout the country have long realized the truth of this and have made special efforts to interest the retail customers in the better grade of music, chiefly by means of recitals of a more or less elaborate character. In another part of *The World* this month appears a description of a miniature theatre which the Victor Co. have tried out in Columbus, Ohio, with great success. This theatre is used to depict various well-known singers in grand opera who are enfolded to the gaze of the audience at the same time as a Victrola reproduces certain well known selections from that particular opera. The combination is in charge of an expert talking machine man with a thorough knowledge of musical history, who gives a short talk before each number, thereby arousing more personal interest in the different selections. This is the only one of the many plans for the uplift of the talking machine owner as a musical enthusiast. As a result the trade in general benefits both in an artistic and commercial sense. Educational work in the field of better music means long life and permanence to the talking machine trade, and lifts it far out of the field of short-lived fads. Its importance cannot be questioned.

and to hear the various machines demonstrated.

"Too many dealers overlook this important factor in modern business. The attractively arranged showrooms and neatly displayed windows are factors of great moment in modern business success—at least in the talking machine field. The houses that are losing ground are those who are overlooking the value of attractive stores and well-arranged advertising. These two last factors combined with frequent recitals are to-day, in my opinion, the most important means of attracting business, and, as I have just stated, the stores that are employing these methods are moving ahead by leaps and bounds.

"Regarding our own business, I may say that I never had a better trip. At all points visited jobbers were profuse in their compliments for the merits of the Music Master Horn. At the present time we are swamped with orders, and we are working night and day in an effort to fill them. Our facilities, which a year ago were thought ample for many years to come, have long since proved inadequate, and, although we have increased our space considerably in the last year, yet we are compelled to work nights, as we shall be for many months to come, in order to make any headway in filling the orders on our books."

NEW DISC REPRODUCER

Just Placed on the Market by the Columbia Phonograph Co. and Entitled the Columbia Concert Grand.

As a result of a series of experiments extending over a long period of time, the Columbia Phonograph Co., General, have put on the market an entirely new disc reproducer, which will be designated the Columbia Concert Grand. It is, with one exception, as stated below, usable on any instrument which takes the Columbia grand reproducer. The latter will continue to be furnished. The principal characteristics of the new reproducer are great volume and detail in reproduction. It is, however, a larger reproducer than the Columbia Grand, and the tone is different. The list price of the Columbia Concert Grand reproducer is \$5.

In this connection the Columbia Co. state: "The following instruments will, at purchaser's option, be equipped with the Columbia Concert Grand reproducer, instead of the Columbia Grand, without extra charge. The Columbia Grand reproducer will, however, be furnished with these instruments, unless the Columbia concert grand is specified: BNW Grafonola Elite (new style, retail price \$100); BNWM Grafonola Mignon, BII; Grafonola Regent, BY; Grafonola De Luxe A, BD; Grafonola de Luxe B, BT, BU. The Columbia Concert Grand reproducer is not usable on the old-style Grafonola Elite, the remainder of which are being closed out at \$75 retail.

"An allowance of \$2 retail may be made for a Columbia Grand reproducer on account of a Columbia Concert Grand; and the same allowance may be made for a Columbia Concert Grand reproducer on account of a Columbia Grand. On wholesale business the same discount must be deducted on the \$2 as is given on the new reproducer. The number of reproducers returned, in any one transaction, must not exceed the number of new reproducers purchased."

The company expects to have an adequate supply of the Columbia Concert Grand reproducers by this week.

INCORPORATED.

The Indestructible Phonographic Record Co., Incorporated, of New York, was incorporated last week by the Secretary of State at Albany, with a capital of \$50,000, for the purpose of manufacturing talking machine records, etc. The incorporators are: B. F. Philpot, F. W. Matthews and R. W. Wheeler, of Brooklyn.

TALKING MACHINE EVOLUTION.

H. N. McMenimen Chats Interestingly of Impressions Gleaned During Recent Trip—The Talking Machine no Longer a Toy, but a Distinctive Musical Instrument—Some Reasons Why—The Progressive Dealer Is Alive to the Value of Attractive Showrooms, Recitals and Publicity—Music Master Horns Popular.

H. N. McMenimen, of Sheip & Vandegrift, Inc., Philadelphia, Pa., who returned recently from one of the most extended and successful trips in his career—having visited practically every jobber in the United States and Canada—expressed himself most enthusiastically regarding business conditions in the talking machine trade, in a chat with *The World* the other day:

"What pleased me most on my trip," said Mr. McMenimen, "was to find that the trade at large are beginning to have a better idea of the established mission and position of the talking machine to-day. In other words, they are getting over the idea that the talking machine is merely a toy, and are now coming to consider it as a distinctive musical instrument.

"There are a great many dealers, as well as an army of purchasers, who are yet to be educated along these lines, but it is on this platform that the talking machine men of the future will win new victories.

"It is a mistake to think that we have reached the acme of perfection in talking machine invention at the present time. The great inventive minds who have developed this instrument to its present standing are not going to stand still. They are going to make the talking machine a still greater instrument, whereby the great pianists, the great singers and the great artists in all lines of musical effort can be heard in the home just as satisfactorily as if the individuals were there themselves. When we stop to consider that the science of recording is not known, it brings to us the realization of what the future will bring forth.

"We are getting away every day from the old-fashioned idea of the established purpose and function of the talking machine, and the new era will recognize it as a musical instrument pure and simple. The developments to-day are along these lines, and if the jobbers and dealers co-operate in their publicity and in their general line of selling arguments they can elevate the business and the general idea of the instrument to such an extent that it will win a new prestige—thus helping themselves and the manufacturers.

"Another feature of my trip that impressed me greatly was the fact that the jobbers and dealers who are expanding commercially and financially are those who are fully alive to the importance of having their store attractively arranged so that the general public find it a pleasing place to visit

CAUSES OF LOST HOLIDAY PROFIT.

The Situation Defined and Remedies Suggested
—The "Regular Dealer" vs. "Floater."

Almost without exception there has been a scarcity of certain goods, either Edison or Victor, during the holidays for the past several years, resulting in some dealers losing considerable profit on account of their inability to get the goods. In discussing this situation, J. Newcomb Blackman, president of the Blackman Talking Machine Co., of New York City, said:

"Opinions vary as to the cause of this condition but there is no doubt, in my mind, but that it is largely the fault of the factory, jobber and dealer combined. Many dealers make it difficult for jobbers to accurately determine their requirements, because they buy from a large number of jobbers.

"For example, one of these dealers has a sale for a certain machine; he buys from four jobbers and because that particular machine is temporarily scarce only one of the four jobbers could fill the order. There was an apparent demand for four machines, whereas only one was needed. This case multiplied many times makes a temporary shortage produce an inflated demand. Jobbers may place orders accordingly and the factory not knowing the real situation uses unnecessary effort at the expense of other machines.

"The dealer who has a regular jobber and gives him all his business, if he can handle it, is entitled to first consideration, at least from my standpoint. A second source of supply should only be necessary as a substitute and two jobbers should be able to supply the wants of any ordinary dealer.

"We have been criticized by, and made ourselves unpopular with, certain dealers during the holiday season, because they wanted goods that they could not get from the jobber whom they ordinarily patronized.

"Our policy has been that when there is a scarcity of goods we apply the 'Golden Rule,' defined as follows: Those dealers who patronize us during the dull season are entitled to recognition and first consideration when they need us to give them the goods that are scarce. Whatever prestige we lose among the type of dealer which might be classed as a 'floater' will be more than offset by the esteem of the regular dealer, whose loyalty has resulted in him being served first.

"Then another reason why the dealer should not be a 'floater' is because he may find it necessary to ask leniency in the payment of his account. If he is a loyal dealer and buys but from one or two jobbers his chances of help, under such circumstances, are certainly more favorable.

"The talking machine business is no different than any other, as far as business principles are concerned, and if the dealers will take the necessary time to determine what jobber they should give their business to and then stick to him, as long as he makes good, their patronage would insure their getting the goods at times when the demand exceeds the supply.

"It is difficult for the factories to determine the holiday demand, but they hold the key to the situation, because they have the power to determine what their line will be during the holidays, what changes, if any, are to be made, and when they will occur.

"The restricted price causes most dealers to refuse any machine that is not strictly up-to-date, thus the jobber sometimes cannot dispose of all the stock, because of a slight change is placed at a disadvantage and the situation is remedied at the inconvenience of somebody.

"Under ordinary conditions it would seem to me advisable to decide on a fixed policy and line of goods in the summer, with no change until at least February 1. This would enable the jobber to feel confident that the stock of machines he puts in before the holidays would be up to date then.

"The situation would also be improved if a large number of dealers, who make a practice of waiting until the last minute to carry a representative line of machines, would realize the importance of having at least a complete sample line during

October, November and December. They could advertise the fact and get prospects which would produce real sales for them. Sales are often lost by dealers who expect the customer to obligate himself to the extent of authorizing that the dealer get for 'his approval' a machine he thinks he wants.

"Why should a customer agree to any such plan and patronize a dealer who has not at least a sample of the different machines, when there are a number of his competitors who offer that service and it entails no obligation?

"Summing up, it appears to me important for the factory jobber and dealer to get together three or four months before the holiday season, for we always seem to be long on demand and short on supply during the month of December. Some dealers want the money in their hands before they put in the stock, but jobbers' terms with the factory prohibit their consigning goods and their profit would not make such plan profitable, so that the preparation which should be evident is halted and the tidal wave of demand cannot be met at the last moment.

"It is not too late now for some dealers to get out of the 'floating' class and narrow their patronage down to one, or not more than two jobbers. I think they will find it pays and produces better results."

35 CENT RECORD EARNS \$404.44.

This Splendid Showing Was Made by a U-S Everlasting Record Which Was Used from March Until December in a Penny Arcade in Cleveland.

(Special to The Talking Machine World.)

Cleveland, O., Nov. 9, 1910.

What would you think of an investment that would yield over 115,000 per cent.? Wouldn't it look good to you. The following isn't a bait for "get-rich-quickers," nor an advertisement of gold bricks, but the sober recital of facts about a U-S Everlasting Record, No. 223, Peter Piper March (xylophone), by Albert Benzler.

This record was placed in a penny arcade last March, where it remained on a machine equipped with an ordinary reproducing sapphire until the middle of October. During that time it was played 40,444 times by automatic count, and earned for the proprietor of the arcade the sum of \$104.44. The record cost 35 cents.

The U. S. Phonograph Co. have the record now on exhibition at their general offices in Cleveland,

where it is played in comparison with new records of the same selection and from the same matrix. They are confident in asserting that absolutely no difference can be detected in the reproductions, and that a microscope fails to reveal any traces of wear on the surface of the record, which had such a long "run." It is in perfect condition, the company claims, to be played 50,000 times more and, judging from the number of interested phonograph men who drop in for a test, this bids fair to be accomplished. Persons of a statistical turn of mind will be interested in a few figures regarding this record. A run of 40,444 playings is equivalent to continuous running day and night for 56 days. The sapphire on the reproducer travels 194.8 feet to play this record once. In playing it 40,444 times the sapphire traveled 7,878,491 feet, or 14,921.3 miles. Anyone can calculate for himself the number of foot pounds generated by the motor during the period or the energy which would have been necessary to wind a spring motor for that number of playings.

The U. S. Phonograph Co. names its records "Everlasting," and the foregoing would seem to indicate that the name fits.

NATIONAL CO.'S ROSTER OF SALESMEN.

The following is an official list of the salesmen of the National Phonograph Co., Orange, N. J., and the territory assigned to each, as published in the Edison Phonograph Monthly:

J. H. Allgaier, Missouri and Southern half of Illinois; L. W. Ballou, New Hampshire, Vermont and North Eastern New York; C. A. Briggs, Kansas and Kansas City, Mo.; A. V. Chandler, city of Chicago and Northern half of State of Illinois; A. H. Curry, Oklahoma and Arkansas; John de Angeli, Ontario, Alberta, Saskatchewan and Manitoba, Canada; F. E. Gage, Connecticut; F. E. Gressett, Louisiana, Mississippi and Texas; L. D. Hatfield, Nova Scotia, Quebec, New Brunswick, Canada; H. G. Hinkley, Iowa; W. P. Hope, Wisconsin; W. H. Hug, Ohio; M. G. Kreuzsch, Indiana; C. E. Lyons, Washington and Oregon; E. A. Neff, Michigan; C. W. Phillips, North Carolina, South Carolina, Georgia and Florida; G. A. Renner, Nebraska, Colorado, Northern New Mexico and Southern Wyoming; H. R. Sackett, Western New York; H. R. Skelton, Massachusetts and Rhode Island; J. W. Scott, Maine; J. B. Sims, Central and Western New York; J. F. Stanton, Pennsylvania; W. A. Voltz, California, Arizona, Nevada and Southern New Mexico.

We Are In Readiness for the FALL and WINTER RUSH ? ARE YOU?

Prepare now to be in a position to deliver the goods and take the profits. Don't delay.

You know what it means to say to your customer "I haven't it in stock, but will get it for you"—the other fellow gets the order. Our stocks of VICTOR and EDISON GOODS mean quick deliveries to you, and profits to both of us.

If you don't know what EASTERN CO. SERVICE is, you don't know what makes the Talking Machine Business a good Business. *Try Us.*

THE EASTERN TALKING MACHINE CO.

177 Tremont Street

BOSTON, MASS.

DISTRIBUTERS OF EDISON AND VICTOR MACHINES, RECORDS, SUPPLIES



The dealers who get the biggest returns

from the Victor business are those who stick to the Victor "quality" idea.

These dealers emphasize the Victor's fine musical qualities at every turn. They provide elaborate and appropriate surroundings for the Victor; they give frequent high-class concerts, and they speak of the Victor and advertise the Victor as a musical instrument.

Victor "quality" means money to them.

If you have not fully grasped the Victor quality idea you are not getting your full share of Victor business.

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

Berliner Gramophone Co., Montreal, Canadian Distributors.

To get best results, use only Victor Needles on Victor Records

VICTOR DISTRIBUTORS:

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

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

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

A Columbia Christmas is a good climax to a year's Columbia business and also gives a new dealer a good start on his first year with the Columbia line. Don't hesitate—start right and right now.



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

NEWS FROM THE SAINTLY CITY.

Business Shows an Upward Trend, with Excellent Holiday Prospects — Grafonola Popularity—F. G. Smith Piano Co. to Handle the Columbia Line—Aeolian Co.'s Big Victor Business—Thiebes Piano Co.'s Satisfactory Trade—Some Recent Visitors.

(Special to The Talking Machine World.)

St. Louis, Mo., November 1, 1910.

The talking machine business is having a good upward trend, and all reports are good, with prospects for a splendid fall and winter season's trade.

E. B. Walthall, manager of the Columbia Phonograph Co., reports both wholesale and retail trade very good and the line of Grafonolas is proving very popular with the demand for the Regent having the lead.

Manager Walthall has just closed a big deal with the F. G. Smith Piano Co., who will carry the Columbia disc line complete. This concern is one of our piano houses here, and their prominence in the trade will add very materially to the prestige of the Columbia in this market.

B. Feinberg, southern traveler for the Columbia Phonograph Co., was a recent visitor here.

Among the recent Columbia visitors here were W. W. Fisher, Murphysboro, Ill.; C. N. Lanher, Mattoon, Ill.; W. L. McAllister, Moberly, Mo., and Mr. Schell, of the Schell Music and Novelty Co., Jefferson City, Mo.

The talking machine department of the Aeolian Co., report that October finished up with a rush. The "headliners" of the month were Victrolas, particularly the styles X and XI, which have made a decided hit with the Aeolian trade.

L. A. Cummins, traveler for the Aeolian Co., returned recently from an extended trip through Illinois and Indiana. His order book was full of healthy orders, and he himself was full of enthusiastic reports regarding the fall and holiday business.

O. A. Gressing, manager of the Victor departments of the Aeolian Co., spent a few days at Aeolian Hall last week. Needless to say, he was a very welcome visitor, and the only regret was that his sojourn in St. Louis was of such short duration.

The Hawkins Music House, Decatur, Ill., held their formal opening Oct. 22. This store is one of the finest equipped establishments in Illinois. Sound-proof demonstrating rooms have been installed, and the interior finishes are ivory white of the finest construction.

D. K. Myers, the well known Zonophone jobber, reports October as having been quite an active month with him, and good prospects ahead.

J. K. Savage, who is traveling for Mr. Myers, has been sending in some nice business.

Miss Elizabeth Vandeventer, formerly in charge of the retail department of the Silverstone Talking Machine Co., has accepted the position as manager of the talking machine department of the Bollman Bros. Piano Co.

She is succeeded at the Silverstone Talking Machine Co. by Miss Bertha Hirsch.

Manager Robinson, of the talking machine department of the Thiebes Piano Co., reports business good. They sold eight Victrolas and two Reginaphones in one week recently.

Miss Sadie Rosenblatt, manager of the talking machine department of May, Stern & Co., reports trade growing better.

NEW VICTOR PUBLICITY PLAN.

Use Miniature Theater in Connection with Victrola in Endeavor to Create Greater Public Interest in Operatic Music and to Stimulate Sales—How the Idea Has Been Worked Out Successfully in Columbus, O.

(Special to The Talking Machine World.)

Columbus, O., Nov. 7, 1910.

Talking machine dealers and jobbers in Columbus and vicinity are much interested in the latest idea of the Victor Talking Machine Co. for creating greater public interest in operatic music and in that way stimulating the sale of their machines and records of the better grade.

The new scheme, which has been tried out very successfully in this city, is distinctly novel and is carried out in a thoroughly comprehensive manner in keeping with the previous publicity stunts of the Camden concern.

The new scheme embraces a miniature theater, complete in all its details and exquisite in its furnishings, which is used in conjunction with the Victor Victrola, for the demonstration of operatic records. This theater complete occupies a space of 9 x 11 feet, the proscenium arch being approximately four feet across. The scenery for it has been painted by an artist of repute, which is self-evident upon even a hasty examination. It is as completely equipped in the matter of lighting effects as a real playhouse.

On entering the recital room the audience sees nothing of the theater—merely a well proportioned drapery of dark green plush. This is surmounted by a cornice of dull gold from which hangs a valence of the same material as the curtain. On this is embroidered in gold "Victor-Victrola" and at each end is a Napoleon wreath with a letter "V" in the center of each. Before the plush curtains are two Victrolas. Souvenir programs, with specially designed cover appropriate type, half-tones and so forth, are distributed, together with leaflets bearing translations and the original verse of operatic arias.

The recitals begin with one of the famous overtures. This may be followed by a standard song, the record being accompanied by a piano. The next number is usually chosen from opera. The room is darkened as the accompaniment begins. With the first notes of the singer's voice the heavy curtains draw apart and before one's eyes, with all the beauty of color, light and perspective, is the scene in which the selection is sung in grand opera. Not one but several such scenes are shown during each recital.

The Victor Co. have wisely selected for this work its special representative, Ernest John, who talks music and opera in the manner of the man

who knows his subject, and, moreover, he is able to talk convincingly to any class of audience.

A running comment on the numbers in the program, the story of each operatic aria and its relation to the whole, is given in advance of each selection. With such an introduction operatic numbers, even for those whose acquaintance with the subject is limited, are no longer fanciful uncertainties but something to understand and enjoy. Mr. John's idea is that "one is much more apt to understand and sympathize with poor Pagliacci when one knows the reason and the circumstances of his poignant grief," and the correctness of this view has been demonstrated.

In connection with the new educational campaign Perry B. Whitsit, president of the Perry B. Whitsit Co., said: "The recitals in Columbus compelled the attention of the best class of trade, called forth enthusiastic praise from the musical critics of the papers and made operatic music an open book to many for whom it had hitherto had no significance and no vital interest. Of this last we had ample evidence in our sales. In my experience no such co-operation as this has been attempted by any manufacturer of musical instruments, nor do I know of any so well calculated to produce results.

"It is a matter of common knowledge that people grow more appreciative of classical music as their acquaintance with it grows and their understanding of it increases. Convert 'classical music' into the commercially equivalent phrase 'high priced records' and the magnitude of the Victor Co.'s project becomes apparent."

BURTON PIERCE A BASEBALL EXPERT.

Burton Pierce, manager of the talking machine department of the J. W. Jenkins Sons Music Co., Kansas City, Mo., who participated in the famous game of baseball given by jobbers at Atlantic City last July, is keenly interested in athletics as well as baseball. He is a member of the Kansas City Athletic Club and also an active member of the local amateur baseball team which won the championship this year. His specialty is first base. It is now easy to understand why he displayed so much skill at Atlantic City.

AN OMINOUS MOVE.

C. C. Roush, brother of R. C. Roush, president of the Standard Talking Machine Co., and secretary of the National Talking Machine Jobbers' Association, has built a very cosy bungalow about twelve miles from Pittsburg. In view of the fact that he is a bachelor this move is significant.

COLUMBIAS FOR U. S. WARSHIPS.

The Columbia Phonograph Co., of Boston, Mass., on the 7th inst. sold a cash outfit to the "U. S. S. Celtic," stationed at the Charlestown Navy Yard. Some time ago the Columbia dealer at Quincy, Mass., sold a BKT cylinder machine to the engineer on the United States submarine boat "Holland."

NEWS FROM THE PACIFIC COAST.

Dealers Looking Forward to Large Holiday Trade—High-Priced Machines and Records in Demand—W. S. Storms Takes Charge of the Spokane Columbia Branch—Other Columbia Changes—Business with This Concern Excellent—A. G. McCarthy Reports Lively Victor Business at Southern Points, Where He Recently Visited—Dealers Awaiting Larger Supply of New Style Victor Victrolas—Kohler & Chase's Active Columbia Business—Other News of General Interest.

(Special to the Talking Machine World.)

San Francisco, Cal., Oct. 29, 1910.

A few of the local retailers say that the October business has hardly been up to that of September, which was unusually active, but nobody is inclined to make any complaint, and judging by the majority of reports, the month seems to have been fully as good as September, and possibly better. At any rate, no anxiety is felt regarding the holiday trade. With the approach of Thanksgiving and Christmas a more liberal spirit is already becoming apparent, more people are shopping, and money is coming out much more freely than during the early fall. High-grade records are in excellent demand, and the new lines of improved machines are gaining ground all the time. Many people have been waiting to see the new Victrolas, which will undoubtedly fill a long-felt want, and a large number of sales will be closed as soon as these machines can be placed in stock by the retail stores.

With the jobbers the past month has been a record breaker. They are well satisfied with their local sales, but are giving most of their attention to the outside trade, in which they find ground for the highest hopes. Many more new stores have been started this month, and while a large amount of promising new territory is being opened up, a remarkable growth is taking place at the same time in districts which have been covered fairly well in the past. Shipments have been going forward at a rate which would already have depleted the stocks carried in former years, but, owing to the precautions taken early in the season, and the constant arrival of large quantities of new goods, stocks in the local warehouses are kept in unusually good condition. The advantage of this becomes more apparent as the season advances, and the outside retailers send in hurry orders for all sorts of goods of which they are running short.

The growth of the Columbia Phonograph Co.'s business on the Coast has caused a number of changes in the organization in the last year or two, and a new shifting of positions has just taken place. Willis S. Storms, who has distinguished himself by his efficient work in covering the outside district in this State, has been promoted to the position of manager of the Spokane, Wash., branch. That city is the commercial center of a large and prosperous district known as the Inland Empire, and its business has grown to large proportions of late necessitating a strengthening of the store there. Arrangements have been made whereby Mr. Storms' former territory will be looked after, for the present at least, by E. W. Cyrus. Mr. Cyrus traveled for the Columbia Phonograph Co. for several years in the past, and has for the last year handled their line in the northern part of California for Kirk, Geary & Co., their distributing agents at Sacramento. He will continue his work for that house, in addition to handling the country, both coast and interior, from San Francisco south, for the Columbia Phonograph Co. Mr. Storms leaves his territory in first class condition, having placed Columbia agents in every town of any importance. He left for the North about the middle of the month, and is now familiarizing himself with his new position. Mr. Cyrus will make his first trip about the middle of November. Mr. Scott reports a busier season for the holidays than ever before, the sales being increased by the opening of a number of new agencies during the month. He notes an extremely large demand for the new \$17.50 machine put out by this company. Wm. Hurst has been calling at the local office this month.

The Pacific Phonograph Co. have about completed their stock, the large arrivals of the last few weeks filling up the space recently added to its establishment, in addition to supplying material for current orders. This company are living up to their promise to keep a full stock of Edison goods on hand at all times, though it is by no means easy to do so. This company are making a strong feature of the Music Master horn, the agency for which was taken on a few weeks ago, and are already getting a substantial volume of business in this line. C. M. Jones returned from his Southern trip a couple of weeks ago, and reports a very successful business, with favorable conditions everywhere he went.

Andrew G. McCarthy, of Sherman, Clay & Co., made a visit to Southern California recently, spending several days at the company's distributing branch for Victor goods in that city. He found the southern business in a highly satisfactory condition, with a keen interest in Victor goods, and especially in the new Victrolas, which are expected to be a tremendous success there. Samples of these machines have been on hand at the San Francisco store for some time, but the arrival of goods for distribution has been somewhat delayed. The goods are expected within a few days, however, and every effort will be made to fill the orders on hand, though it may be several weeks before the demand can be fully supplied. It is believed that by the end of the month sufficient stock will be coming in to take care of the holiday requirements. It might be supposed that the anticipation of the new models would interfere with the sale of those on hand, but they are still in good demand and moving off rapidly.

Peter Bacigalupi & Sons, the pioneer talking machine dealers of San Francisco, have moved their store to the second story, directly above the place formerly occupied. They have installed practically the same fixtures as before, and have additional display room for the machines, with plenty of light. Mr. Bacigalupi says that since the confusion of moving has quieted down business

has been fully as good as before, and believes that the gain in display room, etc., more than offsets the disadvantage of being on the second floor, while he is especially pleased at the great saving in expense.

James Black, of the Wiley B. Allen Co., reports only a moderate business for the past month, but is making preparations for a big holiday season. He is anxiously awaiting the new Victrola, which he recently inspected at the factory, and which he believes will be one of the most attractive features ever offered, appealing to a large class of trade which was formerly difficult to reach. It is just about a year since this department was launched, and during that time it has built up a very successful business in Victor machines. Mr. Black is very optimistic concerning the future and is confident that the second year will bring a great advance over the first.

The local retail business in Columbia goods conducted by Kohler & Chase has been very satisfactory this month, though no record-breaker. This house is increasing its efforts on this line, making frequent displays of the Grafonola machines on the ground floor, which was formerly entirely devoted to pianos.

WOULD YOU BE A SALESMAN?

Would you be a salesman? Then make up your mind that you *will* be a salesman, and set about becoming one, and no man shall stop you. Will power is greater than the greatest obstacle. Study people. Study your customers. Study yourself. The greatest study for the man who is to handle people is people. The only way to succeed with this study is to keep at it until success does come, until what in others seemed at first to be hypnotism becomes merely the knowledge of how to lead the mind opposed to you.

The harder you make it for the buyer to be cold and distant, the easier you make it to sell him goods. Get him warmed up to a point where he must take an interest in spite of himself, and the sale is pretty well sprouted.



Won't You Have a Lesson in Spanish?

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

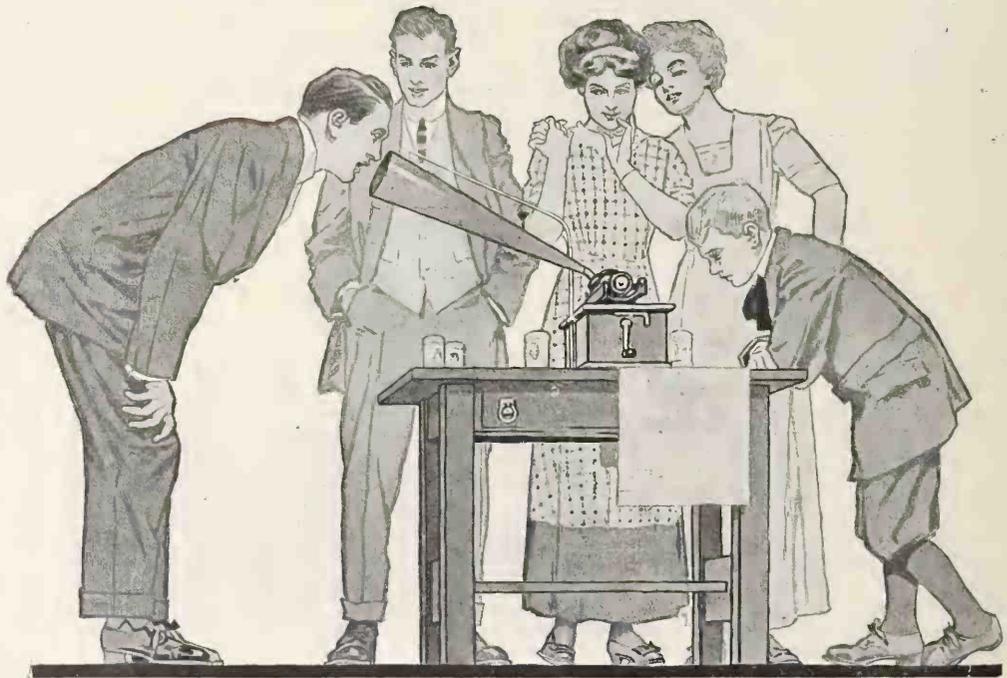
The I. C. S. system of language instruction by means of the phonograph makes easy the mastering of a foreign language, and appeals with compelling power to thousands. The dealer in phonographs who does not carry I. C. S. Language Outfits is neglecting a quick and sure way to increase his business. The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

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

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

International Correspondence Schools
Box 918, Scranton, Pa.

See our big ad on the back cover of the Saturday Evening Post, November 12th, about



Making Records
at home on the

EDISON

This ad reached over
5,000,000 readers
in 1,750,000 homes

ARE you stocked up with Edison Recording Equipment to take care of your share of the vast business which this great feature and this great advertising campaign is creating for every dealer who handles the Edison line? Write your Edison jobber to-day.

National Phonograph Co.
59 Lakeside Ave., Orange, N. J.



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NEW YORK, NOVEMBER 15, 1910.

THE demand for high-priced talking machines is growing all the time.

In fact, the demand exceeds the physical ability of the manufacturers to supply the stock.

While it is not pleasing to the manufacturers to keep the trade waiting for stock, yet it is well known that warning was given early in the year that there was bound to be a shortage of goods for the holiday trade unless orders were placed sufficiently far ahead so that preparations could be made to take care of the trade.

Jobbers recollect well the condition which existed last year, and naturally the experience was a costly one, for no one enjoys witnessing a loss of trade and profit, which might come to them provided they had stock on hand.

Some of them are bound to be confronted by unpleasant conditions regarding the supply of stock again this year.

It is certain that some jobbers must give evidence of greater confidence in the business than they have in the past.

Even if a man has to borrow money and pay good round interest he will be still ahead if he is piling up a stock of machines for which there will be a demand later on in the season.

He cannot make money any faster or any easier, and confidence is the one thing which is necessary in trade to win out.

EVERYWHERE the value of system becomes more and more apparent.

The owner of one of the largest and most complex of enterprises arranges his day's work on a schedule as exact as a railway time-table.

In no other way could he keep in touch

with the manifold details of his great enterprise—take care of the day's raw material for a dozen plants in half as many markets—direct an organization of thousands—sell and deliver his products for the world's market as well as supervise the whole tremendous fabric.

It will be readily seen that such a business must be systematized and each department thereby have its hour and quarter hour of the daily program when big problems are to be considered.

Of course, the schedule may be flexible, yet system, exactness and thoroughness are factors which are inseparable for the success of a great enterprise.

Men understand that thoroughly.

NEW ideas, provided they are good ones, are desirable in all lines of trade and originality counts for something, and one of the cleverest plans for the exploitation of a special product which we have known in recent years is that originated by the National Phonograph Co., which is colloquially termed the "The Edison Wagon Plan."

It is interesting to note how this new campaign for the selling of phonographs has captured the country.

So great a hold has this plan taken on the trade that the producing corporation has been unable to supply the wagons as rapidly as desired and several large dealers remarked to us that it has given their trade an impetus such as it has not had for years.

This plan has pumped life into the business such as it enjoyed in the halcyon days of old.

It is surprising to find the number of people in rural communities who do not know of the entertaining powers of the phonograph, and when it is presented to them in such a forceful and interesting way as it is by the wagon campaign, it is easy to make sales.

Men are fascinated over the plan and the surface is only scratched.

It is going to help out the business very materially and everything looks good all around.

And, so it goes. The value of an idea!

The phonograph business has been quiet.

There is no disputing that and this new wagon campaign has given it an impetus which is appreciated by every Edison man in the country.

WE are doing to-day a splendid export business in talking machines.

In fact, it is surprising to see when we study the different trades how the talking machine export trade has grown.

Compared with an old industry like piano making it seems almost ridiculous to say that the export trade in talking machine compares in dollars and cents with that of pianos, which, of course, is old established and America to-day is the greatest producing country in the piano line, and yet we are sending more talking machines to foreign countries in dollar values than we are pianos.

Speaking of export trade a representative of one of the large export houses remarked recently:

"American manufacturers are reaching

more and more after the export trade. They are better equipped and have a better understanding of the essential conditions for competing in the foreign field, having gained more experience in the export line than they had a few years ago, when many even of the larger houses did not know how to set about meeting foreign rivals. Many manufacturers, satisfied with the great home markets, were reluctant to compete and did not do so because they were not pressed in certain lines. But now there is a greater desire to enter the foreign trade as an alternative to the fluctuations of the home trade. This is not merely to get rid of surplus production—but it arises from the necessity of a legitimate foreign trade based on the merits of American skill and ingenuity in manufactures."

THE catalog houses are far and away the best advertisers on deck to-day.

Why? Take their book and read. You will find a description that describes; a picture that shows "how the thing looks"; a price that tells how much it costs. That is the sum and substance of their advertising—and it gets the business. The local newspaper is the best advertising medium on earth for the local merchant—if he will only use it. He is on the ground. He has the goods. If he is out of an article he can get it quicker than the customer—if he can't, he had better try another house. He stands behind his goods. He is there to-morrow to rectify the error of to-day. But he must get the attention of the buyer—and he must get that attention before the catalog man does. The most effective way is through the columns of the local newspaper.

GOODS and prices are not all that go to make up a successful business. People nowadays like to trade at a store that is up-to-date in business methods; one that has a system of arranging and displaying goods artistically; a store that has a reputation for being strictly honest and honorable in all its dealings, and a store whose reputation and character stand for something more than dollars and cents.

MAKE every customer that comes into your store feel that his presence, as well as the business that he does with you, is necessary to your success. Enthuse him with cheerfulness and bright prospects for the future, and at all times see that he receives attention and courteous treatment. Gain his confidence and never betray it. Remember that it is the man behind the gun and not the gun that wins the battle.

PERSONALITY is the greatest asset that any retail business man can have. He may have the goods, the price, the location, but he must have the personal magnetism in order to have business success. Every man stands for something in his own business, and represents ideas of his own. You will find upon investigation that the heads of our largest financial institutions are men of wonderful personality, who have injected this personality into their business until it is felt in every department.

A WHIRLWIND SUCCESS

☞ THE TRADE OF THE COUNTRY IS WELCOMING THE PERMANENT JEWEL NEEDLE

☞ THE RECEIPT OF SAMPLES IS IMMEDIATELY FOLLOWED BY LIBERAL ORDERS

☞ SIMPLY SHOWS WE'VE HIT THE BULL'S-EYE FIRST SHOT

The Permanent Jewel Needle

FOR ALL DISC TALKING MACHINES

**No Changing Needles. No Sharpening.
No Bother. Does not Injure the Record.
Gets Perfect Reproductions. Simply
Superb in Tone.**

MADE in LOUD, MEDIUM and SOFT TONE.

☞ THERE'S ALWAYS A BIG ADVANTAGE IN BEING *FIRST*. GET IN ON THE GROUND FLOOR. BE THE FIRST IN YOUR LOCALITY (IF POSSIBLE) TO STOCK THE PERMANENT JEWEL NEEDLE

☞ WE ARE ADVERTISING THE "PERMANENT JEWEL"

☞ BE PREPARED FOR THE DEMAND

Retail Price, \$2.00 Each

Guaranteed For One Year

REGULAR TRADE DISCOUNT

THE PERMANENT NEEDLE SALES CO.

14 STATE STREET, CHICAGO, ILL.

TOLEDO DEALERS ORGANIZE.

Talking Machine Dealers of That City Form an Association, One of the Chief Objects of Which Is to Enforce an Agreement Among the Members Calling for an Additional Charge of 10 Per Cent. on Instalment Sales.

(Special to The Talking Machine World.)

Toledo, O., Nov. 7, 1910.

The talking machine dealers of this city have organized the Toledo Talking Machine Dealers' Association for the purpose of improving conditions in the trade in this city and announce as one of their chief objects the regulation of prices on time sales in order to provide for a better profit for the dealer.

The members of the association, believing that there should be a difference between the prices on cash and time sales, have agreed to make an additional charge of 10 per cent. on all instalment sales. The agreement binds practically every dealer in the city.

Apart from putting the instalment business upon a better paying basis, the new plan enables the dealer to impress the customer with the advantage of purchasing for cash and is therefore expected to increase that class of sales.

NATIONAL TRAVELING ASSIGNMENTS.

B. P. Rhineberger has been appointed to travel New Jersey, Delaware, Maryland and the District of Columbia as salesman for the National Phonograph Co., Orange, N. J., in place of H. D. Clark, who will hereafter be connected in a special capacity with the company's legal department.

John H. Gill has returned to his old love after an absence of about a year, during which time he acted as traveling representative of the Edison Storage Battery Co., and has been entrusted with the mission of stirring things up in Oklahoma for a starter. Those who are acquainted with John's forceful tactics have no doubt that the "stir" will follow very shortly after his arrival at his post.

FANNIE J. CROSBY TO EDISON.

The Famous Blind Poetess Sent an Appreciative Letter and Poem on Receipt of an Edison Home Phonograph.

The following letter and poem, dedicated to Thomas A. Edison, were sent to B. P. Rhineberger, formerly a representative of the Century store, Edison dealers at Bridgeport, Conn., by Fanny J. Crosby, the famous blind poetess and hymn writer, many of whose beautiful compositions are to be found in the Edison catalogs, and were inspired by gratitude for the pleasure which the installation of an Edison Home phonograph brought to her home:

"Esteemed Friend—Through your kindness and that of the Century Co., whom you so faithfully represent, I have the honor of stating publicly my views in relation to the Edison phonograph and of proving its inestimable worth. It was you who so generously placed it within the circle of my home, thus affording to each one of its members a rare treat which I assure you will never be forgotten. Its clear, silver tones, its sweet classical melodies, beautifully and artistically rendered, have held us captive, not only to the productions of the old masters, but also to the music of distinguished modern authors. In a word, we hail the Edison phonograph and we venerate the genius of him by whom it was invented—a genius whose deep research and unwearied perseverance have made him the wonder and admiration of a progressive and literary world.

"O Edison! through thy electric power
New stars appear and shed their glories forth;
The hill of science thou has nobly climbed,
And on its very summit thou dost stand,
Crowned with the laurels of immortal fame.
God give thee health for each revolving day,
And spare thee still to work for years to come."

HANDLING THE CLERKS.

An experienced retail dealer who has handled a great many young men in his time, and has made

good business men out of a lot of them, says that he can bunch them all into several classes:

"Those whom I am glad to encourage, promote and pay better. Those whom I am glad to say good by to, and wish them good luck in some other line of trade. Those whom I would like to see coaxed away from me by a competitor whom I dislike. And a few whom I would like to take out and drown."

OPENS NEW STORE IN TOLEDO.

F. C. Gunning, Formerly a Traveler for the Perry B. Whitsit Co. Opens "The Talking Machine Shop"—Handles Edison and Victor.

(Special to The Talking Machine World.)

Toledo, O., Nov. 10, 1910.

F. C. Gunning, formerly a traveler for the Perry B. Whitsit Co., Columbus, O., has given up that position to enter the retail talking machine field, having opened "The Talking Machine Shop" in this city. He is occupying the store formerly occupied by the Klien & Heffelman Co. at 340 Superior street, which he has fitted up with appropriate furniture and with soundproof demonstration booths. He handles both the Victor and Edison lines and has adopted the slogan "At the Sign of the Dog."

Manager Terry, of the Grand Opera House, Atlanta, Ga., has arranged with the Columbia Phonograph Co., of the same city, to place in the lobby a \$200 Grafonola Regent on Monday, Tuesday and Wednesday of each week. An operator will be provided by the company, with a select repertoire of the finest records, and the machine will be played two hours in the morning and two in the afternoon of each of the three days.

The Ross P. Curtice Co., of Lincoln, Neb., are now handling small goods in addition to talking machines.

TALKING MACHINE SUPPLY COMPANY

MANUFACTURERS OF

High Grade—Made by
Skilled Mechanics

REPAIR PARTS

For all Kinds of Phonographs
or Talking Machines

High Grade English Steel,
each Needle Warranted as
to Point and Finish

NEEDLES

put up in Lithographed Envelopes
and Tin Boxes in Cartons

We are Sole Agents for
the Largest Needle
Factory in EUROPE

SPECIALTIES

SPECIALTIES

BELTS

For Commercial Phono-
graphs. STITCHED.

SAPPHIRES

FOR DICTATING MACHINES
ALL MAKES

FEED NUTS

For All Makes, Made of
the Best Steel

NOTE: WE SELL TO JOBBERS ONLY. WRITE FOR CATALOG TO-DAY.

400 FIFTH AVENUE, NEW YORK, N. Y.

FROM OUR EUROPEAN HEADQUARTERS

69 BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

TRADE HAPPENINGS IN LONDON.

Volume of Talking Machine Business Exceeding Expectations—Preparations for a Very Lively Holiday Trade—Delay in Supplying New Models and the Prevalence of Price-Cutting Only Clouds in the Horizon—Opportunities for Extending the Export Trade in Talking Machines and Records—Regarding Tournaphone Prices—Success of the "Flex" Diaphragm—Wireless Magic—Aids for the Dealer—A New Edison Reproducer—A Live Selling Scheme—Van Allen Shields on Copyright Question—Reviews of Latest Record Lists—The Cinematograph in Science—Columbia Special Christmas Records—Possibilities of the Amberola—Klingsor Records Popular—First Disc Record Factory in Russia—What is Exploited in the New Catalogs—Phonographs at the Business Exhibition—Better American Mail Service—Gramophone Company Will Not Appeal Decision—The Month's News.

(Special to The Talking Machine World.)

London, Eng., Nov. 9, 1910.

"Quite beyond our expectations" is the verdict pronounced by all engaged in the manufacture or the selling of talking machine goods. Even the dealers have nothing but satisfaction to express, for the public now seem only in their glory when buying records, or maybe a new machine. And from now onward trade will steadily increase until it reaches the zenith of its greatness—during the few weeks prior to Christmas. Seasonable lists of titles are already in the hands of traders and preparations generally are well advanced to cope with the expected volume of business, which many assert will this season outrival the boom year of 1906. The delay in issuing to dealers the new machine models, however, has been the cause of some little annoyance, through the actions of a few of the manufacturers advertising to the public before dealers have had a chance to stock up on the new models. The reason is transparent enough. But how can the dealers be expected to shift the old models in stock, when they are handicapped by inquiries for the very latest—advertised prematurely by the makers? There's bound to be a fly in the ointment somewhere. And in this regard a disturbing factor of the otherwise bright situation is the prevalence of price-cutters. They are to be found in almost every trading center, and particularly in London; 9d., 10d., one can even buy a disc record for 6½d., and where, is told in the large advertisement space taken by some of the great London stores in newspapers, magazines, etc. But they are not by any means the worst delinquents. The most glaring example of price cutting within recent years emanates from a certain firm

located near Cheapside, London. They advertise records at half price, and even conduct a special house organ which may be bought from the guttermen for twopence. I have no knowledge of how many are sold, but my attention was recently directed to an issue wherein a dealer's stock of records of several well-known makes is offered to the public at—in some instances—less than dealer's prices. And being a dealer's stock, the records cannot be considered as second-hand! Machines, too, may be had at about half the selling price, and many are said to be perfectly new. Cannot the manufacturers do something to stop this growing evil?

At the present time industrial conditions throughout the country seem to be fairly peaceful, there is a better feeling of security, and talking machine business generally is in a state of greater stability than has been the case for some months past.

Anent Promotion of Foreign Trade.

The amount of export trade we must consider to be tolerably good, all things considered. Nevertheless, proportionate to the progress of Continental concerns, our manufacturers are very much behindhand. Official assistance in the promotion of British trade with our colonies and foreign countries is by no means lacking in thoroughness, as is manifest by the many consular reports of information regarding local conditions and requirements of trading; and this apart from our own humble endeavors in that respect. Yet there are not wanting signs of apathy on the part of our manufacturers, who, either deliberately or otherwise, fail to grasp and study sensible and reasonable advice from the man on the spot. With few exceptions no particular, let alone special, attempt is made to meet the very natural demands of colonial and foreign traders in the way of submitting the designs and construction of machines likely to meet the taste, climatic and other conditions of the various countries. In these days of keen competition, surely it is reasonable to expect manufacturers to study the demands of oversea buyers, and go out of their way, if necessary, so to do. Expectation and practice in this case, though, are indeed very wide apart. It should not be so. Another, and perhaps the most important feature, of our but slowly progressive export trade is the total disregard of all advantageous opportunities to get into touch with foreign markets. How many of our manufacturers make use of such mediums as governmental trade commissioners, consulates, and the inquiry bureaus established in various parts of the world? Very few. Customs duties, regulations, trading conditions, competition and a mine of other information of great interest to all talking machine merchants can be obtained for the asking from the Board of Trade, Commercial Inquiry Branch, located in Basinghall street, London, E. C. Export business can be done safely and on advantageous

terms if due care is exercised and a careful regard paid to the correct compilation of publicity literature printed in foreign languages. These points are reiterated in almost every consular report which reaches this country. The British manufacturers seem quite incapable of appreciating this valuable advice. One of the first essentials in cultivating foreign trade is to offer a man something that he can read or understand. On that ground alone much trade is lost, and until we wake up and act upon these facts, so surely will the cream of the business remain in the hands of our enterprising friends over the water, who, it must be admitted, regard the studying of foreign local conditions as an elementary step to success. The Board of Trade will direct and advise traders of commercial opportunities in our colonies, and can provide information respecting the trading regulations and conditions in foreign countries. In addition to other representatives located in various parts of the world, the following trade commissioners were appointed some time ago: Canada, Richard Grigg, 120 Board of Trade building, Montreal; Australia, C. Hamilton Wickes, Equitable building, Melbourne; New Zealand, G. H. F. Rolleston, P. O. Box 369, Wellington; South Africa, R. Sothorn Holland, P. O. Box 1346, Cape Town.

The consul at Buenos Ayres points out that the retail trade there is almost entirely in the hands of foreigners, and among the nationalities represented the British are conspicuous by their small number. It is said that twenty-five years ago both the import and retail trades were in the hands of the British. Apparently, however, the number of British retailers has not grown with the increase of business.

"Tournaphone" Disc Machine Prices.

On the last day, when all the printer-compositors of this world come up for judgment, what a lot they will have to answer for! Their misinterpretation of advertisement copy is often more amusing than serious, but of the correction which I have to make this much may be said without fear, I hope, of wounding their very natural feelings, that under pressure of work they do strange things. And having made that very transparent excuse, I will endeavor, with their assistance, to point out the error of their ways. In the advertisement on page 21 of our last issue the prices of Messrs. Murdoch's series of "Tournaphone" disc machines were given as from 11/9d. to 12/12d. retail. The omission of this sign (/) after the last 12 was no doubt very obvious to our intelligent readers, but as this journal circulates to the uttermost parts of the world, to lands of strange tongue, where perhaps European signs and figures are not read without some little difficulty, let me give the correct reading of the "Tournaphone" price, i. e., 11/9d. to £12 12/. And having absorbed that, the next best thing dealers can do is to write Messrs. Murdoch for

COLONIAL RECORD



Wherever English is spoken the Colonial Record *must* be the leading seller. It contains on *each* side, *only* the most popular leading titles selling all the time in England. All rubbish is eliminated—you have no waste stock. Your Customers will buy *every one*. 69 numbers (138 titles) for complete set up to Xmas, 1910. Sample Order by Express Service.



CULLUM & BEST

SOLE SHIPPERS

91, FINSBURY PAVEMENT

LONDON, E. C.

Cables: "Ritardando, London," A. B. C. Code.

FROM OUR LONDON HEADQUARTERS—(Continued.)

catalogs and terms of trading, for there are wonderful sale possibilities in these instruments, of which, by the way, no less than 27 distinct models are listed!

Alex. Hesse Optimistic Over Business.

A short, interesting chat recently with Alex Hesse, one of J. E. Hough's several travelers, revealed this fact—that despite trade disputes, labor troubles, etc., talking machine business is remarkably healthy throughout the country. Modestly discounting any credit due to himself, Mr. Hesse reports that Edison-Bell goods are very popular with dealers, because they sell on merit alone. He is particularly optimistic of the results of his recent visit to Newcastle, Liverpool, Manchester, Leeds, Bradford, Halifax, Birmingham, Staffs, etc., in which towns some nice orders were secured.

The Qualities of the "Flex" Diaphragm.

Considered from every point of view the "Flex" diaphragm is certainly one of the most satisfactory lines a dealer can handle this season. Its tone quality is powerful and sweet, and it sells at a reasonable price, providing, too, good profit to the dealer. The "Flex" is well and favorably known in England, while in foreign countries it is regarded very favorably. Daws Clarke is prepared to receive applications for agencies where not represented, and being assured that the "Flex" is one of those selling lines of least resistance, my readers should certainly take advantage of this opportunity. The latest Indian recruit is Sen & Sen, who, I am told, are doing a very good trade with "Flex" diaphragms throughout the chief centers of that Empire.

Wireless Lighting.

From Copenhagen comes a report of Valdemar Poulsen's successful experiment of his latest startling discovery—wireless lighting. While his assistant stood in one room holding two incandescent lamps the inventor went to another room and placed his transmitting apparatus in position. On pressing the two contacts the lamps were lighted

and extinguished as by magic, for there was no connection of any kind between the apparatus and the lamps.

How the Dealer is Helped.

The dealer is a much pampered man these days. Not only do the manufacturers (some of them) spend large amounts of money in advertising to the public, all for the benefit of the dealer—creating his trade, in fact—supply liberal quantities of publicity literature, show cards, etc., and arrange and pay for concerts, but must even now relieve him of all worry and responsibility in regard to devising ideas and selling schemes! Really, Mr. Dealer, you are of a privileged class. Nothing to do but take the money, and in that, perhaps, you'll soon want some assistance. No? Well, I believe you. But seriously, despite such valuable assistance, there is much you can do locally in the direction of advertising and other means of getting into touch with the prospective buyers of your immediate neighborhood. If only the healthful and enterprising example of such firms as the Gramophone Co. can rouse and stimulate your activity and enthusiasm in the direction of making a special effort this season to create a record turnover, then such liberality of press advertising, and such helpful assistance as they offer you, will not have been made in vain.

New Edison Amplifying Reproducer.

One of the coming Edison innovations is a new amplifying reproducer having a somewhat larger diaphragm than the present model. It will play both the 100 and 200-thread records, and is said to increase the volume without loss of detail and sweetness of tone. More anon.

An Enterprising Sales Scheme.

One of the most enterprising sales schemes I have heard of came under my notice recently. Keys, the well-known North London dealers, are out to push Edison goods all the time, and their latest publicity idea is certainly worthy of mention here, because, apart from its example to other dealers, it represents a degree of merit and origi-

nality seldom met with this side of the water, anyway. Their plan was to stock up a cartload of Edison "Fireside" instruments and plenty of nice records, and deliver an outfit to good-class residents in various districts. No charge or obligation to purchase was made, and the goods were collected after three days' trial. Backed with good literature, etc., the scheme proved very satisfactory. And you may be certain those who did not purchase will receive an appropriately worded letter in due course. A very commendable idea!

Van Allen Shields on Copyright Question.

Over the name of Mr. Van Allen Shields, of the Columbia Co., a very interesting letter upon the copyright question recently appeared in the Times newspaper. After dealing very exhaustively with the pros and cons of the situation, Mr. Shields' letter winds up with the following: "Compulsory license" is only one of the thorny problems that crop up when this question of musical copyright as applicable to mechanical players, is considered. The amount of royalty to be paid, the manner of its collection, the prevention of double royalties on records exported, the right to use the text when words and music are reproduced, and the right of adapting compositions for reproduction are some others. It is to be hoped that when Parliament comes to deal with the subject it will give full and careful consideration to all these matters. The evidence taken by the copyright committee should be of material assistance. Nevertheless the bill introduced just before the adjournment is silent on the point of 'compulsory license,' and apparently leaves much to be desired so far as direct and illuminating references to the other knotty questions of a difficult subject are concerned."

In view of the near reassembling of Parliament and the influential character of the Times newspaper, Mr. Shields' timely letter is almost certain to have come under the notice of the Parliamentary promoters of the bill, and it is perhaps not too much to expect that his reasonable remarks may exert some influence upon the situation.

ROYAL APPRECIATION

of the



To H. M. the KING OF ITALY



BY APPOINTMENT TO H. M. the QUEEN MOTHER



To T. M. the KING and QUEEN OF SPAIN



HIS MASTER'S VOICE



To H. H. the KHEWIVE OF EGYPT



To H. M. the SHAH OF PERSIA

THE GRAMOPHONE COMPANY, Ltd.
21 CITY ROAD, LONDON

FRANCE . . Cie. Francaise du Gramophone, 15 Rue Bleue, Paris
GERMANY . . Deutsche Grammophon-Aktien Gesellschaft, 36 Ritterstrasse, Berlin
ITALY . . . Compagnia Italiana del Grammofono, Via S. Prospero 5, Milan
EGYPT . . . The Gramophone Co., Ltd., 13 Rue Stamboul, Alexandria
SCANDINAVIA . . Skandinavisk Grammophon Aktieselskab, Frihavnens, Copenhagen
Apelbergsgatan 52, Stockholm

RUSSIA . . The Gramophone Co., Ltd., Krasnaja Ploschjad; Mittlere Handels-Reihen 312-322, Moscow
Fontanka 58, Petersburg
Also branches at Riga, Kharkoff, Rostoff, Omsk, Tiflis
SPAIN . . Cie. Francaise du Gramophone, 56 Balmes, Barcelona
INDIA . . The Gramophone Co., Ltd., 139 Belleghatta Road, Calcutta

FROM OUR LONDON HEADQUARTERS—(Continued)

Some Notable Favorite Records.

Not so very far back the recording of selections by such a combination of star musicians as the bands of H. M. Life Guards, Scots Guards, Irish Guards, and such leading artists as the soloists and grand chorus from the Berlin, Vienna and Paris opera houses, on a double disc selling at 2s. 6d. would have been regarded as amazing. We are now getting quite used to it here, but out abroad such value is still looked upon more or less with great enthusiasm, and my readers will therefore appreciate the recent issue of Favorite records—14 titles from "Faust," excellently rendered by leading continental artists from the above-named opera houses. The quality of the recording reaches a very high standard, and the enterprise of the Favorite Record Co. will assuredly receive just recognition in the shape of substantial orders. Application to 45 City Road, London, E. C., should be made for particulars of trading terms, etc.

Doesn't Pay to Fool with the Auctioneer.

An amusing story of a riot in an auction room was told in the courts recently. Just after plaintiff's sale had commenced, defendant, somewhat inebriated, appeared on the scene and created an uproar, which terminated in a miniature riot. Under examination as to alleged inflated reserve prices, plaintiff was asked: "A grand piano, in splendid mahogany case, is £5 too high for that?" "Yes, 10s. would be enough; only the case was worth anything." "£2 for a harmonium in case?" Plaintiff—"Too dear; there was no sound in it." "Cabinet piano by Collard, 30s.?" "Oh, decidedly too high; there was no music in it; only the shell." (Laughter.) For the defense—Defendant said that on the day of the sale he had about a dozen drops of "Scotch" with the plaintiff, and he doubted if either of them knew much about what they said. (Laughter.) The fact remained that plaintiff started the sale before defendant had put his reserve prices on, and when he heard of it he went and stopped the sale. Verdict—£72 odd damages for plaintiff.

National Phonograph Co.'s Recent Issues.

In addition to the usual monthly high-grade list of titles the National Phonograph Co. have now issued a special catalog of titles suitable for Christmas. There are fourteen splendid Amberol selections and about 36 Standard, of great variety. The December issues are as follows: Grand opera records—"Lenz" (Hildach), sung in German, Leo Slezak; "Boheme—Mi Chiamano Mimi" (Puccini), sung in Italian, Lucrezia Bora; "Manon—Ah! dispar vision" (Massenet), sung in Italian, Aristodemo Giorgini; "Rigoletto—Caro Nome" (Verdi), sung in Italian, Selma Kurz. Record by Sarah Bernhardt—"Les Bouffons"—"La Brise" Conte (Yamacois), in French. Amberol records—"The Boys of the Old Brigade," march (Barri and Myddleton), National Military Band; "Yip-I-Addy-I-Ay" (Flynn), Stanley Kirkby; "I Beg Your Pardon" (Tours), Maurice Farkoa; "Hop Scotch—Barn Dance" (Rose), concertina solo, Alexander Prince; "Good-bye, Sweetheart, Good-bye" (Hutton), Ernest Pike; "A Most Delightful Evening" (David and Lee), Arthur Osmond; "'Tis a Faded Picture" (Darewski), Miss Florrie Forde; "They All Love Jack" (Stephen Adams), Peter Dawson; "Put on Your Kilt, My Sandy" (Godfrey and D'Albert), Jack Lorimer; "Our Miss Gibbs," selection (Caryll and Monckton), National Military Band; "Bells of Christmas" (I. H. Meredith), Edison Concert Band and Chorus; "Sweet Spirit, Hear My Prayer" (William V. Wallace), Miss Marie Narelle; "The Mocking Bird," fantasia (Winner-Strobbe), Charles Daab, xylophone solo; "My Old Girl" (J. R. Shannon), Manuel Romain; "My Wild Irish Rose" (Chauncey Olcott), Oakland and Thompson; "By the Light of the Silvery Moon Medley" (J. B. Lampe), New York Military Band; "The Birthday of a King" (W. H. Neidlinger), James F. Harrison and chorus; "Silver Bell" (P. Wenrich), Miss Ada Jones and Billy Murray; "Every Little Movement," intermezzo from "Madame Sherry" (Karl Hoschna), American Standard Orchestra; and "Mania Waltz" (S.

Chafre), United States Marine Band. Edison Standard records—"The Lion of St. Mark's," march (Fabiani), National Military Band; "I've Got Rings on My Fingers" (Scott), Stanley Kirkby; "U-li-i-a-tee" (Glover Kind), Miss Florrie Forde; "Not To-day," Arthur Osmond; "A Sprig o' Shillelagh" (Helf), concertina solo, Alexander Prince; "The Angel's Song" (R. Parker), Edison Concert Band and Chorus; "There's a Clock Upon the Mantel Striking One, Two, Three" (J. M. Reilly), Will Oakland; "Curly Head" (A. Gumble), Byron G. Harlan; "Sweetness" (T. Lemonier), Peerless Quartet; and "Blaze of Glory," march (A. Holzmann), New York Military Band.

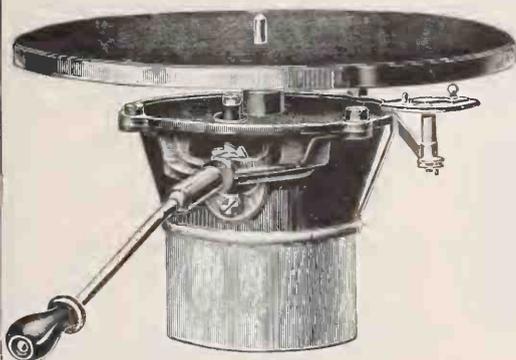
Pathé's Micro-Cinematography.

A notable illustration of how the cinematograph seems destined to be pressed increasingly into the service of science was afforded at King's College Hospital recently when the first exhibition of its kind to take place in this country was given of micro-cinematography. What is ordinarily viewed by the eye of successive single observers looking through a particular microscope was thrown upon the screen and rendered visible simultaneously to all the members of a large audience. Several hundred people were thus enabled to observe at the same time the progress of the disease of sleeping sickness as illustrated by the changes taking place in the blood of the inoculated rat, from the moment of inoculation until death, the appearance presented by the stomach of a human patient being examined under X-rays, and many other phenomena of pathological and bacteriological interest. The beauty of the slides roused frequent applause, and at the conclusion of the exhibition a vote of thanks to Messrs. Pathé Frères, by whose courtesy the films were shown, was cordially adopted.

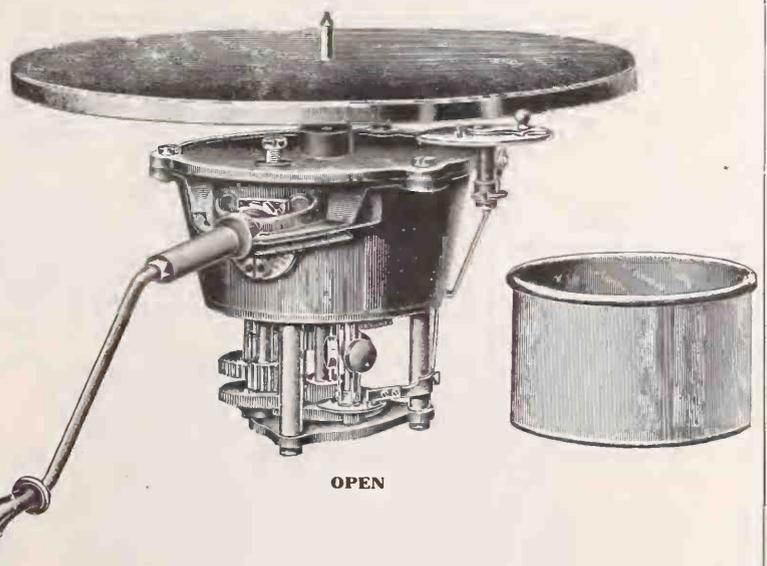
Columbia Co.'s Christmas Records.

Tastefully printed in two colors, the Columbia Co.'s Christmas list of records—one of the first issued, by the way—is replete with all the old and

Sensation of the Season The "TRESOR" MOTOR



CLOSED



OPEN

Size No. 1, Runs 6 Minutes

"	"	2,	"	8	"
"	"	3,	"	12	"
"	"	4,	"	22	"
"	"	5,	"	30	"

THE ONLY PERFECT MOTOR

Obtainable Through all Leading Factors Throughout the World

Insist Upon Having Machines Fitted Only With This Motor

FROM OUR LONDON HEADQUARTERS—(Continued)

some new titles of a truly seasonable character, calculated to warm the hearts of even the Scrooges this Christmastide.

Possibilities in Pushing Amberolas.

The National Phonograph Co. draw the special attention of their dealers to the fine trade possibilities offered in the Amberola this season. It is an expensive machine, and for that reason alone should be featured by all enterprising dealers located in good-class neighborhoods, because the time when the public will not hesitate to spend money, and plenty of it, too, is near at hand. Always remember, too, that an Amberola sale usually carries with it substantial orders for records all the time. One dealer of my acquaintance this last few weeks has sold four of these splendid instruments, and he receives from one customer alone about £3 worth of orders for records each month, apart from the initial order of £5 worth with the machine sale. It certainly demonstrates very forcibly that the market for high-priced goods is not confined to the disc!

Ever Mindful of a Good Cause.

In response to the appeal for the Prince Francis of Teck Memorial Endowment Fund I notice in the list of donations a sum of £100 by the Gramophone Co., Ltd.

New Cable Between England and France.

The new cable recently laid between this country and France is now in operation, and telephone users now have the advantage of three distinct lines, enabling six conversations to be carried on at one and the same time. With this and wireless telegraphy, who shall say that we are not indeed very near neighbors!

Columbia Records by Scots Guards Band.

The first new records made after the signing of the contract under which the Scots Guards Band plays exclusively for Columbia-Rena records, were of a series of marches and new dances. These marches have just been issued in a special Scots Guards supplement, embellished, by the way, with a capital portrait of their popular bandmaster, F.

W. Wood. We learn that the records themselves have made a big hit, the dash and spirit with which they are played being unusually brilliant.

Billy Merson has just made records of his big songs, "The Lighthouse Keeper," which has a burlesque pathetic poem, "A Dark and Stormy Night," as patter, and "I Know There's Someone Waiting," for the Columbia Rena, the first being out this month.

Recent Zonophone Records.

A well-selected list of titles appear in the November impression of Zonophone records, some choice examples being the following: "The Lands o' Dee" (F. Clay), Mme. Edna Thornton; "Beautiful Garden of Roses" (Schmid), Ernest Pike and chorus; "Veronique," selection (A. Messenger), the Black Diamonds Band; "Long Live the King" (Bowker Andrews), Peter Dawson; "Follow Me, Girls" (Weston, Barnes and Scott), Whit Cunliffe, and "A Dusky Belle" (banjo solo), Olly Oakley.

In Lighter Vein.

The following anecdote from the States is amusing: At the house of a very nouveau riche the band was playing rather loudly while dinner was being served. The host, becoming somewhat irritated, at length approached the performer on the cornet and asked him to moderate his energy. The musician protested. "It is marked forte," he exclaimed. "Then make it thirty-five," was the peremptory rejoinder of the founder of the feast.

Strange Offerings.

At a recent vestry meeting the church warden announced that since he devised a scheme for having garments sewn on to the large quantity of buttons found in the collection bag, the supply had diminished to a solitary one, and that badly damaged by being run over—evidently by a tramcar. Pieces of flint had now taken the place of buttons!

Is There Room for Another Disc?

It almost seems impossible—incredible even—and yet if we are to believe dame rumor, another

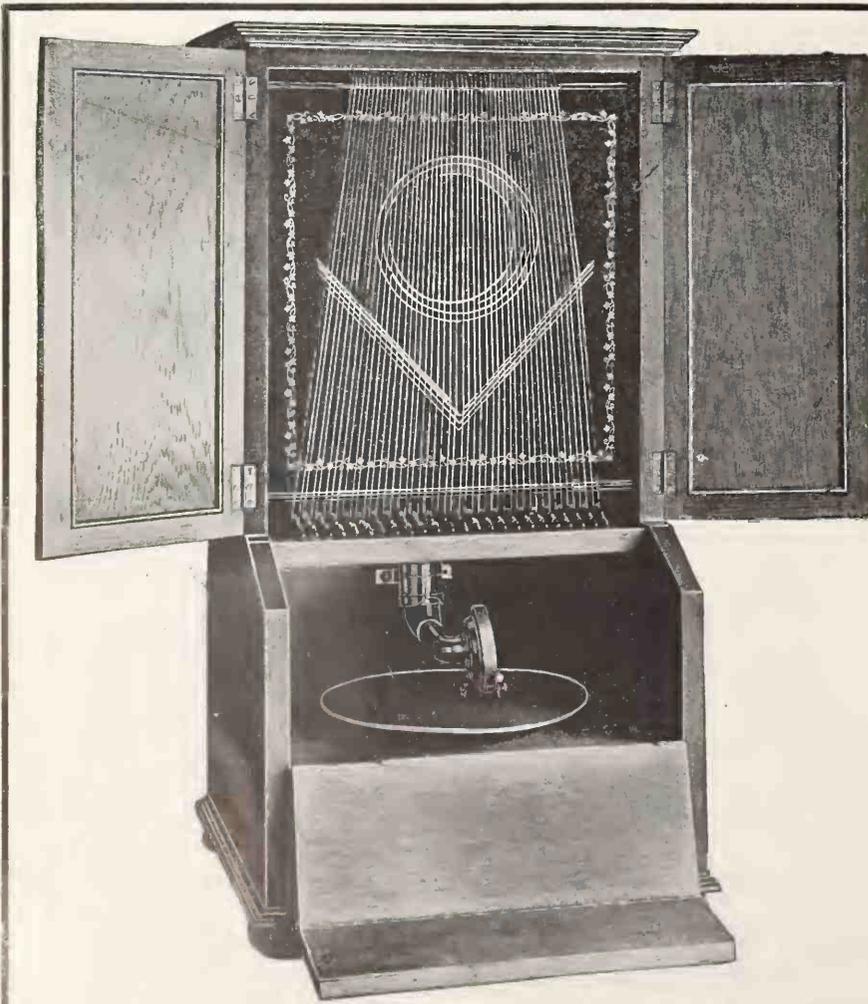
needle-disc record will shortly swell the ranks of this already overcrowded market. Like all new records it is to be something very special! May I even express a hope that we shall not be disappointed?

Some Pleasing Selections.

The current supplementary catalog of Gramophone records is a very strong list, containing many pleasing selections, the majority of which should prove big sellers, especially having regard to the general high quality of recording and noticeably improved surface of the discs themselves. The titles are as follows: "Oberon," overture (Weber), and "Sweet Briar," entr'acte (Squire), by the band of H. M. Coldstream Guards; "Gaiety Two-Step," "Yip, I-Addy, I-Ay," and "Bertie the Bounder," the Black Diamonds Band; "Pecheur Napolitain et Napolitaine" (Rubinstein), and "Esquisses de Crimee," air de danse (Spendiariov), Russian Orchestra; "Stars of Normandie" (S. Adams), John Harrison; "Echo Song" (Lord H. Somerset), and "Four-Leaf Clover" (Browniel), Evan Williams; "The Old Superb" (Stanford), Stewart Gardner; "All Through the Night" (traditional), Kennerley Rumford; "Light" (Barnby), Miss Perceval Allen; "Barcarolle, Lovely Night" ("Tales of Hoffmann") (Offenbach), Miss Perceval Allen and Mme. Edna Thornton; "Ring o' Roses" ("Dollar Princess"), Miss Lucy Marsh and H. Macdonough; "Gems" from "The Balkan Princess" (Rubens), and "Gems" from "The Girl in the Train" (Fall), the Light Opera Co.; "Breakfast in Bed" (Lauder), Harry Lauder; "Knocking at Every Door," Whit Cunliffe; "My Bungalow in Bond Street" (T. C. Sterndale Bennett), Harry Carlton; "Unter ihren Fenster" (Hubay), violin, Joska Szigeti; "Etude in G Flat" (Mozkowskii), Mark Hambourg; "Danse Arliquia" (Oakley), banjo, Olly Oakley; and "Sarabande" (Bach), Renard Trio.

Klingsor Record Popularity.

The rapidity with which the Klingsor record is finding its way to popularity is not a little due to



KLINGSOR TALKING MACHINES

The ONLY Musical
Talking Machine

Various Designs and Prices
Second to None in Reproduction

Klingsor Record
10 inch D. S.

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

Klingsor Works
22-24 Tabernacle St., London, E. C., England
Cables: Defiatory, London

FROM OUR LONDON HEADQUARTERS—(Continued)

ENGLAND'S LARGEST FACTORS!



The House of Murdoch absolutely controls four of the best and biggest sellers in the trade. It is by the judicious handling of "just those goods that sell"—coupled with a perfect and prompt despatching system, that The House of Murdoch stands where it is today—England's largest factors.

EXCELSIOR

The Perfect Singing Machines
14 models from £2/2. to £16/16. retail.

INDESTRUCTIBLE PHONOGRAPHIC RECORDS

2 minute series 1/. each. 4 minute series 1/6 each. American and English selections. Lists free.

Telegrams "Patel London."

Special shipping terms.

TOURNAPHONES

The Ideal Disc Machines

27 distinct models, from 11/9 to £12/12 retail.

PETMECKY MULTI-TONE NEEDLES

The finest needles made. We also control the Angelus Duplex Tone, Empire Spear Point, and Tournaphone needles.

Catalogues and samples mailed free.

JOHN G. MURDOCH & CO., Ltd., 91 & 93 Farringdon Rd., LONDON, ENG.

the exercise of a wise discretion in regard to titles on the part of those who pay the piper. Recording has been in full swing this week, and a new list of titles will be ready by the time these lines appear. Such well-known artists as Harry Bluff, Paul Kelvin, Guy Linton, Harry Trevor, Harold Wilson, The Big Four Quartet, Miss Bessie Abelson, Balalaika Band, and the famous band of H. M. Irish Guards, contribute with up-to-date comic and coming pantomime hits, selections from the latest musical comedy, "The Chocolate Soldier," and several Yiddish records from the program of the Yiddish Comedy Pavilion, London. The company are determined to maintain a high standard of quality all the time, and who can say otherwise than that so far they have succeeded, and right well, too!

The Awakening of Russia!

Is near at hand. The first purely disc record factory is to be established there. Preparations are well advanced for the erection of substantial buildings at Apriloffka, near Moscow, by a firm trading as Moll, Vogt & Kybarth, Ltd. The factory will be in working order soon, and it is the company's intention to utilize native talent, and primarily to devote their energies to the cultivation of local trade. I suppose they will occasionally be forced to entertain some of the intelligent representatives of the law?

Publicity Expenditures.

During the month of October the Gramophone Co.'s expenditures upon press advertising must have run well into four figures, judging by the liberal spaces occupied in some of the chief daily and weekly newspapers, magazines and illustrated weeklies. No wonder Gramophones are booming, both from a sales point of view, and shares—now quoted on the exchange at 40s.

New Machine Brochures.

The new machine brochures to hand demonstrate once again that our manufacturers recognize the power and influence of high grade productions for distribution through their agents to

the prospective purchaser. Apart from the subject matter, good printing on good paper, effective type setting and general attractiveness of appearance, induce one to study a catalog, where otherwise it would perhaps be consigned to the waste paper basket.

Such pleasing attributes in these publicity matters have a direct bearing upon sales, and therefore a little extra expenditure in that connection is more than justified by results. One of the nicest machine catalogs I have seen reaches me from the Gramophone Co., Ltd. It is beautifully arranged, most attractively designed throughout and contains illustrations and particulars of all the models for this season, quite a number being of the portable hornless type. Another very neatly gotten-up catalog of Edison goods has just been produced by the National Phonograph Co., Ltd., and in which the wonderful Amberola takes a prominent place. Messrs. Barnett, Samuels & Sons' new machine brochure is beautifully illustrated in colors natural to each instrument. It is certainly a most handsome production. A noticeable feature of the new "Dulcephones" is their equipment with a direct-tapered tone-arm in one piece from the elbow to the sound box. The Columbia Co.'s catalog of new models is also characterized throughout by effective arrangement of good types and strong argumentative text of the kill-hesitancy order. It is full of good selling points, and should prove a valuable postal ambassador for every Columbia dealer. For the same reason retailers will also welcome Messrs. Pathé Freres new issue, containing illustration and details of this season's Pathéphone models. Lockwoods, too, show enterprise and careful attention to arrangement in their 1910-11 machine catalog, a perusal of which dealers will find is time profitably spent. Other catalogs include Andre Bros. list of "Harmony" instruments, the Gramophone Co.'s complete and alphabetically arranged record lists, and the "Jumbo" complete list of titles from Barnett, Samuel & Sons, Ltd.

Shown at Business Exhibition.

At the recent Business Exhibition at Olympia, both the "Dictaphone" and Edison business phonograph were much in evidence. Large stands, located in prominent positions, furnished ample space for effective demonstration of the utility of these correspondence systems as a time and trouble saver for commercial men, and almost needless to say, the operators were kept pretty busy all the time. I understand that the selling results were highly satisfactory.

Pictures and Music.

The "News of the World" touring car carries a fine advertisement for Messrs. Pathé Freres around the chief cities of this country. Nightly performances on the Bioscope are enlivened with excellent musical selections on the Pathéphone, and the innovation has proved a great success. It should result in additional trade for Pathé dealers, who take advantage of the presence of the newspaper car in their town to distribute hand bills among the audience.

A Strong Beka Record List.

Up-to-date in every respect, the November list of Beka records is a particularly strong one. Of twenty-two titles the following are especially of interest to all lovers of good things and dealers should act accordingly: Selections from "The Bohemian Girl," Parts I and II; Barcarolle, from "Tales of Hoffman," and "Menuet," by the Beka London Orchestra; "Mary," from "Our Miss Gibbs," and "In Yorkshire," by Miss Violet Essea; "Hi, Hi, Hi, Mister Mc, Kie," and "Come and Be My Little Teddy Bear," by Miss Rosie Carlyle; "Billy Whitlock at the Zoo" and "Merriest Man Alive," by Billy Whitlock, and "The Islander March" and "Erin's Pride, Irish Jigs," xylophone solos, by Max Witte.

More Rapid American Mail Service.

An acceleration of the American mail service has been arranged with the Cunard Co. and the London & North Western Railway Co., which will enable the time of transit between London and Queenstown to be shortened by about two hours, and will thus, through the earlier departure of the Cunarders, admit of the mails for New York being frequently delivered on the Thursday evening, instead of on the Friday morning. The arrangement will also accelerate the mails for places beyond New York. The time of posting throughout London will be the same as heretofore. It may not be generally known that failing to catch the G. P. O. clearance at 3.15 p. m., a letter may be posted in the box in the train at Euston at 4.05 p. m. for a late fee of 2d.

Suit to Be Heard.

Gramophone Co. vs. Ruhl. In the matter of

The STROH VIOLIN

☞ A new instrument possessing a VIOLIN quality of tone of great beauty and remarkable power.



☞ The "Stroh" is constructed largely of aluminum but the absence of any metallic quality of tone is another notable feature.

☞ All interested should write for an illustrated booklet to the Sole Makers.

GEO. EVANS & CO. 94 Albany St. London, Eng.

OR

in U. S. A. to their sole representatives

OLIVER DITSON CO.

150 Tremont Street
BOSTON

NEW YORK and
PHILADELPHIA

The FLEX Patent**DIAPHRAGM**

Edison Size "C" or "H", post free - \$.50
Exhibition, or larger sizes, " " - 1.00
Patent Needle Tension Attachment
for Concerts and out of doors, for
Exhibition, Sound Box, can be
affixed in a few seconds - .40

Wanted reputable agents for these goods in U. S. A. and Canada. Liberal terms.

DAWS CLARKE,

5 Longford Place,

Rusholme, Manchester,

ENGLAND.

FROM OUR LONDON HEADQUARTERS—(Continued.)

the tone-arm action, the plaintiff company's appeal will most probably have been heard by the time these lines appear.

A New Pathé 14-Inch Record.

Messrs. Pathé Freres are placing on the market this month a new sized record which measures 14 inches in diameter, called the "Classik," whereon will appear only the very highest class selections by the best artists. This record is double-sided and retails at 6s. Such eminent artists as Madame Gleeson-White, prima donna of the Royal English Opera, Covent Garden, 1909; Miss Phyllis Lett, contralto of the principal London and Provincial choral societies and concerts, and John Coates, the famous tenor of the Royal Opera House, Covent Garden, and the Beecham Opera, London, contribute towards the first list. These records are good examples of the art of recording; the reproduction being lifelike, while the volume is greater than with the smaller sized records.

The Pathe November Record List.

The Pathé November list contains some very excellent records in the 11 inch size and also some artists new to the talking machine world, such as Signorina Gorona, soprano of the Royal Italian Opera House, who has a magnificent voice, also Joseph Cheetham, Andre Kaya and George Baker. There is a splendid record by the London Imperial Vocal Quartette. The 10 inch Pathé list for November is, as usual, right up to date, containing splendid records by Miss Madge Temple, the popular comedy queen; Will Evans, London's eccentric comedian, Sammy Shields, the football comedian, etc., etc.

Gramophone Co. Not to Appeal.

Apropos the gramophone trade mark action I have received the following interesting letter:

Dear Sir—We have decided not to proceed with the appeal against the decision given in regard to our trade mark application to register the word "gramophone" as a registered mark under the

act. We have carefully watched to see the effect which that decision would have upon the interests of our dealers as well as our customers.

Our prompt action in giving greater prominence to our famous trade mark, "His Master's Voice," and the enthusiastic support of our friends in the trade, backed by the high reputation for quality our product holds, has only served to strengthen our position, and we have abundant evidence from the trade throughout the country that, much as it sympathizes with us over losing our case, no ill effects have been experienced through the adverse judgment.

We think it not inappropriate to take this opportunity of expressing to all our accredited dealers our appreciation of the quiet, determined way in which they met the situation when first created, and to congratulate them on the total absence of scare on first hearing of the judgment.

We are advised that the grounds on which our application failed are partly of a technical and, in any case, of a limited character, and leave our remedies for any infringement of our common law rights untouched. We shall be as zealous in the future as we have been in the past to protect these whenever necessary.

Yours faithfully,

The Gramophone Co., Ltd.,
James C. Goff, Manager.

PROVINCIAL NOTES.

Information and advices from the chief centers of activity throughout the country indicate a satisfactory improvement of talking machine sales all along the line. While, however, the factors are very busy with the dealers' stock orders, retailers are only just experiencing what might be termed a real start of the season's business. In many districts the recent trade disturbances may partly account for this, but for all that talking machine trade is now well on the move. All the leading

makes of machines and records are in good demand, and in a week or so the provincial dealers expect to be in the thick of the season's rush. Manchester and Liverpool factors would appear to be just about as busy as they can be. Edison goods, Gramophone, Twin, Pathé, Columbia, Edison-Bell and Zonophone records and machines are going strong, while Klingsor, Favorite, Beka and other lines seem to be gaining in popularity with the dealers round about. Messrs. Richardson report that the season's trade is opening up very well. They are featuring the Amberola, which has been the object of much praise from the dealers, to whom it has been demonstrated. Crane & Sons, Ltd., have just issued an effective trade catalog, containing particulars of Edison goods and the many other lines which they handle.

Christian Duwe has also issued his season's catalog, from the contents of which I should say that he is determined to secure the custom of every class of trade. The firm's Sheffield branch, by the way, has been removed to Castle street, where premises of a more commodious character have been taken.

Newton's, of Newcastle, are making a special feature of Zonophone goods, especially the wonderful "Cinch," which has enjoyed a demand quite beyond their expectations. Edison goods and other lines are selling freely.

Over the border, Andrew White, of Glasgow, has recently called a meeting of creditors. From a statement of claims submitted the deficiency is estimated at £59 odd. A resolution was passed accepting a composition of 15s. on the pound, payable by four equal instalments quarterly.

In Edinburgh business is not quite up to the expectations of the local traders, but future prospects are said to be bright.

Larg & Son, of Dundee, are now in the thick of the season's trade, which they report to be of a steadily progressive nature.

Throughout Yorkshire business appears to be very satisfactory. Beka, Columbia, Zonophone,

The Newest Development

All have striven for but never attained it—until the issue of the new
EDISON BELL

VELVET
Gramophone

Fine and smooth
as velvet.

Free from all
grashy or grind
sounds.



FACE
Records

Not a single click
or crackling sound
from the first to the
last recorded note.

THE ONLY—PURE MUSIC—RECORD

Its fine close cut velvety lines contain 10% to 20% more music than is on any other manufacture of gramophone type record.

It is a Double side Record—and the first catalogue is now ready—not extensive now, but will be constantly added to. *Send for a copy.*

THEY ARE ALL GEMS

J. E. HOUGH, Ltd., Edison Bell Works

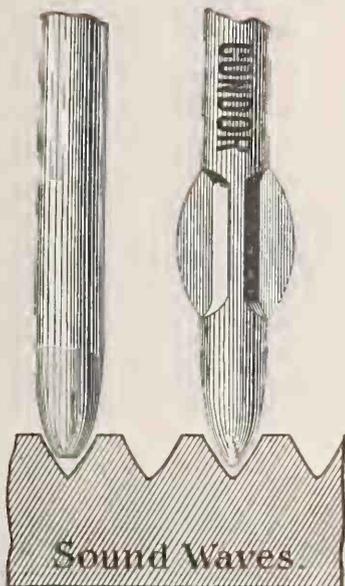
Glengall Road, London, S. E.

About Needles

One of the most important matters in connection with the development of the talking machine business to-day is the sale of a talking machine needle that is correctly made—made by the greatest authority in the world—a needle, the POINT of which is warranted and which insures the *best reproduction* for each individual quality of tone—a needle that doesn't wear out the record; that preserves its life, and always gives forth the very best quality of tone that is contained in the record. Such a needle is the

CONDOR

It has the highest and most perfect finish, the smoothest grain, and gives unexcelled satisfaction.



Why not get the customer who purchases a high-grade and a high-priced talking machine to buy needles of the highest quality, such as the Condor?

One cannot be satisfactory without the other.

We shall be pleased to give the fullest information to all interested. Address

Sole Manufacturer

Jos. Zimmermann

Needle and Pin Works

AACHEN

GERMANY

Edison are in good demand, and some of the factors are running the Amberola. The Parker 'Phone Co., of Bradford, have sold one or two, and they expect to handle quite a number during the season. T. Dyson, Ltd., have issued from their Bradford depot a price list of accessories in talking machine goods that they will stock this season, and they report a pleasing trade activity in the leading lines.

Gertie Gitana's two great songs, "Sweet Caroline" and "Queen of the Cannibal Isle," with which she has been delighting the natives of Liverpool, Birmingham and other northern and midland towns, are listed this month on Columbia records. They are excellently rendered by Jack Charman.

A feature of this season's trade with the Colmore Depot, of Birmingham will be a special line of disc machines fitted to play both types of records, and they anticipate a roaring trade.

A report reaches me of a motor car collision at Longton, Staffs., in which Eli Hudson (whose many piccolo records are admired by all music lovers) met with a serious accident. In addition to other minor injuries Mr. Hudson unfortunately sustained a broken collar-bone. However, we are glad to know he is making satisfactory progress toward recovery.

In Belfast, Edens Osborne has been busy with his local newspaper advertisements, which in point of originality and style are very praiseworthy. At the co-operative exhibition he entertained a large audience with a selection of popular songs and orchestral pieces on the Auxetophone, described by the local reporters as a wonderful reproducer of sound. The concert was much appreciated and many of the items were encored.

Carl Wagenhaus, of Manchester, desiring to make clear some recent business moves on his part, writes as follows: "I have transferred to Christian Duwe the Edison factorship only. Mr. Duwe at the same time taking over the bulk of my Edison stock. I am still a factor for several disc lines and still carry on business as a dealer in Edison goods and others, besides my extensive piano and musical instrument business at both my establishments, viz., 279-281 Stretford road and 60 Gile street, Manchester."

WHAT LOYALTY IN BUSINESS MEANS.

Just How Much the Buyer Should Be Bound by Obligations to the Houses He Buys From—Should the Employe Be Loyal to the Employer with Dishonest Methods?—An Interesting Question.

Frequently we hear traveling men talk of the loyalty of dealers and buyers. This generally means that the dealers and buyers in the section covered by that salesman buy the goods he represents continuously and in satisfactory quantities. To him that demonstrates loyalty, but what about the intelligence of the buyer when a competing salesman enters the field with better values? Must the buyer, under such conditions, lose his reputation for loyalty in following the dictates of his intelligence and buying the new line?

In the retail end of business what is the meaning of loyalty? Does it mean that the employes are to stand pat for their employers' methods when they know they are not honest methods? We throw not. We believe all humanity, employes and employers alike, should have only one standard of loyalty, and Shakespeare laid down the grandest as well as the only law when he wrote, "To thine own self be true, and it must follow as the night the day thou can'st not then be false to any man." That magnificent paragraph really covers the whole question of loyalty. It makes one standard for all, and employes who change their employers do not have to change their standard of

loyalty. They continue true to their own ideals and that makes disloyalty in any form impossible.

When our public servants, from the president up to the people whom he serves, attain genuine loyalty within themselves, there will be fewer trials of grafters, fewer "respectable" men of social prominence in our prisons and suffering humanity will come into its own because real loyalty will be the axis on which all service will turn without friction.

The employe who is true to himself will not betray the confidence of his employer after he leaves him to enter the service of another. He can't do it and be true to himself. If an employe disproves of methods used by his employer, he should seek another position, even at less compensation. His work will be better, his advance faster, if he works under conditions that do not create mental friction. The primary loss will be balanced by an intellectual freedom that should work out its own recompense from a purely constructive standpoint.

We close with the same advice we used in opening the article, "To thine own self be true."

AN ANNOYING PUBLICITY SCHEME.

An Instance Where Too Great Originality Was Not Appreciated.

An enterprising advertising scheme was recently brought to light in Washington, D. C., when a man entered the office of the Comptroller of the Currency thoroughly angry because he had received a check for five cents to his order, drawn on a real bank for real money. He wanted to know if there wasn't "some way to stop this thing," but the officers told him there was not; that anybody who had money in a bank had a right to draw checks against it payable to anybody at his pleasure.

The bank on which the check was drawn was fairly buried under literally bushels of other checks of the same sort which people brought in to be cashed. The man who drew the checks has a large account with the bank, and the checks, which were for five cents each, were mailed to hundreds of Washington people with a request to "spend this nickel for carfare" and visit the giver's place of business.

WALTER STEVENS OFF TO MEXICO.

Walter Stevens, manager of the National Phonograph Co.'s export department, left October 17 on an overland trip to Mexico City. He will be absent about six weeks, during which time he will devote himself to matters of company interest in that and other cities of the Mexican States. In his absence the duties of managing the department devolve upon his able assistant, Louis Reichert.

The Talking Machine Company, of Birmingham, Ala., are now devoting more space to talking machines—in other words they have been compelled to owing to the growth of their business.



MR. RECORDER, do you know WAX "P,"

the best existing recording material for Berliner- (Gramophone-) cut? If not, write for free sample to

CHEMISCHE FABRIK

E. SAUERLANDT

FLURSTEDT

The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes for Gramophone and Phonograph bei Apolda i. Th., Germany

"EDISON, HIS LIFE AND INVENTIONS."

Two Handsome Volumes Bearing on the Achievements of the Great American, Written by Frank L. Dyer and Thomas Commerford Martin, and Published by Harper & Brothers—Will Interest People the World Over, and Particularly Those Who Are Following the Progress of Sound Producing Devices and Notable Inventions of All Kinds.

The authorized and definitive biography of Thomas A. Edison, something for which the world has waited this long time, is at last completed. At the hands of his old-time friends and associates, Frank L. Dyer and Thomas Commerford Martin, and practically under his constant supervision, there have been produced two handsome volumes containing about 1,000 pages, packed everywhere with interesting and valuable detail. Written by men who have had the best possible opportunities to know whereof they speak, and formally approved by Edison himself, this biography will, of course, be accepted for the future as entirely authentic, and as indicating the particular presentation of the inventor's life which he himself considers accurate. It is thus a work of the highest interest, not alone because the subject matter is in itself so extraordinarily fascinating, but equally for the reason that, to a large extent, it is the voice of Edison himself.

Thomas Alva Edison was born at Milan, Ohio, on February 11, 1847. His family was descended from Hollander ancestors who settled in New Jersey, where the great inventor's interests were ultimately to be established, about the year 1730. His early struggles as train-boy, telegraph operator and general worker in mechanical improvement are copiously described by his biographers, while his earlier inventions, such as the stock ticker, duplex and quadruplex telegraphy, the telephone and the incandescent electric light, are described with much interesting detail. But, to the readers of *The Talking Machine World*, the most interesting part of the biography is undoubtedly that which refers to the invention of the phonograph. Speaking of the many stories which have gained currency as to the genesis of the invention, the biographers have this to say:

Discovery of the Phonograph.

"Its invention has been frequently attributed to the discovery that a point attached to a telephone diaphragm would, under the effect of sound waves, vibrate with sufficient force to prick the finger. The story, though interesting, is not founded on fact; but if true it is difficult to see how the discovery in question could have contributed materially to the ultimate accomplishment. To a man of Edison's perception it is absurd to suppose that the effect of the so-called discovery would not have been made as a matter of deduction long before the physical sensation was experienced. As a matter of fact the invention was the result of pure reason."

To justify this statement the biography contains what is called "Mr. Edison's own account" of the invention of the phonograph. His words, as quoted, are as follows:

"I was experimenting on an automatic method of recording telegraphic messages on a disc of paper laid on a revolving platen, exactly the same as the disc talking machine of to-day. The platen had a spiral groove on its surface like the disc. Over this was placed a circular disc of paper; an electromagnet with the embossing point connected to an arm traveled over the disc; and any signals given through the magnets were embossed on the paper. If this disc was removed from the machine and put on a similar machine provided with a contact point, the embossed record would cause the signals to be repeated into another wire.

* * * From my experiments on the telephone I knew of the power of a diaphragm to take up sound vibrations, as I had made a little toy which, when you recited loudly in the funnel, would work a pawl connected to the diaphragm, and this, engaging a ratchet wheel, served to give continuous rotation to a pulley. This pulley was connected by a cord to a little paper toy representing a man sawing wood. Hence, if one shouted 'Mary had a little lamb,' etc., the paper man would start sawing wood. I reached the conclusion that if I could record the movements of the diaphragm properly I could cause such a record to reproduce

the original movements imparted to the diaphragm by the voice, and thus succeed in recording and reproducing the human voice.

Details of the Great Invention.

"Instead of using a disc I designed a little machine using a cylinder provided with grooves around the surface. Over this was to be placed tin-foil, which easily received and recorded the movements of the diaphragm.

"I did not have much faith that it would work, expecting that I might possibly hear a word or so that would give hope of a future for the idea. Kruesi (an assistant, who was making the model) when he had nearly finished it, asked what it was for. I told him I was going to record talking and then have the machine talk back. He thought it absurd. However, it was finished, the foil was put on; I then shouted 'Mary had a little lamb,' etc. I adjusted the reproducer and the machine reproduced it perfectly."

Such was the genesis of the phonograph. The original machine is now in the South Kensington Museum, London. Patent No. 200,521, issued on December 15, 1877, was the first protection granted to Edison on this revolutionary device.

Edison's biographers have taken care to keep out of any controversial argument regarding the later progress of talking machines, although the immediately subsequent history of the invention is touched on. Nothing more of precise interest to readers of this paper can be said on that subject here.

The work done by Edison in telephony, in the development of incandescent electric lamps, in the magnetic separation of low-grade ore, in the refinement of electric generators and in other fields of mechanical endeavor is very broadly treated, and this part of the biography teems with interesting and fascinating detail.

Advent of the Motion Pictures.

When we approach the year 1889, however, we come again upon a feature which is of almost equal importance with the phonograph, and which, by co-operation with the latter, is destined, without a doubt, entirely to revolutionize the practice of dramatic representation. An interesting description is given in plain and non-technical language of the optical principles involved in the

motion picture, and many details, both scientifically valuable and generally amusing, are included.

Such later matters as the developments of the Edison storage battery, the molded concrete house, and so on, are naturally treated with some elaboration, but their interest is general and not specific.

The second volume of the biography contains a number of appendices, giving more exact descriptions, with illustrative drawings, of such in-



EDISON IN CHARACTERISTIC POSE.

ventions as the stock ticker, the telegraphic improvements, the incandescent lamp, the phonograph, etc. A complete list of the Edison patents is also appended, both the domestic and foreign issues being included. More than twenty-five hundred inventions have been thus patented and the number of foreign patents is 1,239. There is also an excellent and compendious index.

The chapters on "The Social Side of Edison," "Edison in Commerce and Manufacture" and "The Value of Edison's Inventions to the World," are in the nature of relief to the more serious parts of the biography and should be read carefully by all who are interested in the human side of an unusual and striking character.

The price of the two volumes is \$4. They are well gotten up as regards press work, paper and binding. The publishers are Harper & Brothers.

James Cowan, the exclusive Columbia dealer in Richmond, Va., has just placed a large order for holiday goods.

When you have found out what a big help

The Edison Business Phonograph

is in your own office you will realize why it is being adopted by foremost firms in every branch of industry today—and why it is a great selling proposition for you.

The Edison Business Phonograph actually doubles the efficiency of every employe on the correspondence staff—doubles the productive capacity of the dictator as well as that of the transcriber

and cuts the cost of business correspondence in two.

It will prove these things to you on your own work in your own office—and you will prove them to the liveliest market in the world, the field of business.

Write us to-day for full particulars.

Edison Business Phonograph Company, 207 Lakeside Avenue, Orange, N. J.



Style O Machine, \$25.
With Style 1 Record Stand, \$10.
(Also furnished in Birch Mahogany at same price.)

SONORA

“The Instrument of Quality”
Highest Class

TALKING
MACHINES



AND
RECORDS

To Be Used with Either
Sapphire or Needle

THE DAWN OF A NEW RECORD.

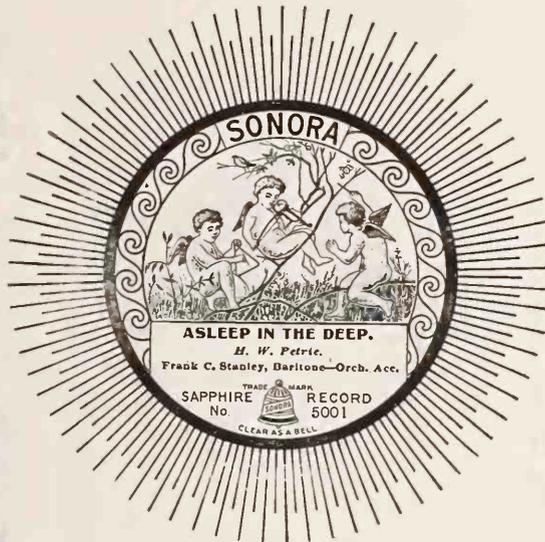
We have long waited for its appearance. It has been slow in rising, but the warmth of its rays will be the more glorious.



Style A Machine, \$40,
and Style 1 Record Stand, \$10.



Style B, Birch Mahogany Case, \$50.
Showing Soundbox in Position for Sapphire.



Let other suns look to their splendor. There may be eclipses.

Will you be with us in the early morn—to mark
THE RECORD OF A NEW DAWN.



Style C, Quartered Oak Case, \$40.
Style D, Solid Mahogany, Special Finish, \$75.
Showing Soundbox in Position for Needle.



RECORD CABINETS

Style 3, Oak	\$30.00
4, Birch Mahogany	30.00
5, Mahogany	50.00

- Invisible Horn for Beauty and Comfort.
- Tone Modifier for Variety of Tone.
- Automatic Stop for Convenience.
- Covered Cases to Eliminate the Scratch of the Needle.
- Sapphire Soundboxes for Perpetual Needle.
- Sapphire Records for Tenfold Wear.

SONORA PHONOGRAPH COMPANY

78 Reade Street
NEW YORK, N. Y.



Style F Machine, \$100,
and Style 3 Record Cabinet, \$50.
Our Record Cabinets are equipped with a remarkably convenient, simple and comprehensive system of Record Envelopes and Index.

THE SALE OF RECORDS.

The Victor Talking Machine Co. Urge on Dealers the Advisability of Caring for and Pushing the Sale of Records.

Regarding the sale of records, the Victor Talking Machine Co., Camden, N. J., say: "You must impress on purchasers the importance of properly caring for their records. Bear in mind that the customer who takes good care of his records, and files and indexes them so that he can play any selection almost on the instant, whenever in the mood, is going to buy more than the Victor owner who keeps them in bunches on the table, chairs and window sills, where he must look through the whole lot to find the record he wants to hear. They will do this a few times, and a very few times only. Remember that if a customer files and indexes his records he places his hand right on the selection to be played at once without handling the others, but if he has a collection of, say, fifty or more records and handles them all every time he wants to hear one, he not only damages them through constant handling and rubbing, but is often impressed with the amount of money he has invested in a lot of records he has tired of and don't want to hear. If he has them filed, he only thinks of the record he wants to hear—not of the dead ones.

"The real Victor dealers, those who are making the real big successes, go after the record business just as though their very existence depended on increasing their record sales each succeeding month. And why shouldn't they increase each month? Every Victor sold means new record buyers, and these live dealers don't allow any owner to lose his interest in the Victor through any neglect on their part. They realize the im-

portance of selling them new records and never let up their educational work on a single customer.

"Remember that when you sell a Victor, in a majority of cases, it goes into a home where little is known and less understood of music. This should impress on you the fact that you are a most important part of a great work—the education of a great people to the real and true love of music, and you cater to their taste with the greatest musical instrument on earth, with the most extensive repertoire in existence and a galaxy of talent unequaled in any musical center under the sun."

THE TRUTH ALWAYS TRIUMPHS.

Truth is something that no one can get around, over, under, back or on top of. It has neither height, breadth nor thickness, it is universal. That man is ahead in business who has but one price, and that a fair one, one story, and that a truthful one. He does not have to keep awake nights worrying about the outcome, nor try to remember the lie he told one fellow so as to be able to tell some other fellow the same lie, or tax his wits to keep the first man from comparing stories with the second. He saves his time and his customer's time, and he isn't afraid when called upon to prove up.

"MONEY TALKS."

Money talks, so stop yer playin';
Better find out what he's sayin'!

It may be yer time and chance,
If he gingles, rise and dance!

Dance yer best the long night through;
Money pays the fiddler, too.

\$50 FOR A HORNLESS COLUMBIA!

Rock-Bottom List Price Established on a New Columbia Grafonola—The "Favorite."

The evolution of the talking machine toward the enclosed type is one of the most interesting features of the industry. The Columbia Phonograph Co. has just announced a new Grafonola, the "Favorite," at \$50 list. The Columbia Phonograph Co. state that the demand for Grafonolas not only at \$200, but at the lower prices, has been so increasingly large that it is very clear that a great many people who have never owned or cared to own a horn machine are only too ready to pay \$50 for an enclosed horn machine of such quality as this new Grafonola "Favorite."

The substance of the Columbia Co.'s statement to the representative of The World is as follows:

"In order to establish beyond question our pres-



THE GRAFONOLA FAVORITE.

ent admitted lead in the introduction of hornless machines to the music loving public of the United States, we decided to design and construct an instrument that could be sold for \$50 at retail with profit, and yet embody every possible attractiveness of design and perfection of reproduction.

"This is only following out the merchandising policy of the Columbia Phonograph Co. which has already proven so effective in the marketing of such an absolute novelty as the combination library table and Grafonola in the form of the 'Regent' and in the recognition of the certainty of a demand for a Grafonola of 'grade' and quality at \$150 in the form of the 'Mignon' and in the production of the first hornless machine at \$100 in the form of the 'Elite,' which has recently been so greatly improved.

"We have a much broader purpose than being merely first in the field with a \$50 hornless machine—although this in itself is reason enough. In this Grafonola 'Favorite' at \$50 we have set an entirely new valuation on musical instruments. The tendency is unmistakably more and more toward the hornless machine, in spite of the fact that for years there will undoubtedly be an enormous market for the regular horn graphophones. Our purpose is not only to establish beforehand the first hornless machine of any sort to be offered at \$50, but to place on the market the best possible hornless machine that can ever, as far as it is possible to see now, be constructed and sold for \$50.

"At a considerably higher price this Grafonola 'Favorite' would have been an unquestionable winner. At \$50 it is bound to make a clean sweep. It is a beautifully designed instrument, and a wonder in its tone capacity. It has a polished quartered oak cabinet, 13 inches high, 18 3/4 inches wide and 18 3/4 inches from front to back. It has the Columbia universal 3-spring motor and a 12-inch turntable."

A GREAT LINE OF STORES.

The Aeolian Co., New York, have not only Victor talking machine departments in their branch houses in Chicago, Cincinnati, Indianapolis, Dayton and Fort Wayne, but also in Middletown, O., and Huntington, W. Va.

Max Landay, of Landay Bros., 400 Fifth avenue, New York, said this week that while the patronage of dukes was always welcome, he was now about to secure an order for Victor goods from a prince, now sojourning in the city.

INSURE YOUR HOLIDAY PROFIT

YOU CARRY FIRE INSURANCE—DON'T YOU?

☐ Most people do, and yet they don't expect or want a fire.

HOLIDAY BUSINESS IS A CERTAINTY.

☐ Are you INSURED against losing GOOD PROFIT through not being able to GET THE GOODS your customers want during the holidays.

ARE YOUR EGGS ALL IN ONE BASKET?

☐ The "basket" represents your jobber, the "eggs" your orders. Will the "basket" stand the strain of Holiday requirements? - If not, who suffers?

YOU MAY NEED TWO POLICIES.

☐ That will depend on "past performances" and the reputation of the "basket" to meet such requirements.

NOW TO THE POINT. THESE ARE FACTS.

☐ You cannot place "additional insurance after the fire has started and collect your insurance." Can you expect to call on an extra jobber AT THE LAST MINUTE and be sure of getting the goods.

INSURE WITH BLACKMAN NOW AND BE PROTECTED

☐ We cannot recall a single case where a "Blackman dealer" lost a "real sale" last year, because we could not deliver the goods. When we say a "regular dealer" that doesn't mean the fellow who came to us at the last moment after FAILING to get the goods from his "regular jobber."

BE A "REGULAR BLACKMAN DEALER" NOW.

☐ That means we will PREPARE FOR YOU, as we do for "OUR DEALERS." Call on us at the last minute, if necessary, and we will do the best we can, but the "Blackman policy" is to recognize the obligation to fill the requirements of regular dealers first. We call this "fair dealing" and it is appreciated by our dealers.

NOW IS THE TIME TO TAKE OUT THAT POLICY.

☐ Start giving, at least a share of your business, to Blackman and you will feel easy about your Holiday profits.

THE PLACE TO GET THE GOODS—EDISON AND VICTOR



Blackman
TALKING
MACHINE CO.
97 CHAMBERS ST. NEW YORK



EVERYTHING IN EDISON OR VICTOR WHOLESALE OR RETAIL

THE COLUMBIA COMPANY'S OPERA PROGRAM.

Henry Russell, Director of the Boston Opera Co., Associated with the Columbia Phonograph Co. as Operatic Advisor—An important Move.

Just before going to press with the current issue of The World the Columbia Phonograph Co. made the appended important announcement:

"In the wonderful progress of the American nation no aspect of it is more interesting than the long-delayed but now thoroughly established appreciation of opera. It is very clear that the principal factors in bringing about this appreciation have been the masterly enterprise and artistic far-sightedness of such impresarios as Henry Russell, director of the Boston Opera Co., and the recent development in the art of recording the human voice as exemplified in the notable recordings recently catalogued by the Columbia Phonograph Co.

"This last factor is already so well recognized that for the first time an official and publicly-announced relationship between a director of grand opera and a manufacturer of records has come to pass. Henry Russell, who was wise enough to see that the music loving people of Boston and the East were entirely ready to support a grand opera house and a grand opera company hardly equaled in Europe or America, and who also possessed executive ability in such a marked degree as to bring about, in one triumphant season, a complete realization of his dearest ambition, has just now accepted an appointment as consulting director of opera for the Columbia Phonograph Co.

"Mr. Russell, as director of the Boston Opera Co. and an associate of the Metropolitan Opera in New York, has taken a large part in the extension of opera into the other great cities of the country—Chicago, Philadelphia, Baltimore, New Orleans, Atlanta, St. Louis—and nothing in the world is more characteristic of the man than his ambition to see its further extension, not only in those great cities where the personal presentation of opera is possible, but into every community. And he has come to realize, it is said, that the only way in which he can see this wish realized is through the medium of such an organization as the Columbia Phonograph Co., with its agents in

many towns and its owners of graphophones in every neighborhood.

"The aims of the Columbia Phonograph Co. in this connection, while purely commercial, are, we believe, no less worthy and no less far-seeing.



HENRY RUSSELL.

This is not a new field for the Columbia Phonograph Co. So far from this, in fact, that not only was the Columbia Phonograph Co. the first company to manufacture talking machines of any kind and the first company to manufacture records, either disc or cylinder, but the first to attempt the recording of the voices of the great

singers of opera. Years ago the first records ever made by opera singers were made in the Columbia laboratory by Madame Sembrich, Edouard De Reszke, Madame Schumann-Heink, Antonio Scotti and several others. The process of recording, as everybody in the trade knows, has undergone a dozen revolutions since that time and at this present minute we believe we can state without any fear of successful contradiction, and certainly without any refutation which depends upon comparisons and tests, that the Columbia grand opera records issued during the season of 1910 have for the most part absolutely no equal in the field—either in the perfection and naturalness of the recording of the voice, or in the incidental but hardly less important balance and musicianly correctness and beautiful smoothness of the orchestral accompaniments.

"These records, more particularly those sung by Constantino, Blanchart, Mardones, Boninsegna and Bronskaja, extraordinary as they are in every way, are merely the forerunners of a list of recordings which, by its intrinsic quality as well as by virtue of the names of the artists, will be no less extraordinary. Through Mr. Russell's advice we have reason to count on being able to offer the trade, in the near future, the first of a most remarkable additional series. After a consultation with Mr. Russell, we have only this week completed an exclusive contract with Alice Nielsen—and other interesting announcements are fairly sure to follow within a month or two.

"We are not ready at this moment to announce the names, but exclusive contracts have already been signed with certain grand opera stars whose names and voices are alike familiar and famous. Through this sort of co-operation we shall not only be equipped to further Mr. Russell's desire to extend the music of the great operas throughout the country, but to present to the music loving public everywhere records of the highest possible quality, sung by artists who might never otherwise be heard outside of the three or four great opera houses of the world.

"Altogether we believe that this announcement of the official association of Henry Russell, in a permanent advisory capacity with the Columbia Phonograph Co., is about the one most important announcement that has reached the trade in years."

BRIDGING THE GAP FOR CUSTOMERS.

How One Firm Adds to Business by Making Telephone and Telegraph a Part of Order Getting Equipment—Special Men Detailed to Handle Such Orders.

In getting orders in from the field the long distance telephone and telegraph have been made part of the firm's equipment. To handle these telephone orders, both city and out of town, men whose knowledge of stock on hand and selling prices is more minute, perhaps, than any other members of the organization, are always "on the job." They are specialists in memorizing and quick thinking. As their pencils record the order, they say whether it can be filled, and whether a satisfactory substitute can be offered.

The mechanical side of their work, too, has been perfected. Half a dozen order pads, with carbons in place, are always on their desks. Finishing one order, a man can push the pad to the messenger on guard and seize another pad for the next order. Calls for specialties are taken by the man in charge of that particular branch of the business. To banish the noise which would interfere with swift and accurate order-taking, all typewriters except the billing machines for requisitions in store and work-order are banished to a special room where stenographers transcribe their notes.

SOMETHING OF OFFICE LEAKAGE.

What the Little Items of Waste Really Amount to in the Long Run.

Just because the loss in an individual instance is small, most managers let little items of office waste get by them. They forget that a one-tenth

of a cent leak contributed to three times a day by 100 employes, means a loss at the end of the year of \$100. Any business man would drop his work and institute a rapid search if you told him that a \$100 bill had been dropped out of his cash drawer this morning into the sweepings. But just because this hundred dollars is dropping out in dribbles of one-tenth of a cent he lets it pass, even though the stopping of the leak is easy.

Saving and scheming on big and little things is just as possible and profitable in the office as in the factory. In fact, the progress in office appliances and methods is so reducing office costs that the record-keeping end of a business is fast changing from an expensive department, considered non-productive, to an earning department.

Nearly every office executive has devised some little scheme for cutting expense; the aggregate, if you could know them and apply them in your business, would make a noticeable difference in your monthly statement.

DON'TS FOR SALESMEN.

Some Live and Valuable Suggestions by John Trainer in The American Salesman That Apply to the Talking Machine Man as Well as All Others.

Don't expect your customer to know more about your goods than you do.

Don't load on a man more goods than he needs—oversupply often means a loss of future sales.

Don't hope to win confidence in a day. A business that is built up in a hurry is often pulled down as quickly.

"Don't tell your troubles in business. Hardships are not considered a business asset.

Don't be afraid to try new ventures; a risk is often a gain.

Don't talk about yourself, but your goods, unless your talents are the merchandise wanted.

Don't be afraid to try. Struggle may not boost you, but it won't pull you down.

Don't bank on your friends. They have social value, but should not make your business.

Don't be afraid to place confidence in your employer. His interests are often yours.

Don't brood over harsh remarks. Pleasant words often sound harsh in business.

Don't rely on chance, but on effort; the latter has more lasting value.

Don't get discouraged by one failure; many failures often make a grand success.

Don't forget that the failures of last year may bring this year's best successes.

Don't borrow trouble until it knocks at your door. Many troubles are more imaginary than real.

Don't be afraid to give your employer the best you have. That is what he is looking for and should receive.

Don't expect others to carry your burdens. By shifting responsibilities the trial is often made heavier.

A SALESMAN WANTED

AN EXPERIENCED MAN who understands the retail trade and is thoroughly familiar with the Victor line of goods; must have experience in Greater New York; none but a first-class man need apply; no out-of-town men desired; applicant must be ready to take the position immediately.

LANDAY BROTHERS
400 FIFTH AVE., NEW YORK

REGINA MUSIC BOXES

make ideal Christmas gifts, and will be greatly in demand during the fast approaching holiday season. They are now being advertised for the benefit of the trade in magazines whose combined circulation is in excess of four million copies per month.

We have just issued a new catalogue which may be had for the asking, and we are now prepared to make an unusually attractive proposition to live dealers in places where we are not already represented. You can get your share of the holiday trade in Reginas by going after it.



Broadway and Seventeenth Street, NEW YORK

215 Wabash Avenue, CHICAGO

TIMELY TALKS ON TIMELY TOPICS

Elsewhere is printed an account of how the talking machine departments of the John Wanamaker's stores in New York and Philadelphia discover prospects by means of their magnificent recitals. It is true, the advantages of such establishments as the Wanamaker's institutions in both cities are not possessed by every dealer, but they could make the most of their opportunities. How many stores are wasting much good room that could be easily made available for record demonstrations in the form of recitals. A program is easily arranged from the numerous selections in the catalogs of the different manufacturers. At Wanamaker's Louis J. Gerson, the versatile manager, has made the regular record day, namely, the 28th of the month, a time for playing over the entire bulletin, and owners of machines are invited to be present. The details of this bit of enterprise appear in the story above mentioned.

Do You Want

To start to manufacture cylinder or disc records for \$100? I will teach you all about the old and new process. A. Schramnik, 416 East 77th street, New York City.

Booths for Sale.

FOR SALE—Two very fine booths, built of mahogany and plate glass, each about 7 feet 7 inches deep, 10 feet 10 inches wide and 10 feet 8 inches high. Practically soundproof, suitable for demonstrating rooms. Will sell very cheap. For particulars address "G. T. L., care Talking Machine World, 1 Madison avenue, New York City.

Manager Wanted.

Wanted—Manager for our Talking Machine Department; young man about twenty-eight or thirty years of age preferred; experience necessary; large trade already established in town of 50,000; reference required. Address "F. P. C.," care Talking Machine World, 1 Madison ave., N. Y. City.

Edison Gold Molded Records for Sale.

For Sale—10,000 Edison Gold Molded Records covering the entire catalog. Will sell whole or part to any bona fide Edison dealer. Address A. J. Deninger, 345 North street, Rochester, N. Y.

Situation Wanted.

Shipping and stock clerk, fully experienced in both Edison and Victor lines; five years with New York's largest distributor; a hustler with best of references. Address "Sobriety," care Talking Machine World, 1 Madison avenue, New York City.

Store for Sale

For Sale—"Small goods" Music Store (Mandolins, Guitars, Violins, Banjos, Sheet Music, etc.) with good sized Talking Machine Department of Victor and Edison. Established 17 years. Fixtures new. Stock clean and up to date. Reason for selling, illness. Located in an Ohio city of 175,000 and doing a business of \$25,000 per year. Full information and references upon request. Address "Music Store," care Talking Machine World, No. 1 Madison Avenue, New York.

and it should not only be read for the general information conveyed, but the suggestions offered are worthy of close study. The manner of handling records and the means of taking orders at these concerts should not be lost on the wide-awake dealer.

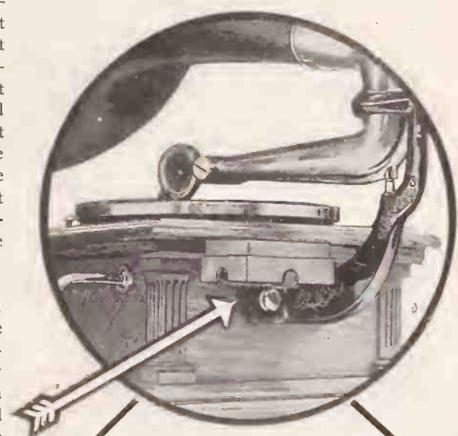
Of course, the talking machine trade is, or ought to be, thoroughly familiar with the question of the protected selling price. The manufacturing companies have enforced the rule, through the courts to be sure, against both signed and unsigned dealers who have attempted to cut prices. Some of these cases have been strongly contested on the part of the defendants, but the Federal courts have always upheld the rule originally established by a talking machine manufacturer. Other lines of trade are following the policy also, and in reply to many the Jewelers' Circular-Weekly enlightens its readers in the subjoined clear and comprehensive summing up of the situation: "For the sake of many who are in doubt on this subject, it should be stated in brief that the courts have decided that a manufacturer making an article under a patent has an absolute right to determine the price at which the article should be sold, and he can make a contract to this effect a part and parcel of the license he grants to use the patented device over which he has an absolute and legal monopoly. He can treat those who cut the price in the same manner that he can treat infringers of his patent or those who sell his article without a license.

"As far as unpatented articles are concerned the manufacturer thereof has no such absolute right, the selling price in these cases being protected by a special contract with the jobber or retailer. Such protected sale contracts have been upheld by the courts of many States as legal, and the courts of one State have gone so far as to issue an injunction against a price cutter, who was directly or indirectly a party to one of these contracts. In these instances it is the special contract between the parties that binds and not the absolute monopoly of the maker, as in the case of patented articles. As a rule, with unpatented articles, the manufacturer's remedy is simply to refuse to sell to those who will not abide by the agreement, and he can do so whether he be an individual or corporation, provided he does this of his own volition and not as the result of an agreement or conspiracy with others. The point should be clearly borne in mind that though a manufacturer or dealer is a free agent and may lawfully do certain things alone and of his own volition (such as choosing the customers to whom he sells), there are conditions wherein he may not exercise these lawful rights where he acts in conjunction with others."

The Talking Machine & Indian Record Co., Bombay, India, have issued the full proceedings in the matter of the application by the Gramophone Co., Ltd., London, Eng., to register the word "Gramophone," in connection with the British trade-marks act of 1905, for talking machines and accessories. As is well known, the application was disallowed. The word gramophone is seldom heard in the American trade, excepting in law suits or as used by writers in magazines and newspapers who are not informed properly as to the technical terms used here. It is a book of 175 pages and as a work of reference in connection with this celebrated case should be preserved. In connection with this commendable enterprise on the part of the Bombay firm, it is interesting to learn what a variety of records they handle, as follows: Gujarati, Maharati, Hindustan, Urdu, Bengali, Tamil, Kanause, Telangu, Burmese, Egyptian and Chinese. That is going some, to say the least.

Perhaps not every dealer realizes in its fullest import what the twenty-eighth of every month—"record day"—should mean to him. The Victor Talking Machine Co. truly and forcibly expresses

it in one of their valuable circulars to the trade thusly: "We are doing everything we possibly can to make the twenty-eighth an important event to every Victor dealer. For years we have advertised the fact that new records are on sale the twenty-eighth of every month, and on this date the list of new records is advertised 'on sale to-day' throughout the United States, and it is only your own fault if you have not an established and ever increasing business on the new records as often as they are issued." In conclusion they add: "Whether you take full advantage of this exceptional opportunity is a question that you alone can answer." The progressive dealer, who is invariably successful, has always been impressed with this fact, and acts accordingly; and it would be well if every dealer everywhere would have a like conception of his duty in the premises, as it means a constantly growing business for him and proper representation of the company. The truth of these observations is equally applicable to all dealers, no matter what line or lines of records he may handle.



**SIMPLEX
NEEDLE BOXES**

**MAGNETIC
NEEDLES**

**VICTROLA
PROTECTORS**

Every dealer needs them all.
Write to-day for samples,
descriptions and prices.

S. B. DAVEGA CO.

126 University Place
NEW YORK CITY

Victor Distributors Edison Jobbers

64% DISCOUNT

(IN LOTS OF TEN OR MORE)

NEARLY 200% PROFIT ON CABINETS IF YOU BUY NOW

Greatest Cabinet Sale Ever Known

ENTIRE STOCK OF HERZOG ART FURNITURE CO.
CLOSED OUT TO NEAL, CLARK & NEAL CO.

90 Per Cent. of all Phonograph Cabinets Have Been Built by this Well-Known Company

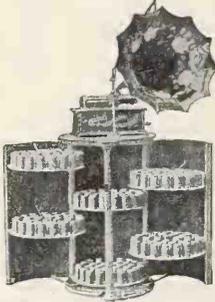
INCREASE YOUR

CHRISTMAS BUSINESS

BY A CABINET SALE

RECORD SALES ARE DOUBLED when your customer has a Cabinet

This has been proven in thousands of cases. All cabinets mahogany finish except No. 724 which is oak.

No. 701.  96 Records Regular \$12.00 Per 10.. 5.67 " 5.. 3.98 " 2.. 4.40	No. 700.  100 Records Regular \$13.25 Per 10.. 4.83 " 5.. 5.25 " 2.. 5.80	No. 703.  100 Records Regular \$13.25 Per 10.. 4.83 " 5.. 5.25 " 2.. 5.80	No. 702.  120 Records Regular \$16.25 Per 10.. 5.83 " 5.. 6.37 " 2.. 7.00	No. 704.  120 Records Regular \$16.25 Per 10.. 5.83 " 5.. 6.37 " 2.. 7.00	No. 706.  150 Records Regular \$18.50 Per 10.. 6.87 " 5.. 7.25 " 2.. 8.00
No. 708.  150 Records Regular \$20.00 Per 10.. 6.67 " 5.. 7.25 " 2.. 8.00	No. 712.  216 Records Regular \$22.75 Per 10.. 8.16 " 5.. 8.90 " 1.. 9.80	No. 715.  150 Records Regular \$24.50 Per 10.. 8.33 " 5.. 9.06 " 1.. 10.00	No. 724.  216 Records Regular \$43.25 Per 10.. 15.67 " 5.. 17.04 " 1.. 18.80	No. 714.  216 Records Regular \$26.00 Per 10.. 8.67 " 5.. 9.43 " 1.. 10.40	No. 707.  150 Records Regular \$26.50 Per 10.. 9.17 " 5.. 9.97 " 1.. 11.00
No. 719.  150 Records Regular \$28.50 Per 10.. 10.00 " 5.. 10.87 " 1.. 12.00	No. 718.  252 Records Regular \$28.75 Per 10.. 10.33 " 5.. 11.24 " 1.. 12.40	No. 713.  216 Records Regular \$32.50 Per 10.. 11.33 " 5.. 12.33 " 1.. 13.60	No. 720.  294 Records Regular \$35.50 Per 10.. 12.00 " 5.. 13.05 " 1.. 14.40	No. 722.  294 Records Regular \$35.00 Per 10.. 13.00 " 5.. 14.14 " 1.. 15.60	No. 717.  252 Records Regular \$38.50 Per 10.. 13.83 " 5.. 15.04 " 1.. 16.60

It is not necessary to select 10 or 5 of one style. Any assortment will get the lowest prices.

TRY OUR IMPROVED SERVICE

NEAL, CLARK & NEAL CO. 643-645 Main St., Buffalo, N. Y. Edison & Victor Jobbers

Columbia Double-Disc and Columbia Indestructible Cylinder Records provide the steady sales that fill in the gaps, bring up the averages, and make the talking machine business continually profitable.



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

OUTLOOK IN WESTERN CANADA.

Robert Shaw, Managing Director of Western Talking Machine Co., Winnipeg, Man., Makes Some Interesting Points Regarding the Development of the Talking Machine Business in Canada—Some Facts Concerning the Inclination of Canadian Settlers to Purchase Talking Machine Outfits.

(Special to The Talking Machine World.)

Winnipeg, Man., Nov. 1, 1910.

I know that your readers will be interested in business conditions in this part of the country and I have followed out your special instructions to interview one of the best-posted men in talking machines in this section, Robert Shaw, managing director of the Western Talking Machine Co., of this city.

Mr. Shaw has been appointed Canadian Commissioner of the National Association of Talking Machine Jobbers. This office, I believe, was created specially for him.

Mr. Shaw's early training gave him an insight into the piano business, and when I asked him regarding the prospects of trade development in Western Canada, he replied:

"I secured this line on its first entrance into Canada many years ago. My previous training had been under that veteran piano man—my father—Henry J. Shaw, who introduced the Weber (in the days of Albert Weber), the Vose, the Hale and other old-time pianos into Canada in the '60s and '70s. To be thrown out the front door and run around and in the back to sell a piano is not at all a bad training for the task of 'the making' of a 'Victor trade' in Canada, but I can assure you that the discouragements met in my early days were as nothing to the proposition of overcoming the prejudice of the musical people against all classes of tone reproducers, Victor Gramophones not excepted.

"And really there was some warrant for it in those early days when 'There's a Hot Time in the Old Town' and 'Turkey in the Straw' were classics, and the vaudeville went from there down.

"Those early days I spent in the work of organizing as treasurer of the Canadian company, but soon a change came in the character of the records obtainable, and I took the road as Canadian sales manager, and my work began.

"I visited every town and village (almost) in Canada, from the Klondyke to Newfoundland, preaching the gospel of 'Education versus Entertainment,' and praying for the time when the Victor Gramophone should come into its own and take its place as one of the world's greatest musical educators.

"It is not strange, then, with this training and holding this attitude to the Victor Gramophone, that I should have done what I have done in so short a space of time.

"I believe that a company which can, in the 12 years of its existence, reach a volume of business equal to one-tenth of the entire piano industry on this continent, must have something that the people need—that the people want—and it has.

"Nowhere is this more keenly felt than in these Western Canadian wheat prairies, where it is my privilege to work.

"Most of the people—I think I am safe in saying 80 per cent. of the people in my section of Canada—were not born here; they came from the four corners of the earth, many from the old country, where music and musical culture abound.

"Many of these people who at home might not have been seriously interested in music, away from home—and more especially on these sparsely settled Western prairies—feel their utter need of it.

"These people turn to the Victor, for it supplies that musical environment they so much miss—it brings into their lonely homes the old-time familiar



ROBERT SHAW.

classics and many, indeed, of the great artists themselves, whom they have heard at home.

"This operation of the law of demand and supply has greatly added to my success.

"Then another important thing is that these people have been able to buy what they want, for they are eminently prosperous—perhaps a few figures along this line will interest you.

"I don't think in the three Canadian provinces (or States) that I am serving there are in all a quarter million farmers, certainly not 300,000, and these people divided among them \$182,368,595 for grain crop alone during the year 1909, with a wheat crop failure. In all this North American Continent they will have about 115,000,000 bushels of wheat alone for sale, and they will get close on a dollar a bushel for it.

"I say they have the money for what they want, and as they make money easier than the average farmer, they spend it much more freely than the average farmer.

"They all need Victrolas—many of them want Victrolas—and they will all get Victrolas if I have my health and a few more years up here.

"The wheat crop failure in this section of the country has not been serious, and it comes on the top of a run of many years of good crops, and I foresee plenty of money as a consequence."

Mr. Shaw for two and a half years has been a distributor of Victor goods in Western Canada. Before he took hold of the business only a small market existed.

He has built up a volume of trade equal to one-third of the entire Canadian output, and therefore when The World asked me to interview a man regarding trade conditions, I believe that it will be seen that Mr. Shaw is at once an authority upon the subject of special business.

Anyhow, it would seem that Western Canada will be an important point of distribution of musical merchandise for many years to come.

IN THEIR NEW QUARTERS.

The New York Talking Machine Co. Are Now Well "at Home" in Splendidly Arranged and Equipped Quarters.

The New York Talking Machine Co. are now in their new quarters at 81 Chambers street, New York. The removal of the stock, fixtures, etc., has taken the greater part of the week, but there was no interruption of business. The premises, including the street floor, running through to Reade street, with a high basement and sub-basement, are admirably suited for the business, and G. T. Williams, the general manager, is greatly pleased with the place and its many advantages over his former location.

THIS LOOKS LIKE BUSINESS.

Of the extent of stock the wholesale department of the Columbia Phonograph Co., 89 Chambers street, New York, is ordering in from the factory, last Friday 77 cases were received; Monday, 68 cases, with another load due Wednesday. R. F. Bolton, the manager, said that he was preparing for a brisk and active trade in his territory.

It strengthens the probability of a sale to display price cards conspicuously on all goods. That convinces the customer that no partiality is shown to any patron of the store and helps out the clerk, who should have the advantage in any argument that arises over the quality of the goods.

WHY DON'T YOU USE LABELS

on every article going out of your store? Then you'll get repeat orders. It's worth doing when we sell

2,000 2 x 1 in. Gummed Labels printed to order, blue ink, red border, **\$1.20**

Delivered postpaid. Cash with order:

Write for Style Folder showing 412 Label Sizes and Styles

O. K. LABEL CO.

Room 1012 178a Tremont St., Boston, Mass.

The Talking Machine Trade in New England

A GREAT NEEDLE FACTORY.

Plant of W. H. Bagshaw Working at Capacity and Shipping Millions of Needles Weekly—What C. H. Bagshaw Has to Say.

(Special to The Talking Machine World.)

Lowell, Mass., Nov. 6, 1910.

The huge factory of W. H. Bagshaw, needle manufacturer, is working on a full-time schedule, as they have been right through the year, and are shipping millions of needles every week. C. H. Bagshaw, of this house, commenting on the needle business, said to The World: "American-made needles to-day are growing rapidly in demand. When the trade was younger than it is now, an idea used to exist that other needles might be better, but, considering all phases, I believe that America holds the needle manufacturing supremacy, like it does many other things. And to go further, Lowell is the home of the needle business, because the origin of needles goes to the credit of Lowell, with the House of Bagshaw making the first talking machine needles for the trade. In American goods you get the quality, you get the delivery, and the prices allow a good margin of profit, and the satisfactory results that users enjoy with Bagshaw-American-made needles is known all over the country."

CLOSING OUT STOCK.

(Special to The Talking Machine World.)

Webster, Mass., Nov. 7, 1910.

Racicot Brothers, house furnishers, report that they are closing out their stock of talking machine goods because they cannot make it profitable. The firm is composed of Arthur H. Racicot and Alexander N. Racicot and is the biggest furniture

house here. They handle the Edison and Columbia lines.

A LIVE NEW ENGLAND DEALER.

(Special to The Talking Machine World.)

Webster, Mass., Nov. 9, 1910.

One of the biggest live talking machine men in this territory is Emil Roemer, who has been in the business eleven years. He is selling Edison phonographs and Victor talking machines, and the report here is that business is excellent. F. H. Cooper is one of his outside salesmen.

M. R. CALDWELL MAKES A CHANGE.

(Special to The Talking Machine World.)

Lowell, Mass., Nov. 5, 1910.

M. R. Caldwell has resigned his position as manager of the talking machine department of M. Steinert & Sons, to accept a similar position with the Henry Siegel Co., Boston, Mass.

OPENS NEW STORE IN EAST BOSTON.

(Special to The Talking Machine World.)

East Boston, Mass., Nov. 7, 1910.

Harry Bennett has opened a new store, handling the entire Columbia graphophone line. He is already meeting with success, as he is a capable and energetic trade member. Mr. Bennett is also selling a full stock of musical merchandise and sheet music.

TO FEATURE COLUMBIA GOODS.

(Special to The Talking Machine World.)

Clinton, Mass., Nov. 8, 1910.

Fred G. DuBois announces the exclusive representation of the Columbia line, which he will feature prominently.

TRADE GOOD IN WORCESTER.

Higher Grade Machines in Demand—Records Selling Well—What the Various Houses Are Doing with the Different Lines.

(Special to The Talking Machine World.)

Worcester, Mass., Nov. 7, 1910.

Talking machine business is classed by the trade as "very good." A number of the higher-priced machines are being sold weekly, with the demand for records excellent. This briskness in the face of a sub-normal local manufacturing condition is phenomenal.

C. B. Gorham is the manager of the talking machine department of Denholm-McKay Co., the large department store. They handle Columbia goods.

M. Steinert & Sons Co. report a large Victor business, particularly so with the latest models of Victrolas.

Edison goods are selling exceedingly well with the Iver Johnson Co.

The various stores look for a good holiday business and all are in optimistic mood.

GETS AGENCY FOR COLUMBIA LINE.

(Special to The Talking Machine World.)

Florence, Mass., Nov. 6, 1910.

The exclusive Columbia representation for this city has been placed with E. C. Addis, who has purchased a large initial shipment.

"Trade moves fast nowadays," says a merchant, "and improvements come along so rapidly that if there is any delay in seizing on them, they may pass and become obsolete in a very short time."

LINSCOTT

SPORTING GOODS COMPANY
BOSTON

STANDARD POLICY

Life=Indemnity
Sales Disability

"EDISON
SERVICE"

No. 2264

ISSUED TO

Mr. New England Dealer

Dated November, 15, 1910

Premium \$0,000

48 HANOVER STREET - BOSTON

Have You the Linscott Policy?

HERE'S THE WAY IT READS:

In Consideration of your Edison business, we guarantee to insure you for life against the possibility of losing profits by the use of modern shipping facilities plus a complete Edison Stock, covered by the two following conditions:

SHIPPING QUICKNESS: A two minute slip-up may cause hours of delay and untold financial loss. *LINSCOTT* shipments are "double checked". There are no slip-ups. Our slogan aptly fits here: "You get what Edison goods you want when you want them."

STOCK COMPLETENESS: To comply with this is easy, as we have now and always will have the largest stock of Edison goods in New England. Whether you want a record or an Amberola, *LINSCOTT* has it.

LET US SEND YOU A "SPECIMEN POLICY". The premium is nothing and it will mean a great deal of convenience to you, and a whole lot of profits.

LINSCOTT SPORTING GOODS COMPANY

(FORMERLY BOSTON CYCLE & SUNDRY CO.)

48 HANOVER STREET

BOSTON, MASSACHUSETTS

FROM OUR BOSTON HEADQUARTERS

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

(Special to The Talking Machine World.)

Boston, Mass., Nov. 7, 1910.

"Let us hear it" is the slogan that meets the selling end of the talking machine industry now as against the former way of 'I have so much money and want to buy a machine.' Many of the trade can remember when a \$40 machine could be easily sold to a man with that amount, and if he had \$20 more he would buy a \$60 machine. He wouldn't at that time buy the \$60 machine because the tone was better; in fact, he couldn't tell the difference in tone; he bought it just because the additional money was in his pocket.

"In this era of talking machine business the public are educated to the difference in tone; they know what a human voice is when it comes forth from the machine, and as natural with any product, the voice is better on the higher-priced machines.

"What is the reason for this change? Simply that the talking machine industry is an absolute business of itself; it is just as much of a business as any other commodity, and is growing rapidly. The factors figuring in this growth are the big houses who have made a specialty of the business or have given it special attention and the general promotion work of the main companies. A 'talker' salesman to-day must be versed in his own line thoroughly, and on a comparative basis with the other products in the country."

The foregoing pertinent paragraphs were combined in a reply by E. F. Taft, general manager of the Eastern Talking Machine Co., when the writer happened to mention about a concern who are attempting to sell numerous articles and find their talking machine department unprofitable. Continuing, Mr. Taft said:

"The time has gone by when you could array a line of machines and someone would walk in and say, 'I'll take that one; wrap it up.' The machines must be played, the different features explained; the person is shown the entertainment afforded, and just as intelligent a 'talk' must be rendered by a talking machine salesman as by an automobile salesman.

"This house you mention undoubtedly put in machines on the same basis as their other lines; anyone who 'happened' to be around talked to people who 'happened' in, and their actual results were nil. And until they revise their selling policy there will be no improvement. Talking machines must be sold along scientific lines; the idiosyncratic features must be understood, and when some of the people kill the idea that talking machines are a 'side line' they will then perceive what a wonderful business it is with contingent large profits."

Opera Helps Business.

There was some class to that company which Arthur Erisman, manager of the Columbia Phonograph Co., found himself in at the rehearsal of "Mefistofele" at the Boston Opera House last Saturday. There were operatic stars and artists galore, as the event was for the directors of the Opera House. Arthur got in as a "special guest."

Among the prominent officials of the Columbia Phonograph Co., New York, to visit the Boston headquarters recently were: George W. Lyle, general manager, and H. A. Yerkes, sales manager.

The local headquarters of the Columbia Phonograph Co. report a very gratifying past month's business, and Arthur Erisman, manager, says the outlook for the coming month is great. The opening of the Opera House means a great increase in operatic records.

Constantino, the world-noted singer, and the star of the Boston Opera House, now singing under exclusive contract with the Columbia Co., has leased apartments at 114 Hemenway street, this city.

An Enthusiastic Edison Man.

The World is pleased to present a likeness of Charles R. Cooper, manager of the Edison talking machine department of the Linscott Sporting Goods Co. (formerly Boston Cycle & Sundry Co.),

Boston. Mr. Cooper has been associated with this company for twelve years, being in the trade ever since the inception of the phonograph industry. He has enjoyed a remarkable training in the business and is familiar with the practical department, and without question is one of the best versed men in the business on matters phonographical. His enthusiasm for Edison products is



CHAS. R. COOPER.

boundless, and through his efforts the company is rapidly building an Edison jobbing business in New England that totals an enormous monthly volume. Mr. Cooper says that the dealers thoroughly appreciate "getting Edison goods when they want them," and adds that they will always have the largest and most complete Edison stock in New England, with the quickest delivery system. Here's a joke It also shows what an absent-

minded man will do under certain conditions. A local "talker" man vouches for the veracity. At a local railroad station stood one of the machines which automatically weighs a person and mechanically "talks" out the weight. A man stepped on the machine, dropped in his coin, and the machine "hollered"—one hundred and seventy pounds. "What's that you say?" asked the man inadvertently, and then seeing the smile on a bystander's face, the humor of his trying to talk back to a machine dawned on him, and the incident closed with the man "buying."

Booming the Victor.

Henry F. Miller & Sons Piano Co. are using a great amount of space advertising Victor talking machines, and "the Miller plan for securing one." This is their offer: "Select an outfit. We will deliver it to your home. Any instrument you wish and your own choice of records. Use the outfit for three days. Then decide whether you want to buy it or not. If, after trial, you decide not to purchase the outfit, write or telephone us to remove it. This is your only obligation. If you want to own it, you may purchase for cash, or open charge account, or by our unique gradual payment plan." C. Alfred Wagner, manager, says they are transacting a remarkable Victor business.

Guy R. Coner, formerly with the Iver Johnson Co., is now associated with the Linscott Sporting Goods Co., exclusive Edison jobbers. Mr. Coner is meeting with deserved success at his new post. **Geo. T. Waldron Honored.**

George T. Waldron, known as "Pop," was recently elected to the vice-presidency of the Eastern Talking Machine Associates, which honor he is filling creditably. "Pop" is one of the longest-time men in the business, claiming twenty-one years of experience in the slot and talking machine business. He was formerly with the old New England Phonograph Co. He has had experience as an Edison dealer, as a dealer of commercial instruments, inventor of one of the first nickel slot machines, and for the past seven years has been with the Eastern Talking Machine Co. He bears a remarkable likeness to Thomas A. Edison.

The Oliver Ditson Co. are using some good advertising that is filling their parlors with customers. One ad. runs like this: "Tone Pictures.

Some Facts Anent the Needle Factories of W. H. BAGSHAW, Lowell, Mass., U. S. A.

1. World's first makers of talking machine needles.
2. Largest producers of needles on the continent.
3. Factory equipment modernized to the minute.
4. Every size, shape and style of needle manufactured.

RESULT:—Experience means that our raw materials are of the highest merit, and the enormous quantity used insures a low cost. These times a minimum production expense equals the best quality of Needles at the right price. Now you have the secret of our immense permanent patronage.

(Jobbers and distributors only supplied.)

W. H. BAGSHAW, Lowell, Mass., U. S. A.

(Established 1870)

Interpretations by the most prominent operatic stars known in the world of music to-day. Each singer's peculiarities. Each singer's phrasing. Each singer's beauties of intonation. And their methods of vocalization and color work is at the command of students, teachers and professionals, who will listen to renditions on the Victor talking machine at the reception rooms of the Oliver Ditson Co." Henry A. Winkleman says business is "Good" with capital letters and a double underscore.

Would you think \$600 worth of talking machine business, transacted on one day by a fair-sized department of a local retail store a good indication of business brightness? It certainly sounds good, but the writer happened to see the carbon copies in their regular order book, and for a retail store it's certainly great work. The hustling house is the C. E. Osgood Co., and this achievement was the result of Manager Sylvester's energetic work. Good work, Mr. Sylvester! Keep it up!

Mr. Francis, manager of the Iver Johnson Co., has moved into his new home.

Members of the Eastern Talking Machine Co. Associates were the guests of Manager E. F. Taft at a complimentary dinner October 28.

F. E. Mayo, New England traveler for the Eastern Talking Machine Co., has joined the army of Benedicts. At the recent Associates meeting he was presented with a cut glass serving set by the body, which shows how well regarded he is by his fellow-workers. Mr. Mayo has been with the Eastern Co. for about six years, prior to which he was associated with the Columbia Phonograph Co., and in the early days as manager of the talking machine department of Dame, Stoddard & Kendall. Here's wishing you luck, Mr. Mayo!

S. J. Freeman, manager of the publicity department of the Eastern Talking Machine Co., gave out the following business expression to-day: "Business with us is entirely satisfactory to the management. Our wholesale business is increasing with leaps and bounds and we feel it must be due to the absolutely satisfactory service and also to the loyalty of the dealers. Retail business is on a par with previous good years and the outlook is decidedly encouraging for a voluminous holiday trade."

Harger & Blish, Des Moines, Ia., are now giving over their entire store to talking machines exclusively, and it is one of the most attractively arranged establishments in that section of the country.

EDISON MEN AT MECHANICS FAIR.

A Group of Those Whose Efforts Were Largely Responsible for the Success of the Company's Exhibit at the Boston Show Last Month—Edison Jobbers Benefited.

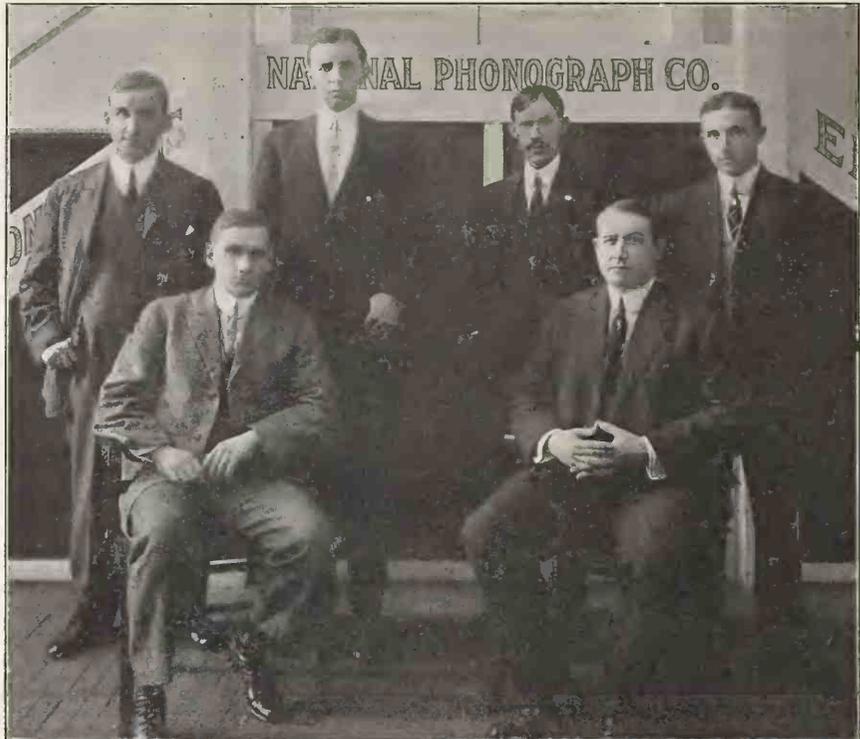
(Special to The Talking Machine World.)

Boston, Mass., Nov. 9, 1910.

This photograph shows the Edison staff, which was responsible for the successful exhibit at the

as the main attraction was the Edison Exposition, practically the entire number learned more about the merits of Edison phonographs than they ever dreamed about.

H. R. Skelton, traveling ambassador for the National Phonograph Co. in Massachusetts and Rhode Island, cared for the success of this display, and he did it "manu forti." A number of displays of Edison moving pictures were given daily, and at every performance the seating ca-



REPRESENTATIVES OF THE NATIONAL PHONOGRAPH CO. AT THE MECHANICS' FAIR, BOSTON.

recent Mechanics' Fair, held during the month of October in this city. In the front row is F. J. Hough and H. R. Skelton, manager of the exhibit. In the back row from left to right are Messrs. Holden, Lauckman, Devine and L. D. Dexheimer, the business phonograph man.

Over half a million people visited the Fair, and

capacity of the hall was filled. In addition were concerts by Edison machines.

Mr. Skelton says that the Edison jobbers co-exhibiting with the company secured a good amount of business and that they secured hundreds of retail prospects, a number of which have subsequently been developed into retail customers by their retail departments.

CELEBRATED ON ELECTION NIGHT.

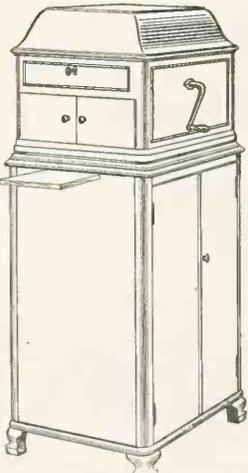
The Washington, D. C., Chamber of Commerce held its regular monthly meeting election night. At intervals during the evening the energetic secretary, Thomas H. Grant, projected the election returns on a large screen and at the same time entertained the three or four hundred members present with selections on the Grafonola Regent. Mr. Grant made up an unique program consisting of a number of grand opera selections, but as the returns came in and there appeared to be a Democratic landslide, the Grafonola played "It Looks Like a Big Night To-Night," "The Vacant Chair," "Did He Run," "When You Haven't Any Money You Needn't Come Around." The Regent made a most decided hit.

A GOOD TIME TO QUIT.

The "indispensable man" in the store is so only so long as he does not know it. The moment he discovers that he is indispensable, it is a good time to dispense with him. Some concerns make this a rule; they do not wait until his head has grown so large as to make him unfit for his job. No matter how good a man is, there is always some one to take his place. George Washington was a great president, but the country has managed to get along without him for a number of years.

Keep prices on everything in the store, for it is annoying to have clerks asking every few minutes, "what is this worth?"

Within the week we shipped one dealer (186) one hundred and eighty-six Cabinets for Disc Records, ranging from \$6.00 to \$18.00. On to-day's mail we got an order for (40) forty Cabinets to go with the New Victrola No. 10.



No. 442, with Victrola No. 11 on Top.
Mahogany or Oak.
Holds 190 12-inch Disc Records.

Just stop and analyze these statements. Your conclusion must necessarily be that Cabinets are playing a very important part in the Talking Machine game, and that The Udell Works must have the Prices and Patterns. The whole point is to realize that a Talking Machine Outfit is not complete without the Cabinet and then cast about for the manufacturer of Cabinets who offers you the most.

We don't want an initial order and then not get the repeaters.

Our success in the Cabinet field can be summed up in this fact. We get repeat orders because the initial order was satisfactory.

The dealer sold the cabinet at a profit and made a satisfied customer.

We have New Cabinets for Victrolas No. 10 and 11. Get in the Cabinet swim and write us for Booklet and Prices.

THE UDELL WORKS, Indianapolis, Indiana

This is the season of Grand Opera and every opera now being staged is blazing the way for Columbia Grand Opera Records. Grand Opera at the opera house awakens interest in opera at home. And that is where the Columbia dealer comes in: Both together they enable you to inaugurate a brilliant and profitable season of opera in your store.



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

WITH THE TRADE IN MILWAUKEE.

Both Jobbers and Dealers Well Satisfied with Present Business Conditions—Collections Good—Retailers Stocking Up for Holidays—McGreal's Eastern Trip—Recent Visitors—Personal Items of Interest—Speaks of Talking Machine Development Before Wisconsin Teachers' Association—Popularity of the Grafonolas—General Summary of the Doings of the Month Herein Recorded.

(Special to the Talking Machine World.)

Milwaukee, Wis., November 9, 1910.

Milwaukee talking machine dealers, wholesale and retail, are highly satisfied with the business that was received during October, and predictions are made everywhere that the month of November will produce far more trade than the same month a year ago. In fact, dealers are looking for a steadily increasing business from now until after the holiday period.

Conditions in general are highly favorable. Despite the unsatisfactory outlook during the summer, a bumper crop was harvested in all lines in Wisconsin. This has meant plenty of money in circulation, and talking machine dealers say that they are determined to get their share. Reports from the smaller cities and towns of the State would indicate that the dealers' ambitions are being realized.

Collections seem to be showing much improvement in all parts of the state, a condition of affairs that might be expected, considering the brighter state of financial affairs. It had been a noticeable fact in many lines of business throughout the summer that collections were far from satisfactory. Local bankers report that bank clearings are large in volume and showing steady improvement, and this is taken as a most hopeful sign.

Judging from the free manner in which retail dealers are ordering machines, records and supplies, it would seem that they fully realize the importance of buying their stock as early as possible before the winter rush sets in. One leading local dealer says that the retailer who stocks up early is fair to himself as well as fair to the manufacturer and to the trade in general.

The New Idea Cabinet Co., manufacturing the New Idea Cabinet, are busy, and Mr. McGreal, one of the officials of the company, reports many orders on hand. Several new cabinets are being turned out to match the latest styles of Victor machines. A new Cylinder cabinet is now being turned out and is meeting with much approval.

Lawrence McGreal has returned from the East, where he visited both the Edison and Victor plants. He is highly pleased with the manner in which the fall trade in the wholesale field is opening up. Miss Gertrude Cannon, owner of the McGreal retail store, reports an excellent business and says that demand for high priced machines was never better than at the present time.

George Ornstein, manager of salesmen for the Victor Talking Machine Co., was in Milwaukee recently visiting relatives.

Carl C. Kemmerer has been made manager of

the Edison business phonograph department of the Hoeffler Manufacturing Co.

J. H. Becker, Jr., manager of the talking machine department of the Hoeffler Manufacturing Co., reports having received the new styles of Victrolas, XXI and XIV, which are appealing to a really large class of trade. We had the machines on display in our windows prior to and after the visit of Melba to Milwaukee," said Mr. Becker, "so we included in the display a life-sized poster of the great songstress illuminated by electric flashlights. You would be surprised to see how people were attracted to this exhibit."

Roy J. Keith of the The Talking Machine Co., of Chicago, called upon the Milwaukee trade recently.

W. C. Fuhri, western district manager of the Columbia Phonograph Co., at Chicago, called at the Milwaukee store recently. Mr. Fuhri is optimistic in his views of trade conditions throughout the country and says that indications point to a record breaking season for the talking machine trade.

A. G. Kunde, well known Columbia dealer, 516 Grand avenue, expects the arrival of the Grafonola Favorite, the hornless Columbia, in Milwaukee within a short time. He reports several orders having already been booked for these instruments. "Business has been increasing steadily during the past two months," said Mr. Kunde, "and I look for a continued growth up to the holiday season. Milwaukee as a market for talking machines is constantly improving, the call for high class machines being more noticeable than that for the cheaper ones."

William P. Hope, Wisconsin and Upper Michigan representative of the National Phonograph Co., accompanied by his wife, was in Milwaukee recently. Mr. Hope is now spending considerable time in looking after the Edison wagon dealers and is meeting with the best of results.

The use of the talking machine in the schools of Milwaukee is becoming widespread, and L. C. Parker, manager of the talking machine department of Gimbel Brothers' store, says, "I expect to have a machine installed in every school in the city before the end of the year."

Mrs. F. E. Clark, supervisor of music in the Milwaukee schools and a prominent member of the Teachers' National Association, in an address given before the Wisconsin State Teachers' Association, held recently in Milwaukee, spoke on the development of the talking machine as an educational factor in the schools, and she spoke on the same subject at the meeting of the St. Cecilian Musical Society at Grand Rapids, Mich., during October. Before she had left the city, a subscription list had been started for buying machines and records to be installed in the schools of Grand Rapids. Musical clubs have for a long time been trying to develop a sense of musical appreciation among the people of to-day, says Mr. Clark, and they have recognized that the only successful manner in which this may be accomplished is through the children and through the schools. Their work has been halted, however, by the fact that it was impossible to secure talent to go into the schools, or to instruct the teachers successfully. This con-

dition has all been overcome by means of the talking machine, she continued.

"Our business was three times as large during the month of October as it was for the preceding three months," said Mr. Parker of Gimbel Brothers. "Indications are very bright and I am looking forward to a splendid business between now and the holidays. Competition, of course, is brisk, but that only tends to make one put forth greater efforts, and if our efforts are put in the right directions, results are sure to come."

Senor Constantino, leading tenor of the Boston Opera Co., has presented a Grafonola de luxe, with a complete set of his Columbia disc records, to the Massachusetts Homoeopathic Hospital. The order was placed with the Boston Columbia store.

W. G. Walz, of El Paso, Tex., a veteran in the music business, will retire around the first of the year from active business, which will be turned over to his two sons, bright and accomplished men. The Walz house has recently given up their piano line and are devoting themselves entirely to talking machines, sporting goods and photograph supplies.

E. A. Tompkins, Pittsfield, Mass., states his October sales were five times as great as for the same month last year.

PHONOGRAPH BUYERS

ARE JUST THE CLASS OF PEOPLE WHO WOULD BE INTERESTED IN



Icy-Hot BOTTLES

especially now that the HOLIDAY SEASON is at hand. ☐ Dealers should send their orders now and take advantage of a SPECIAL OFFER we are making to the talking machine trade in order to induce the dealers to take up the line. ☐ PROFITS are large and this special offer will make the profits larger. Write today and find out about this special offer.

The ICY-HOT BOTTLE COMPANY
207 Longworth Street :: CINCINNATI, O.

FROM OUR CHICAGO HEADQUARTERS

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

Business During the Month of October Shows Substantial Gains Over Last Year—Some Arguments of the Retailers—Victor Talking Machine Co. Obtain Injunctions Against Dealers—Columbia Phonograph Co. Close Long Lease for Commodious New Quarters—New Store in Excellent Location and Will be Handsomely Fitted Up—A Romance of Lyon & Healy's—Talking Machine Shop Renews Lease—Interesting Personals—Aeolian Co. Activities—Big Demand for Salter Cabinets—C. E. Barnes Starts New Order—Permanent Needles Meeting with Success—O. A. Gressing in Town—Dorian Tells of the Development of the Commercial Machine—New Victor Department for P. A. Starck Piano Co.—Compares Bible to Phonograph—L. F. Geissler a Local Visitor—Other Live Notes of Interest.

(Special to The Talking Machine World.)

Chicago, Ill., Nov. 7, 1910.

October made a fairly satisfactory showing with the Chicago talking machine trade. The month showed a good increase as compared with October of last year, and a measurable gain as over the previous month of this year. It did not show as marked a gain over September as was expected, however, or as is usually experienced. This was undoubtedly due in large degree to the unseasonably warm weather. A temperature of 84 during the middle of the second fall month is not exactly a trade stimulant. Trade currents quickened the latter part of the month, however, and November has made a remarkably fine opening. Even the smaller dealers are coming to the front now with orders of a nature which shows that they are doing business, and the larger merchants are coming up with substantial stock orders and are evidently preparing for a big holiday trade. Of course, any reference to business extending over any considerable territory must necessarily be in the way of generalization. Some sections are responding much better than others, but as a whole the territory principally worked by Chicago jobbers is in excellent condition from a talking machine standpoint, judging from the business being received by the jobbers.

Local retail business last month was of fair proportions. It made a fine start and a somewhat brilliant finish, but there was something over two weeks of decidedly dull business, owing, no doubt, to the warm weather. The past fortnight has been good. Everyone looks for a good holiday trade, and from the vigorous advertising now being indulged in and planned shows a lively realization of the fact that there is going to be a bigger fight for business than ever. Never in the history of the trade have there been so many concerns in the Loop district going aggressively after the festive talking machine prospect as this fall.

It is amusing to notice the arguments indulged in by the new-comers and the comparatively new-comers, to get business away from the older houses. One house lays stress on the fact that their warerooms are away from the bustle and noise of the elevated and surface roads. Another recently laid stress on the fact that their entire talking machine department, by gum! was located on the ground floor, and still another capped the climax last week by using considerable space in the dailies to advertise the fact that they do not give concerts, but that all their efforts are reserved for the use of those who appreciate personal interest in their questions and wishes. That was certainly a "peach" of an "ad." It is apparent that we are creating a school of negation in advertising in Chicago, as a considerable proportion of the trade seems more intent on telling the people what they have not rather than what they have.

Victor Co. Gets Injunction.

The Victor Talking Machine Co., of Camden, N. J., have secured a preliminary injunction, be-

fore Judge Carpenter, in the United States Circuit Court, restraining Frank Holub, a talking machine dealer at Kedzie avenue and Twenty-second street, this city, from selling certain imported disc records which the Victor Co. claim are infringements of the patents owned and controlled by them. Mr. Holub, it is claimed, imported about 400 "Vini, Vidi, Vici" and "Favorite" records through the firm of Joseph Vrba & Spol, of Prague, and has been selling them at low prices. Mr. Holub denies that he has any knowledge that his action was in violation of the Victor Co.'s rights. The Victor Co., it is understood, have also recently obtained injunctions against dealers in several large Eastern cities who were handling the same makes of records. In the course of the prosecutions in the East the agents of the company were enabled to trace a number of the records to Chicago, and George C. Case, of the Victor Co.'s legal department, came to Chicago and worked up the evidence which resulted in the institution of proceedings by Belt & Linticum, who have represented the Victor Co. in previous cases here.

Columbia Co.'s New Quarters.

The Columbia Phonograph Co. have just closed an eight-year lease for the large store and basement at the northeast corner of Wabash avenue and Washington street. It is being extensively remodeled and fitted up for the company's purposes and will be ready for occupancy about November 22. The company will, however, retain the present store as a branch retail establishment until January 1, and, in all probability, until May 1 of next year, when their lease expires. At any rate, the Columbia will have two stores during the holiday trade this year, and that will certainly help some.

The new store is only two doors north of No. 88 Wabash avenue, which was the company's Chicago headquarters for ten years prior to the removal to the present location a year ago last May. It will therefore seem like a return to the old "home" to the local staff and the Columbia dealers in this territory. The company will have far more room in the new location than in the present one, and will be able to conduct their business with greater convenience, as the growth of the business compelled them to secure extra storage room at 302 Wabash avenue a few months ago.

The new store has a frontage of 27 feet on Wabash avenue and about 170 feet on Washington street. The basement is 40 feet in width, as it extends under the Washington street sidewalk. The retail department and the general offices will occupy the main floor, while the entire wholesale machine and record stock will be kept in the commodious basement, thus divorcing the wholesale and retail stocks as thoroughly as if they were in separate buildings. An electric elevator will be installed for carrying stock from the basement to the shipping room in the rear of the main floor.

There are large display windows on either side of the entrance on Wabash avenue and also extending for 50 feet on Washington street, giving such an opportunity for Graphophone display as has never been hitherto enjoyed in Chicago. The present front and corner windows are very attractive, with art glass backgrounds and canopies, but this arrangement will probably be changed very shortly, the windows deepened, and artistic hardwood backgrounds constructed.

The front of the store will be fitted up as an attractive reception room with rugs, comfortable divans and many conveniences for customers. Along the north side of the store will be the machine and record demonstration booths, five of which will be 8 x 13 feet in size, and two 16 x 13 feet, the latter being used for Grafonola rooms. The booths will be of handsome architectural design and constructed of mahogany and plate glass, with the exception of the dividing walls between the booths, which will be of "Beaver" pulp board,

said to be particularly soundproof. The booths will have cork flooring and will be well lighted and ventilated.

In the center of the booth structure will be an open space devoted to the retail record department. On the aisle will be a counter with stools for customers and where those who do not care to have records demonstrated can make their purchases. Here the salespeople can get the records for demonstrating over the counter, avoiding confusion caused by a number of people crowding around the record stock shelving, the disarrangement of stock, etc.

C. F. Baer, local manager, will have his private office in the center of the Washington street side, where he will have the advantage of three large windows. In the rear of the floor, back of the booth structure, will be located the order department and the offices of Mr. Ramdell, assistant manager; Frank Cass, credit manager, and others of the staff.

District Manager W. C. Fuhri will have a commodious private office on the large mezzanine floor extending over the rear portion of the store, and from which, in comparative seclusion, he can direct the affairs of the extensive Western and Southern territory under his control. On this floor also will be located the counting rooms and the offices and school of the Dictaphone department, in charge of W. W. and E. A. Parsons.

In the new location not only will the facilities for handling the wholesale business be far better than at present, but from a retail viewpoint the neighborhood has vastly improved since the company was at No. 88. More high-grade retail stores are in the block, there is a much greater transient traffic, and the Wabash avenue cars now "loop" at Washington street instead of at Madison street, as formerly, making the corner one of the busiest on the street. The great Marshal Field retail establishment, directly across the way, attracts an immense amount of automobile trade to the vicinity. It will be by far the finest store the company has ever had in Chicago and one of the finest in the service.

Congratulations.

It is pleasant indeed to see employes of the same house working together in peace and unity, and still more gratifying when a warmer feeling exists between them. A nice little romance culminated on Monday of last week in the marriage of Louis Glover, head of the repair department at Lyon & Healy's, and Miss Mabel Breckenridge, one of the firm's galaxy of fair record sellers. The wedding occurred at the home of the bride's parents at Saugatuck, Mich. Mr. and Mrs. L. C. Wiswell were among the guests. Among the gifts was a handsome clock from friends at the store.

Returns to Mexico.

Mrs. George M. Nisbett, wife of the popular erstwhile Chicagoan, now in charge of the interest of the National Phonograph Co. in Mexico, returned to the City of Mexico a few days ago after a visit of some weeks' duration with friends in this city.

Walter Roach Promoted.

Walter Roach, for several years in the talking machine stock at Lyon & Healy's, has been promoted to the sales force and is visiting city and outlying trade for them.

Renew Lease.

George and Cecil Davidson, proprietors of the Talking Machine Shop, have just renewed the lease on the store at 169 Michigan avenue for a period of five years. There was considerable skepticism as to the success of the venture at the start, but it has evidently proved a profitable investment. The new branch opened at 43 Jackson Boulevard a few months ago also gives promise of success equal to that of the parent store.

A Busy Jobbing House.

The Talking Machine Co. report that both September and October showed big increases over

"A Bumper Crop of Victor Sales"

awaits the Dealer with any amount of
"GET UP AND GIT"

If our sales are any criterion of how dealers are preparing for the Winter business, then listen to this:

September, the biggest September we ever had by 23%
October, the biggest October we ever had by 39%

We are working night and day to fill orders. Every nickel's worth of our enormous stock is being carried for you, Mr. Dealer—
Not a penny at retail.

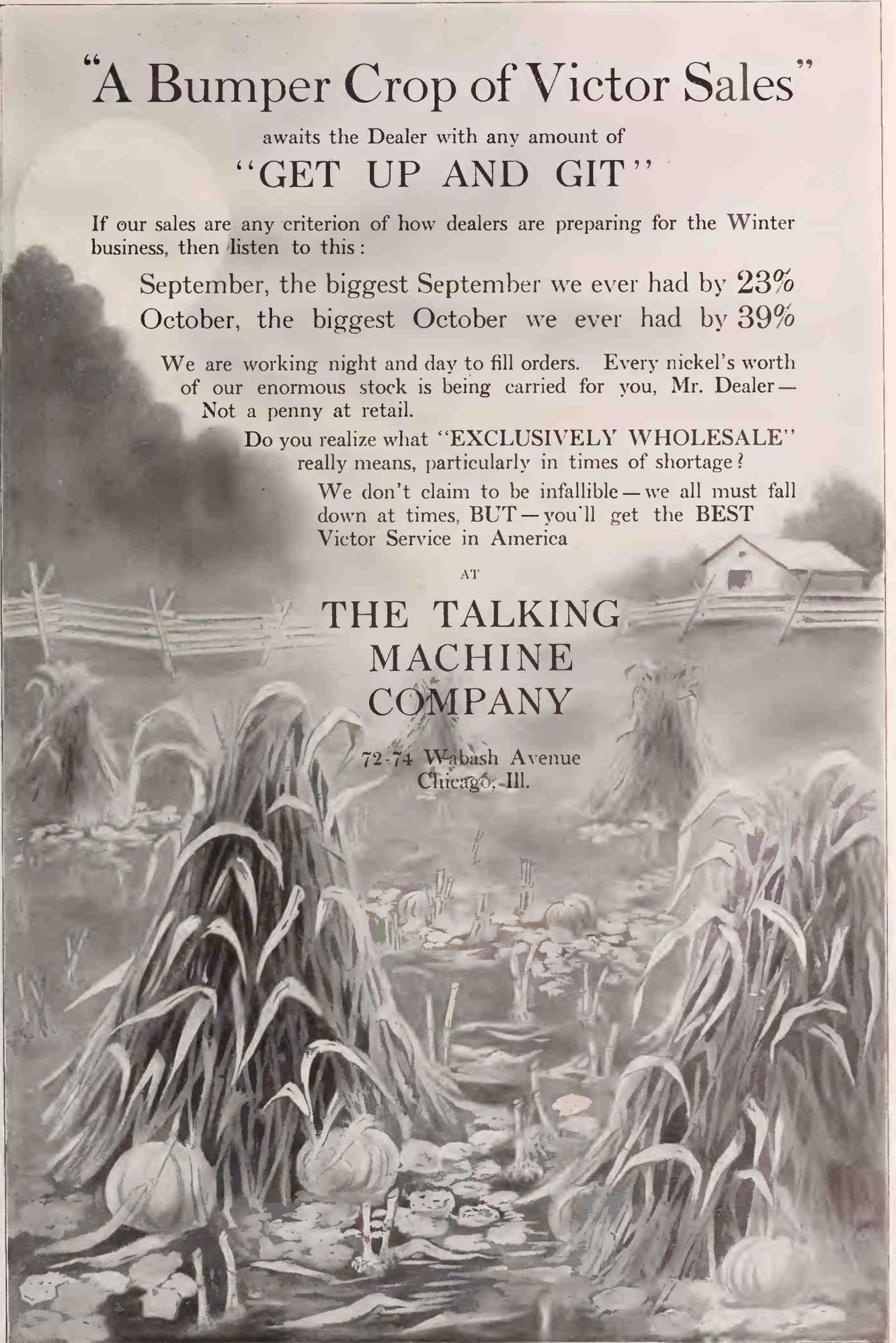
Do you realize what "EXCLUSIVELY WHOLESALE" really means, particularly in times of shortage?

We don't claim to be infallible—we all must fall down at times, BUT—you'll get the BEST Victor Service in America

AT

THE TALKING MACHINE COMPANY

72-74 Wabash Avenue
Chicago, Ill.



similar months in previous years, and judging from the evidences of extreme activity around the house, business this winter should be distinctly O. K. The orders on hand for the new Victrola styles make up a big aggregate. The entire first shipment was sent out to the company's dealers the day received, and further consignments are eagerly awaited. The trade is hungry for them. The reputation for complete and prompt service enjoyed by the company is attracting business from an astonishingly wide expanse of territory.

Aeolian Co. Alterations.

The talking machine business of the Chicago branch of the Aeolian Co. is being transacted from temporary quarters on the fifth floor of the building while the extensive improvements are being made to the department. They will be completed by the 15th of the month. The Aeolian Co. have opened a sub-branch at 1441 Milwaukee avenue, where Victor goods are being conspicuously featured. The store is in the heart of a vast foreign population, distinctly musical, and a good business is anticipated.

Mr. Swenker, the live representative of the Victor Co.'s repair department, has been spending some days in Chicago with the local jobbers.

At Lyon & Healy's.

"October made a good showing in spite of a lull in the middle of the month, due, no doubt, to the unseasonably warm weather, and scored an important gain over September and over October a year ago," said L. C. Wiswell, of Lyon & Healy. "There is evidently going to be a shortage not only in the new Victor styles but also the sixteens, although the Victor Co. is evidently straining its capacity to the utmost to supply the demand. The demand for Edison goods is of a most satisfactory nature and the trade now seems to be responding very actively to the new exchange proposition.

"November with us has opened up remarkably well, and if it maintains the present rate will prove something of a record breaker."

Good Salter Business.

The Salter Mfg. Co. report a fine demand for the big line of talking machine cabinets manufactured by them. Although they prepared for an unusually good season's business, the demand has been so large that they suggest that dealers wishing to avoid delay in delivery of goods for the holiday trade would do well to get their orders in as quickly as possible.

Barnes' Clever Start.

"This is to inform you that your name has been suggested for membership in the I. O. E. V. W. Respectfully, Membership Committee. An application blank will be mailed you. If not received within ten days, please notify general secretary, suite 639, First National Bank Building."

Hundreds of Chicago business men recently received cards bearing the above legend. A number called at the address given to find out the aims and objects of the order. Those who didn't as well as those who did received a day or two after the mailing of the card a letter notifying them that they had been elected to membership in the Independent Order of Edison Voice Writers, and that to qualify it was only necessary to purchase an equipment of Edison business phonographs. Of course, there was more to it, all written in the breezy style of C. E. Barnes, of the Business Phonograph Co., Chicago. Barnes says it stirred up a lot of good prospects. He is making extensive improvements in his offices in the First National Bank building, and when they are finished the training school for business phonograph operators will occupy much larger quarters than at present. A large room on the seventh floor of the same building has been secured for the repair department.

Permanent Needle Success.

The Permanent Needle Sales Co., 14 State street, Chicago, have every reason to be gratified with the reception being awarded the new Permanent Jewel needle, the marketing of which they exclusively control. The initial advertisement in The World last month brought orders from all over the country, and the manner in which these are being followed up by substantial duplicate orders convince both Mr. Rosenthal, the head of the com-

pany, and Mr. Levin, the inventor, that the Permanent needle has a very big future before it.

Greeting Visits Aeolian Departments.

O. A. Greeting, manager of the Victor departments of the Aeolian Co., paid a flying visit to Chicago the latter part of last week. He had visited all the other principal branches of the Aeolian Co. before reaching this city, and was therefore able to speak with authority regarding conditions. "Of course the Victor department at Aeolian Co. Hall in New York City has only been in operation a short time," said he, "but it certainly looks as though our most optimistic expectations were to be realized. The concerts at which the Auxetophone appears, accompanied simultaneously by both the Aeolian pipe organ and the Pianola have been exciting unusual interest and enthusiasm. The effect is something remarkable. The Aeolian departments at Cincinnati, Indianapolis, St. Louis and Chicago are all doing an excellent business, and I found the Victrola instruments exceeding in sales those of the other types.

"We find the combination a most happy one. No end of people who have player-pianos have a desire for good vocal music in their homes as well, and, on the other hand, many who purchase a high-grade talking machine soon find the creative and interpretative impulse strong within them and become good Pianola-piano and piano prospects. Our department managers tell me that many of their customers are getting great enjoyment in having the Victor accompany their player-piano. As you know, I was a dyed-in-the-wool piano man before I got into the talking machine game, and for years shared the prejudices entertained by many of my brethren. I have become, however, a sincere enthusiast, and especially so regarding the ideal manner in which the two lines work together in a trade sense."

Dorian on Dictation Machine Development.

Frank Dorian, manager of the Dictaphone department of the Columbia Phonograph Co., was in the city on Friday of last week in the course of a trip among some of the Western branch offices of the company, which took him as far West as Omaha.

"The commercial dictation machine is becoming recognized as just as indispensable a part of the equipment of the modern office as the typewriter or up-to-date filing devices," said Mr. Dorian. "It represents the same advance over stenography as that scored by the typewriter over penmanship and has had to encounter just as apparently insuperable prejudices and obstacles. More rapid progress is being made now than at any time since the introduction of the commercial machine, and in a very short time no professional or business office, no matter how small, will be considered complete without this remarkable labor-saving device.

"The attention of the manufacturers up to the present time has been devoted to the perfection of the machines and blanks, but the next step I believe will be the production of a record which will be easily and conveniently mailable without likelihood of breakage, and the use of the machine by large concerns in transmitting messages of a confidential nature and which they do not wish to reach the ears even of their office subordinates will be greatly facilitated." Mr. Dorian expressed himself as greatly pleased with the demand for Dictaphones, and spoke especially of the good work being done in Chicago. As evidence of the popularity of the company's commercial machines abroad, he stated that they shipped about six hundred Dictaphones to European agents last month and have orders for a similar number now on hand.

Starck's New Victor Department.

The P. A. Starck Piano Co. are fitting up a fine Victor department in the basement of their fine new store at 203-5 Wabash avenue. It is reached by a broad staircase leading down from near the front of the store. There will be a large general salesroom, 20 x 35 feet, corked carpeted and with mahogany framed mirror panels on the walls. The four demonstration booths will be of mahogany, with white enameled and plate-glass panels. Back of the booths will be the record shelving, capable of holding 9,000 records. Tem-

porary quarters are now being occupied on the main floor, and Victor machines and records are lavishly displayed in the immense show window. P. T. Starck, who supervises the retail business of the company, says they will push and advertise the talking machine business vigorously.

Kiess with Wookey & Co.

O. M. Kiess, a former Chicago boy, has been made manager of the talking machine department of Wookey & Co., of Peoria, Ill. He is an experienced and competent man, with an all-round equipment gained in important positions in Chicago and Kansas City and a couple of years in charge of the talking machine department of the Lindenburg Piano Co., of Columbus. Wookey & Co. are an aggressive house, with one of the finest music stores and talking machine departments in the State, and the combination of man and position seems particularly fortunate.

Chapman's Apt Simile.

Rev. J. Wilbur Chapman, the eloquent evangelist, who is at the head of the remarkable "simultaneous revival," now in progress in Chicago, is holding noon meetings at the Chicago Opera House. In his discourse one day this week he used the phonograph aptly by way of illustration. "A member of my family was sent to China as a missionary shortly before the Boxer rebellion," said Dr. Chapman. "We decided to forward some gift which would be waiting for her at her far-away destination when she arrived. We all made our suggestions, but finally that of one of the youngest in the family was adopted and a phonograph purchased. Each one made a record. The old grandfather, tottering on the brink of the grave, dictated his benediction, the mother added words of admonition and cheer, and, finally, the baby sent a gurgling laugh into the horn. You can imagine what those vital, living, soul-filled messages meant to the lonely traveler when she reached the end of her voyage to face the trials and perils of her new field of labor. Now," continued the speaker, holding up a bible, "this book, and I say it in all reverence, is God's phonograph through which he transmits his messages of love, of comfort and of benediction to his children on earth."

L. F. Geissler a Visitor.

L. F. Geissler, general manager of the Victor Co. was in the city last week on his way to the Coast. He spent Sunday with his son, Arthur D. Geissler, general manager of the Talking Machine Co., and on Monday visited the several Victor distributors here, leaving the same evening for St. Paul and Minneapolis. On his way out Mr. Geissler will visit Butte, Spokane, Tacoma, Portland, Frisco, Los Angeles and other Coast cities, and will visit Leon F. Douglass at his home at San Rafael and enjoy a brief season of duck hunting with him. On his return he will visit the Victor distributors at Denver, Salt Lake, Omaha, Kansas City and other Victor jobbing centers.

How Dan Creed Vacationized.

Dan Creed, credit manager for the Talking

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



**All-Metal
Horn
Connection
for Phonographs**

**WE WANT EVERY DEALER TO HANDLE THIS FAST
SELLING ARTICLE. PRICE 50 CENTS.**

Regular Discount to the Trade.
Send for descriptive Circular and printed List of Jobbers
who carry "TIZ-IT" in stock.
If your Jobber does not handle this Connection yet we
will supply you.

One dozen lots, prepaid, \$3.60

Free sample to Jobbers Manufactured by

KREILING & COMPANY

1504 North 40th Avenue

Cragin Station

Chicago, Ill.



Here's Service for You!

When a customer comes into your store and wants three or four records that you don't have in stock and wants them in a hurry, of course, you, too, want them in a hurry. It is only natural that you should desire to keep the regular trade of your patron.

Show him that you are willing to accommodate. Say to him, "I'll get them for you just as soon as a letter can reach Chicago and the Express Company can bring the records." Nine times out of ten he will tell you to go ahead and order. If he's in a bigger hurry than the mail will allow, send a night lettergram. While it cuts into your profits a little, the good will of your customer more than repays you in increased business.

And at our end of the line the response will be immediate; your records will go out on the first train headed for your town. Not one blade of grass will be allowed to even start under our feet. Whether your order is for a hundred needles or a carload of Victors and Edisons, it will be filled and sent out the same day it is received. That is the kind of service we always give. It is the only kind you can afford to expect.

Our terms are the most liberal known to the trade, hence it will pay you to place your orders with us.

Write us to-day for catalogs and our special dealers' proposition. You lose money every day you delay.

America's
Foremost Distributors
of
Victor
Talking Machines
and
Edison Phonographs

Lyon & Healy

(The World's Largest Music House.)

Wabash Avenue and Adams Street
CHICAGO

Our Stock
is Complete in every
Detail

Over 100,000
Records on Hand at
all Times

The Salter Line of Patent Cabinets Excels all others

Have you our line in your store?

ORDER NOW!



No. 786 CLOSED



No. 777 OPEN—for Victor No. 11 and 12 Machines or Columbia Elite



No. 778
Will hold Victor No. 11 and 12
Machines or Columbia Elite



No. 782 CLOSED

If you want
High Class Goods we
can accommodate you.

Salter Manufacturing Co.

337-343 N. Oakley Ave.

CHICAGO, ILL.

Machine Co., took a week's vacation last month and put it in at the Victor factory at Camden and among the Victor distributors and dealers in New York. He was greatly impressed with the progress of the Victor Co. as witnessed by the immense additions to the plant erected since his last visit two years ago. "Every Victor dealer should arrange to pay a visit to this remarkable factory," said Mr. Creed. "It would give them an idea of the immensity and the dignity of the business which they could not possibly obtain otherwise. As an office man I was particularly impressed with the remarkable system pervading the Victor offices. Furthermore I was interested in learning how thoroughgoing are their efforts to place the trade on the highest possible level. The work of the company in eliminating that class of trade unworthy of an energy like that represented by the Victor, because of their inability or indisposition to represent it properly, is worthy of all praise and should certainly meet with the approval of live and enterprising dealers everywhere."

Frank Madison, of the contract department of the National Phonograph Co., recently called on the trade here in the course of a Western trip.

Complexities of the Double Record.

A large and husky gentleman of Celtic extraction recently entered a Chicago talking machine store and asked for a certain selection, got it and took it home. The next day he returned in high dudgeon. "Phwat d'ye mane by giving me the wrong record," said he. The clerk simply took the record, whirled it around and presented it to the customer with the side containing the latter's choice uppermost. It was the first time he had met a double-faced record and he went away chastened and enlightened.

A Mongolian Appreciation.

The Chicago office of the Columbia Co. received a few days ago a set of the 171 new blue label double faced Chinese records just produced by the company. When Sim Law, Chicago's only Chinese talking machine dealer, heard of them he came over to 210 Wabash from his store on

South Clark street on the jump. "Gee they're fine—finest records I ever heard. They'll set Chinamen crazy," was Sim's instant verdict. He had the records delivered at once and ordered two more complete sets. Those records will go all over the country. Sim advertises in Chinese papers in Chicago, San Francisco and New York and does a big mail order business.

BALTIMORE'S NEWS BUDGET.

October Business Excellent—Prospects of Record-Breaking Holiday Trade—Cohen & Hughes' Convincing Window Display—Their Fine Department—Sanders & Stayman Also Have Pretty Window Display.

(Special to The Talking Machine World.)

Baltimore, Md., Nov. 5, 1910.

"A big October, the prospects for a larger November and a record breaking holiday trade," is the way one of the leading dealers put it the other day when asked about the status of the talking machine industry, both wholesale and retail, in Baltimore. And his statement is identically the same, only not in those exact words, as those made by the other dealers of the Monumental City.

That attractive window displays are the means of drawing buyers is the belief of the progressive dealers of this city and the result of this is that in most all the stores something original in the windows can be seen. At Cohen & Hughes, for instance, they have a beautiful arrangement of Victor machines, records and other paraphernalia under the caption "A Week With Verdi." The records used of course, are those of the operatic works by the well-known composer of that name and among them are to be found those of selections by Caruso. This firm has been very progressive the past month or so in elaborating on its talking machine section with the result that now it has one of the finest in this, as well as many other cities. The entire second floor is divided off into various departments, while a good part of the first floor is devoted to the manager's office.

Morris Silverstein has again taken charge as manager of the two floors, having entire supervision. He supplants D. D. O'Neill, who came over from Philadelphia several months ago. Mr. O'Neill has returned to the Quaker City. Robert Price is associated with Mr. Silverstein in the retail department of the trade.

Another pretty window display is that at Sanders & Stayman, who handle Victors and Columbias. The display in this instance represents Pryor and Sousa's Band and to make up the show, records are used containing the most popular selections for which this musical organization is noted. The firm, according to Manager Albert Bowden, has just received the first of the new \$75 Victor machines and a consignment of new Columbia machines and records. Both are proving good sellers.

Manager Laurie, of the local branch of the Columbia Phonograph Co., reports business in his particular line to be excellent, with even better prospects. He says that there has been a healthy demand, especially for the hornless Columbia machines, that is for the various styles of Grafonolas. He is featuring this month in the way of a window show the Columbia double disc records which have become quite the fad among talking machine owners.

At the store of E. F. Droop & Sons Co. the report is given out by Manager Roberts that the same good results that have been obtained for the past two months show no signs of abatement. Both the Victor and Edison machines and records are going well.

After much delay and worry, Messrs. Hammann & Levin who run a line of Victor and Edison machines and records, are about to move into their new and spacious quarters at 416 North Howard street. This new store is a handsome new three-story structure, which will be used entirely by the firm. The finishing touches are now being put on and the firm announces that it will be doing business at the new stand by November 16. The firm is now located at 419 North Howard street.

FOR EFFECTIVE WINDOW DISPLAY.

National Phonograph Co.'s New Department to Look After This Important Matter—In Charge of Ora E. Rinehart, an Expert.

An effective window display of machines, records, etc., one that is artistically arranged, is frankly not within the capabilities of every dealer. In the large cities men make a profession of this work, and therefore its value cannot be gainsaid. It is also recognized dealers are apt to clutter up their windows with a heterogeneous mass of material, hence the good it is intended to obtain is negated. The National Phonograph Co., Orange, N. J., have apparently recognized the form of this and similar arguments, and knowing what may be accomplished by a striking window display of the



ORA E. RINEHART.

Edison phonograph and its appliances, have created a special service that will look after this very important part of the business.

The company's new department of window display and general interior arrangement will be in charge of Ora E. Rinehart, who assumed the managerial position October 24. Mr. Rinehart is an expert in this special line, having been actively engaged in producing not only beautiful and costly displays, as the Edison Phonograph Monthly says, but who has successfully proven that at little cost it is possible to produce displays that are both attractive and selling—displays that bring direct results.

Mr. Rinehart is a man of original ideas, and when his plans are perfected and the department fully equipped, a service will be produced that, with the necessary co-operation of the Edison dealers, will increase their sales and be mutually beneficial to the company and themselves.

SAVING MONEY ON WAX.

How One Office Manager of a Large Concern Cuts Down Loss on Records for Business Phonographs.

One of the largest wholesale dry goods and general merchandise concerns in the country uses phonographs for correspondence dictation exclusively. But even with the great saving they have brought about it finds other and additional savings that may be practiced in connection with the machines.

After a test of the machines the manager of correspondence found that the average letter contained 100 words or thereabout, and that often only two or three letters were dictated on one wax record which was made to accommodate 1,500 words of ordinary dictation. This meant a considerable loss, for the entire cylinder had to be shaved to remove 100 words, trimming it down as much as in removing 1,500 words.

Here was an opportunity. Buying records in

quantities of 5,000 at a time, he figured that a loss of 75 per cent. of wax ran into dollars in the course of a year. He sent out orders to have all records cut into smaller sizes, and instructed correspondents to use the size of cylinder that would accommodate the dictation they desired to give. Thus a 100-word letter went on a record cut into thirds, says System. If a man was going to dictate a string of letters he used full-sized records. Before long the system was in general use throughout the various departments, and over \$500 was saved the next year in the cost of wax records.

OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines Shipped Abroad from the Port of New York.

(Special to the Talking Machine World.)

Washington, D. C., Nov. 10, 1910.

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

OCTOBER 15.

Algoa Bay, 193 pkgs., \$4,700; Azuay, 12 pkgs., \$516; Callao, 7 pkgs., \$799; Guayaquil, 7 pkgs., \$310; Havana, 31 pkgs., \$1,285; Havre, 20 pkgs., \$440; London, 467 pkgs., \$5,893; Santiago, 6 pkgs., \$197; Santos, 24 pkgs., \$2,006; Savanilla, 67 pkgs., \$6,163; Sydney, 14 pkgs., \$1,828; Valparaiso, 11 pkgs., \$385.

OCTOBER 22.

Barcelona, 2 pkgs., \$100; Bahia, 55 pkgs., \$3,130; Buenos Ayres, 13 pkgs., \$343; Callao, 15 pkgs., \$1,063; Canguay, 6 pkgs., \$156; Colon, 6 pkgs., \$124; Glasgow, 3 pkgs., \$170; Guaymas, 5 pkgs., \$242; Hamburg, 73 pkgs., \$3,208; Havana, 12 pkgs., \$910; 9 pkgs., \$888; 10 pkgs., \$439; Hong Kong, 31 pkgs., \$1,433; Limon, 7 pkgs., \$387; London, 596 pkgs., \$8,599; 2 pkgs., \$125; Manchester, 8 pkgs., \$452; Melbourne, 659 pkgs., \$14,098; Para-20 pkgs., \$1,584; Port of Spain, 7 pkgs., \$557; Puerto Barrios, 28 pkgs., \$724; Rio de Janeiro, 88 pkgs., \$5,496; Savanilla, 73 pkgs., \$6,041; Sydney, 2 pkgs., \$254; Tampico, 20 pkgs., \$576; Vera Cruz, 30 pkgs., \$713.

OCTOBER 29.

Algoa Bay, 29 pkgs., \$1,375; Antwerp, 2 pkgs., \$150; Berlin, 24 pkgs., \$292; 26 pkgs., \$700; Buena-ventura, 5 pkgs., \$194; Buenos Ayres, 200 pkgs., \$8,220; 37 pkgs., \$1,771; Colon, 11 pkgs., \$305; 5 pkgs., \$124; Havana, 18 pkgs., \$496; Havre, 1 pkg., \$129; 9 pkgs., \$308; Hong Kong, 22 pkgs., \$984; Iquique, 1 pkg., \$170; London, 65 pkgs., \$4,761; 660 pkgs., \$10,499; Matanzas, 3 pkgs., \$191; Rio de Janeiro, 49 pkgs., \$4,286; 3 pkgs., \$253; 27 pkgs., \$1,541; Santiago, 4 pkgs., \$273; Savanilla, 7 pkgs., \$728; Shanghai, 4 pkgs., \$120; Southampton, 32 pkgs., \$3,050; 15 pkgs., \$500; Trinidad, 7 pkgs., \$321; Valparaiso, 11 pkgs., \$385; Vera Cruz, 73 pkgs., \$2,260; 63 pkgs., \$4,395; Yokohama, 13 pkgs., \$960.

NOVEMBER 6.

Acajutla—15 pkgs., \$433; Berlin, 66 pkgs., \$2,267; Cartagena, 30 pkgs., \$2,331; Colon, 10 pkgs., \$387; Corinto, 22 pkgs., \$403; Guayaquil, 12 pkgs., \$445; 2 pkgs., \$172; Halifax, 4 pkgs., \$100; Havana, 2 pkgs., \$263; 21 pkgs., \$1,030; Lima, 2 pkgs., \$354; Liverpool, 50 pkgs., \$216; London, 561 pkgs., \$9,587; 58 pkgs., \$3,430; Mazatlan, 14 pkgs., \$306; Para, 4 pkgs., \$486; Santos, 21 pkgs., \$1,501; Savanilla, 19 pkgs., \$632; Tampico, 56 pkgs., \$2,269; Trinidad, 5 pkgs., \$163; Valparaiso, 25 pkgs., \$1,192; 5 pkgs., \$308; 4 pkgs., \$214; 3 pkgs., \$286; Vera Cruz, 124 pkgs., \$5,933.

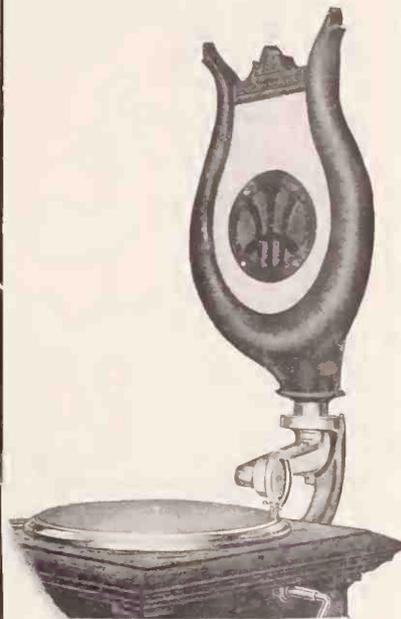
HOW HE INTERESTS CUSTOMERS.

A Columbia dealer in Richmond, Ind., is a Grafonola enthusiast, having purchased several of the machines and many of the high grade records. To interest his customers in the records he secured from the Cincinnati branch librettos of the different operas, with the records shown in both English and the original language in which the selections are sung. In this way his customers can follow the records closely. The dealer reports the scheme very satisfactory and his customers appreciate the records much more when they understand the numbers.

The Resonator

The Last Word
IN TALKING MACHINE Development

(Fully Protected by U. S. Patent)



Reproduces Perfectly all Records, Preserving Tone Quality of Original Production

Be Prepared For The Xmas Rush

DEALERS sell more Records when demonstrated with this device.

Join in the March of Progress.

Many an old machine will take on a new lease of life when the Resonator is shown—It wins over those opposed to a horn.

It grows on you!

Convenience may be seen from above cut. Less space taken up in store and no horn in way when changing record and needles.

TONE QUALITY ITS CHIEF CLAIM

PRICED TO COMPETE WITH BETTER GRADE OF HORN

INQUIRE OF YOUR JOBBER OR
**THE TALKING MACHINE
SOUNDBOARD CO.**

110 West 34th Street NEW YORK

A Columbia Grafonola sale makes sales—your customer will certainly come back often for Columbia Double-Disc Records—and the highest priced Columbia Records, too.



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

HANDLING EMPLOYES.

How a Smoothly Running Business Machine Is Maintained Through Knowledge of This Important Matter—An Instance Cited by A. L. Bain Which Is Worthy of Simulation.

In one of the smaller towns within a radius of a hundred miles of Chicago, is a merchant whose sales force works like clockwork. In fact, he has one of the most perfect mechanisms for making retail sales that it has been my pleasure to observe.

Last week I visited the town and found things running as smoothly as ever. So I questioned him on the matter of hiring and handling his help. I submit, without change or comment, what he said:

"There are two things to study in getting a good working force around you. The first is hiring, the second, training.

"I look a long way ahead for my raw material. I visit high schools and the business colleges once or twice a year. If I see a boy who is bright, has just the right measure of self-confidence and is 'snappy' and alert, I get in touch with him. I make some plausible excuse to get an interview with him. Once I talk with him I can tell to a reasonable certainty whether he will ever make a satisfactory helper. I try to pick a young man who is working his way through school, though these boys are liable to be transient. That's the way I got my best department head, though, by picking up a young man working his way through a business college.

"In my trips through the country I notice the farmers' sons who incline toward trade rather than to staying on the farm or going to school. One of the best hardware salesmen I ever knew, I picked up when he was about twenty-one years old, working on a farm.

"I balance up my force with middle aged and elderly men who want to be assured of a steady and sure income. These men are certain to stay by me; because I can depend on them and I keep them as long as they care to stay.

"It's a constant train, train, drill, drill, for my men. If I learn of a new method or wrinkle through a business magazine or a traveling salesman, I suggest it to the men who ought to use it. They try it, and if it works—as it usually does—we incorporate it into our general plan.

"I urge each man to make a specialty of something; to study it until he's an authority—then I have an 'information interchange,' as we call it. Each man posts the other on his hobby, so I have salesmen who can buy and buyers who can sell, and every man a specialist at that.

"Lastly, I try to pass my men on to better jobs if I believe it to be for their good. Several traveling men who call on me got their start right here; they were too good for me to keep.

"By these methods I have gotten together an efficient force, one in which there are no jealousies, and every one loyal to a man."

Luck is good, but pluck is better and more to be relied upon.

'PHOTO PLAYS FOR SCHOOLS.

The Plan to Follow the Phonograph as an Aid for Teachers.

(Special to The Talking Machine World.)

Minneapolis, Minn., Oct. 28, 1910.

Having found the use of talking machines in the city schools a decided success, President Elwell, of the school board, is arranging for the installation of moving picture machines in all school buildings having auditoriums or assembly halls.

Descriptive schemes of different countries, geographical subjects and industrial pictures will be shown to the students at stated intervals, and it is believed by Mr. Elwell and the board that the innovation will prove successful.

In a large number of the schools in which talking machines have been installed to teach the children to sing, regular concerts are held, which are greatly enjoyed and are at the same time instructive. The children got their first insight of the beauty and depth of grand opera and were made to understand the selections of the great

singers by the teachers. Lectures are to be given on the motion pictures by the teachers.

TALKING MACHINE LITIGATION.

Two cases of the American Graphophone Co. (Columbia Phonograph Co.), New York, against the Victor Talking Machine Co., Camden, N. J., are on the calendar for a hearing November 15 in the United States Circuit Court, Southern District of New York, before Judge Ray.

The taking of testimony in open court before Judge Hough, Circuit Court of the United States, in the suit of the Victor Talking Machine Co. against the Sonora Phonograph Co., New York, was closed during the week ending October 15. The final hearing will probably be reached this month.

Some merchant in every town has the reputation of being the first to have the new things in his line. If you aren't that merchant, why not be? what's to hinder?

THE TEN EDISON DAYS OF "STORCK OF COURSE"

Originality with a dealer's methods of exploiting his goods never fails to hit the mark. The enterprise in this respect of Frank G. Storck, Red Bank, N. J., president of the Eastern Talking Machine Dealers' Association, is well known, and his latest "stunt" is in keeping with the ways and means he has for keeping the Edison phonograph in the public eye. From August 20 to September 1

the glass, as the cut shows. The record title outward, was high enough to be beyond the reach of the small boy. Imitation cracks were made with common laundry soap. The illusion was a complete success and attracted a lot of attention, twenty different people calling up on the telephone within the first three hours to inquire how it was broken, etc. Another feature of his window that



Mr. Storck inaugurated ten "Edison Days" at his store, and he dressed the windows in a novel way, as may be seen in the accompanying illustration, that attracted no end of attention.

Taking a record he sawed it diagonally across, sand-papered it down smoothly and glued it with ordinary hot glue, one piece on the inside and the other on the outside of the window, in such a manner that passersby would think it was stuck in

came in for its share of attention was one of the first models of Edison machines, made about 1877, on which tin-foil records were used. This can be seen in the lower left hand corner of the window. Photographs of favorite Edison artists were also shown, neatly framed, in this highly artistic effort on the part of Mr. Storck, whose reward, in the way of increased sales and compliments passed, was very gratifying.

TRADE NEWS FROM QUAKER CITY.

October the Banner Month with Philadelphia Talking Machine Men—Some Lines of Stock Difficult to Procure—National Co.'s Wagon Proposition a Success—C. B. Bennett Joins Heppes Forces—National Co.'s Newspaper Campaign—Columbia Co. Report Increase of 112 Per cent. for October as Compared with Last Year—Furby Piano Co. in Wilkes-Barre to Handle the Columbia.

(Special to the Talking Machine World.)

Philadelphia, Pa., Nov. 8, 1910.

October was the banner month of the year in Philadelphia with talking machine houses—in fact, it was one of the biggest months the trade has ever had. It was so large that conditions just at the present moment are very much the same as just before an exceptionally fine holiday business, when the dealers find that they have not ordered sufficient stock and are clamoring for more without results. A shortness of stock in certain lines is a very great handicap just at present, and especially in some lines the factories seem to be unable to get out the machines fast enough. The dealers appreciate that they are putting forth every effort, but feel that something ought to be done to anticipate a situation such as this. I understand that several big propositions, which were started in order to create, or rather boost, trade, have had to be called off because the results were so large that the dealers were unable to deliver the goods.

Naturally the man who is craving for business will be very much dissatisfied with such a condition, but it is far better to be fighting for stock than to see it sitting around to be dusted every day. The kind of dust the dealers are looking for is that which goes into their pockets, not on the machines. I venture to say that the talking machine men of Philadelphia never had such dusty pockets as on the first of November of this year.

Since the first of November there has been a slight falling off, but an early recovery is expected. Some of the dealers attribute it to the agitation over the election, and others to the fact that they usually find a little lull early in November, while people are making up their minds as to just how much money they are going to spend at Christmas, and whether they shall buy now or include their talking machine in their Christmas outlay. Everything points to the biggest holiday business in the history of the trade, and from this on all the dealers will exert themselves to that end.

Louis Buehn & Bro. report an active business. With their new store and basement they are able to handle their greatly increased business with much better ease. They have put on sale the new Tone Resonator, and it has met with the approval of the public. They do not expect the Resonator to take the place of the horn, but they believe it will appeal to a large number of their customers.

The wagon proposition of the National Phonograph Co. has not fully been gotten under way, but the results thus far show that it is a scheme that is going to be productive of much business. While work will be done along this line very shortly, it is not expected that it will be pushed very hard until after Christmas, chiefly on account of the factories having all they can do at present to keep the stores supplied.

Edward Martin, formerly with the Heppes house, has accepted a position with the Buehn Co. D. D. O'Neill, formerly at the Heppes house, is back in Philadelphia and expects to accept a position here in a very short time.

The Heppes have secured the services of Chas. B. Bennett, who was formerly with the sales department of the Victor factory, to be their wholesale and retail sales manager. He is thoroughly competent and has already done some good work for the Heppes. W. J. Elwell will remain as general manager and buyer for the Heppes talking machine department. Mr. Elwell reports a satisfactory business. "The only trouble," he says, "we seem to be up against now is in getting goods fast enough from the factory. Orders that have gone into the factories fully four months ago are only now being delivered, and not as fast as we



SOLID WOOD (NOT VENEERED)

Mr. Dealer!

THE SPRUCE MUSIC MASTER WOOD HORN will do more to interest your patrons in a wood horn than anything you can say.

Their attention is attracted by it. You can explain to your customer that spruce is the same wood that is used in sounding boards of pianos, also in violins.

The horn is the sounding board of a Talking Machine. You wouldn't have a tin sounding board in your piano, nor would you get music from a tin violin.

Should your jobber be unable to supply you, write us and we will send you a sample line of oak, mahogany or spruce disc or cylinder horns on approval.

If you are not satisfied with the merit of the MUSIC MASTER you can return them to us for credit.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

should like to see them coming in." The Heppes have only thus far been able to get samples of the Nos. 10 and 11 Victrolas, but they are sure they are going to be big sellers.

The National Phonograph Co. have decided to try a newspaper campaign in this city in a little different way than before. They are using The Evening Bulletin and are bringing influence to bear on the dealer to push the goods, and the two insertions already used have been productive of much good. They are furnishing the dealers with some attractive advertising signs, and their Mr. Rinehart, who is an expert decorator, has been in Philadelphia for more than a week, and has been making a number of attractive window displays for the various dealers.

The Penn Phonograph Co. report the largest October business the firm ever had. They are handicapped for lack of machines, but hope to be able to keep up and furnish all orders promptly. Among the recent visitors to the Penn Co. were Mr. Michaeloski, representing Samuel Landow, of Wilkesbarre, Pa., and A. W. Baird, of Osceola

Mills, Pa. Both men report a greatly increased business in their section.

H. A. Weymann & Sons have recently rearranged their talking machine department by removing entirely the partitions to their first hearing room, leaving it open. The main object is to give the customer to the store, where all sorts of instruments are handled, a chance to see at once that they are extensive dealers in talking machines. Their offices are also open. They still have four fine hearing rooms, and they report that their business in October, like that of the other dealers, has been the largest they have ever had.

The Columbia Phonograph Co. state that their business for October showed an increase of 112 per cent. over the corresponding month of last year. There is every evidence of this to the visitor to their store, which always has the appearance of a beehive of industry. They also note that trade all through the State is showing a marked improvement. R. B. Cope, one of their road men, has just returned from a trip through the Cumberland valley, during which he secured some



Are you ready for Christmas?

The Christmas season is the time of all times when a dealer mustn't let his stock get behind. Customers can't wait indefinitely for goods you haven't in stock, and excuses and apologies don't go.

You should aim to have everything in ship-shape for your holiday trade. But no matter how carefully you plan, you're likely to fall short in some places and have to send a rush order to your jobber.

What if your jobber isn't equal to the emergency? Then you're in a pretty fix! You can't put the blame on the jobber—it's your fault for having such a jobber. The people look to you, not to the jobber.

You'll not find us wanting in any particular. Victors, Victor-Victrolas, Victor Records, record cabinets, fiber cases, horns, needles, repair parts and other accessories are here in large quantities and you can get whatever you want whenever you want it.

All orders are shipped the same day they reach us.

Better send now for a copy of our latest catalog and our booklet, "The Cabinet That Matches", and keep them where you can easily refer to them.

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.
83 Chambers Street New York



very nice orders and opened up some excellent prospects for new dealers. R. B. Robinson, another traveler, is up the State at present and is sending in some very nice Christmas orders.

Manager Henderson, of the Columbia Co., was in Allentown, Wilkesbarre and Reading three days last week, having a little look over the situation. He reports everything very satisfactory. The employes of the store are planning a theater party and dinner on January 4, to finish up the year with a little festivity. Marion Dorian, the treasurer of the company, was here last week on a tour of inspection.

The W. H. Furby Piano Co., of Wilkesbarre, have just opened up a Columbia talking machine department, handling Columbia goods only. The local house sent up to Wilkesbarre one of their expert decorators, who fixed them up some of the finest talking machine departments in Pennsylvania. Mr. Furby reports that he is delighted with it and expects to do a large Columbia business. They report that they are able to get goods from the factory as fast as they want them, and are able to fill dealers' orders within a very reasonable time. They are expecting to get a new Grafonola style this week, and predict it will be a great favorite. About the end of November they expect to get the Grafonola "Mignon" in oak and finishes other than mahogany. The oak will be a regular product. On November 15 they will have a Grafonola concert at Odd Fellows' Temple, and on November 16 will have another concert at the Church of the Transfiguration in West Philadelphia.

THE COLUMBIA IN WASHINGTON.

**Making a Great Record in the Way of Sales—
The Best Showing of Any Year on Record—
Graphophone for Senator Bailey—Dictaphones for Hospitals and Government Institutions—Marion Dorian a Visitor.**

(Special to The Talking Machine World.)

Washington, D. C., Nov. 7, 1910.

Marion Dorian, auditor of the Columbia Phonograph Co., General, visited Washington this week and seemed to be greatly pleased over the showing made for the month of October, which is about the normal business of the Columbia's store when compared with that of 1905 and 1906. The sales were more than double that of October, 1909. Mr. Dorian was compelled to remain over a day in order to take up certain matters with H. C. Grove, manager, as he is so busy that they could not get together.

The local Columbia establishment claims to have the services of the best retail salesman in the United States in the talking machine business. This is W. T. Graves, the assistant manager of the store, and he and his team are one of the familiar sights of the national capital. He can be seen any day, winter or summer, with a load of graphophones, and many a sale has he made simply by having the goods exposed, as he drives from prospect to prospect. Practically every fire engine house in Washington has a graphophone which Mr. Graves sold them.

One of the most interesting places where Mr. Graves has sold a machine is in the district morgue. The assistant morgue master and his wife have apartments over the morgue, but they enjoy their graphophones just the same as though they lived elsewhere.

Senator Bailey, of Texas, and Mrs. Bailey, who have just purchased a \$30,000 home in this city, are owners of a BD graphophone and outfit, which they greatly enjoy.

The quickest sale of a Grafonola Regent was made by Mr. Grove a few weeks ago. The Regent was in the window, when a gentleman passing saw it, stopped in front for fully five minutes, came in, asked the price and paid for one, and was out and on his way home in less than fifteen minutes. If there are any quicker sales of Grafonola Regents than this the clever Columbia manager would like to hear about them.

The Columbia store has just been refinished, and a special room has been set apart for the

1866 1910

NYOIL

FOR

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

It Absolutely Prevents Rust.

NYOIL

Now Sold Everywhere By All Hardware Men

**WILLIAM F. NYE
NEW BEDFORD, MASS.**



demonstration of Grafonolas and grand opera records.

The Chesapeake Coal & Coke Co. recently installed ten of the latest style Dictaphones. Herman Pechin, expert court reporter, has just opened an office for himself in the Columbian building and has installed Dictaphones. The Walter Reed Hospital, one of the largest in the South and maintained by the War Department, has recently installed Dictaphones. Two Dictaphones were sold to the Bureau of Ethnology, Smithsonian Institute, which are being used in the field in getting the voices of some of the fast disappearing tribes of Indians.

VICTOR CO.'S VERDI WINDOW

Now Being Sent Out to the Trade Has Won the Highest Approval and Appreciation.

(Special to The Talking Machine World.)

Philadelphia, Pa., Nov. 1, 1910.

In sending out their literature in connection with the "Victor Ready-Made Window Display No. 19"—a Verdi window, by the way—the Victor Talking Machine Co., Camden, N. J., briefly describe it as follows: "A handsome Verdi bust nineteen inches in height is standing on the Victrola. Winged cupids (hand-painted in colors) are crowning the famous Italian with a wreath of roses. Over the bust is the large transparent sign 'Gems from Verdi on the Victor,' flanked on either side by ornamental canopies with cupids holding baskets with flowers on which appears the name of the two complete operas, recorded on the Victor. The rest of the details need little description as the picture tells its own story." Of this portion of their factory, presided over by the artistic Ellis Hansen, the Victor Co. also say they have received "so many standing orders in the last few weeks that we were temporarily swamped in the window display department."

FORGET THE UNPLEASANT THINGS.

"Very often a business man will find fault with the weather, the bad state of trade, the lateness of the season, and work himself into a doleful state of mind. Then he will happen to look over the records and find that the sales are just about equal to the same period of the preceding year or perhaps even a little ahead. The reason is that the unpleasant things that happened last year are forgotten, while the unseasonable weather of today and the slow sales of yesterday loom up very large and overshadow everything else. Then next year the little unpleasanties that worry us now will be forgotten in the work of harvesting the new crop of cussedness."

Of all the cankers of human happiness, none corrodes with such a silent, yet so baneful, an influence as indolence.

The one complete line — Columbia Grafonolas, Columbia Disc and Cylinder Graphophones, Columbia Double-Disc and Indestructible Cylinder Records— with Columbia exclusive selling rights— is a sure profit-giving investment, absolutely safeguarded.



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

THE TRADE IN CINCINNATI.

Business Shows Steady Improvement and Dealers Are Pleased with the Outlook—Columbia Co.'s Gratifying Report—New Style Victrolas Popular—Talking Machine Dealers of Ohio Meet in Columbus—Aeolian Co. Enlarge Talking Machine Department—Jobbers Urging Dealers to Get in Orders Early.

(Special to the Talking Machine World.)

Cincinnati, November 8, 1910.

Good business seems to have been the portion of the Queen City end of the talking machine world. All the dealers appear to be well satisfied with the results of October and look forward to November and December with a most optimistic frame of mind. There is a general tendency to enlarge the working forces of the large houses. Salesmen were dropped pretty freely last summer, and now the vacancies are being filled.

Manager R. J. Whelen, of the Columbia Phonograph Co., reports business to be fine in every department. In a chat with the writer he said:

"We have about doubled the business of last October, and look for a record breaking business between now and Christmas. The volume of the business has not only been satisfactory, but the class of business has been most encouraging, as the demand has been strongly in favor of the higher grade instruments, Grafonolas and new grand opera records, this demand being higher on the whole than during any previous year.

"The dealers report that it has been the best month they have had this year, and one of the best they have ever had. They are enthusiastic over the complete line of Grafonolas offered them, and the wide field it opens to them. They are making the most of this, too, judging from the numerous orders and re-orders received from them for the Grafonola type.

"We are urging all of our dealers to get their orders in now for their Christmas stock of goods, and many of them have already placed their orders, anticipating their demand. The run on the new \$17.50 BZ Disc Graphophone has been the largest known on any type of Columbia machine put on the market for years, and while we are shipping them out daily and receiving large orders from our factory, we are a month behind on these orders.

The orders received for the new style Victor Victrolas at the Rudolph Wurlitzer Co. are far in excess of the company's expectations, and November and December orders are piling up fast. In the retail department a number of inquiries for the new Victrolas have been received, indicating a large holiday trade in this line. The sales of Circassian Walnut Victrolas and red seal records has also been extraordinarily good. In fact, the whole retail trade indicates that the musical public are interested in the high grade machines and records.

The Retail Talking Machine Dealers of Ohio will hold a meeting in Columbus, Nov. 9, and Frank Mahret, of the Rudolph Wurlitzer Co., has been requested to give a talk on "The Selling of High Grade Talking Machines and Records."

Manager L. H. Ahaus, of the talking machine department of the Aeolian Co., reports that business has been very good for the month of October and, from the present outlook, expects to do a tremendous business for the two succeeding months. They have already sold the samples received of the new style Victrolas and feel confident that the new \$75 machine is going to prove a big seller.

The Aeolian Co. have enlarged their talking machine department, having added two additional rooms on the second floor of their building for the display of the smaller machines.

The talking machine shop of the Lyric Piano Co., on Race street, is under way. Manager Stever yesterday reported a satisfactory start and believes his department will become one of the factors in the local machine world.

At Krolage & Groene's establishment, the successor of Groene & Co., repairs are still under way, but another month will find everything in shipshape condition. The large stock of talking machine goods has been considerably reduced and arrangements made for handling that department on a strictly dealer's basis.

The Milner Music Co. have rung up quite a number of sales during the month, and new blood has been added to the force. W. A. Timmerman, who was formerly in charge of this store, resigning several months ago to accept an offer from the Aeolian Co. at St. Louis, has returned to Cincinnati. He is with the local branch of the Aeolian

Co., helping out in the talking machine department as well as in the sale of pianos.

At John Arnold's store, 507 Elm street, much repair work is coming in which has helped to keep all hands busy. He believes the outlook to be most encouraging.

THE VALUE OF TIME.

One of the most successful men of America, when asked to what he attributed his success, replied, "I built my fortune on the dial of my watch; seconds became pennies, minutes became dimes, hours became dollars. I gave a money value to every tick, and took advantage of everything that economized time. I never procrastinate; I keep my eyes and ears open for opportunities. I don't know that there is any particular rule or law of success, but I'm pretty sure that one of the foundation principles is, 'Don't Lose Time.'"

VALUE OF A WORD OR A NOD.

How easy it is for the merchant or his clerk to give a nod of welcome or a word of excuse to those who cannot be immediately served. The man who has been thus pleasantly greeted and told that he would be attended to in a minute will wait cheerfully, where he might leave the store in ill-humor if his presence were entirely ignored. Just ordinary courtesy costs nothing, but it pays.

When in need of
Talking Machine Needles

go to

FR. REINGRUBER
Schwabach, Bavaria

who manufactures every kind,
without exception, at prices
that will surprise you, and of
the Best Quality only.

VICTOR DAY AT WANAMAKER'S

Inaugurated by Manager Gerson, of the Talking Machine Department, for the Exploiting of the Coming Month's Records—How the Plan Is Worked Out—Special Invitations to Talking Machine Owners and Prospects—A Step in Advance.

In the matter of talking machine recitals and concerts, Louis Jay Gerson, manager of the departments in John Wanamaker's stores, New York and Philadelphia, has inaugurated a "Victor Day," in which the coming month's records are exploited for the benefit of the business and is programmed as the "Regular Monthly Demonstration Day." All customers are notified to attend on the 28th day of each month, when the records go on sale. On this day the new records are played for the first time, accompanied by the great pipe organ. The musical program is divided so as to present three separate concerts: A popular concert is given in the morning, the Broadway hits and rag-time music being played between 9 and 11 a. m.; from 11.30 to 1.30 a semi-classical concert is given in which is played a better class of music, and the classical recital is held at 3 o'clock in the afternoon, and for two or more hours nothing but Red Seal records are played.

All talking machine owners and customers of the store interested in Victor records are invited to these recitals. October 28, when the first event of this kind occurred, the average attendance at the concerts was a thousand people and they were very enthusiastic and showed much pleasure at the renditions which were produced on the stage from a Victrola accompanied by the big organ played by Alexander Russel.

Mr. Gerson, in speaking of this innovation, says he feels that this is a step in advance, and a very economical one for the house inasmuch as a great deal of time that is ordinarily spent by the salesman in playing the monthly records is overcome by having as many people as is possible to hear them played at one time. Order blanks are provided and distributed to the audience; in fact, made part of the program and customers are enabled to indicate thereon the records they desire to purchase and at the end of the concert left with the Victor salesman as their order to be filled and delivered. The same thing is being done in Egyptian Hall, of Wanamaker's store in Philadelphia, and it will be continued as a regular feature of the talking machine section.

Another detail that should recommend itself to careful, progressive dealers, originated and intro-

duced by Manager Gerson, is the use of sealed envelopes, whereby every purchaser of a record will receive only absolutely new, perfect and unplayed discs. The sealed envelope keeps the records just as they are received from the factory of the Victor Talking Machine Co., where each one is tested for efficiency, material and workmanship. Mr. Gerson is to be congratulated upon his perspicacity.

BUSY TIMES IN ATLANTA.

Phillips & Crew Co. Now Located in New and Larger Quarters—Atlanta Phonograph Co. to Move to Larger Quarters on Wall Street.

(Special to the Talking Machine World.)

Atlanta, Ga., Nov. 5, 1910.

The Phillips & Crew Co., who for the past twenty-five years have been located at 37 Peachtree street, are now settled in a handsome new five-story building at 82-86 North Pryor street, to which they moved on October 1. The talking machine department under the management of L. V. Webb occupies the entire third floor of the building, and the sales and display room for Victor and Edison machines and records is said to be one of the largest in the South.

The Atlanta Phonograph Co., who handle the Edison line at 10 Walton street, will move into larger quarters at 4 Wall street on November 15, where they will be settled in time to handle the large holiday trade which they expect to develop.

SUCCESS OF THE RESONATOR.

Newest Device to Improve Talking Machine Reproduction Brings Reorders from Many Dealers Who Have Put in Sample Lines.

The Talking Machine Soundboard Co., 110 West Thirty-fourth street, New York, who have been exploiting the Resonator, the sound reproducer built with a spruce soundboard and which takes the place of the horn on the talking machine, report a large and steady demand for that product and the receipt of a number of reorders from jobbers and dealers who have disposed of their sample stocks and realize the possibilities of the Resonator.

The goods are now coming from the factory in large quantities, and the demands of the trade all over the country are being met with dispatch, it being the desire of the Talking Machine Soundboard Co. to have the dealers well supplied with Resonators before the holiday business begins in

earnest. There is no question but that the guaranteeing of prompt deliveries will do much to further the cause of the Resonator.

The details of this new and original reproducer and the work it accomplishes have been described at length in previous numbers of The World, and the trade at large is familiar with the various principles observed by L. P. Valiquet in the designing and constructing of the newest medium for improving the reproduction of the average talking machine. The Resonator must be seen and tested if its virtues are to be fully appreciated.

DECOYED GAME WITH "PHONYGRAPH"

Greenhorn from "Bosting" Surprised Ace Goodhill, the Maine Trapper, by Attracting Geese to Within Range of His Rifle with Talking Machine and Record of the "Honks."

"Talk about your city folks bein' green in the woods! I want to tell ye that it don't allus do for us folks to be too sure we know it all," said Ace Goodhill when he came in this week from Moluncus Lake to get a new pair of moccasins.

Last time Ace was down from the lake he told of the greenest kind of a greenhorn who had joined his party of campers, and the yarns he spun gave the villagers many laughs.

"It was this way," he explained. "That young feller Burt from Bosting who thought a doe was a shee moose when he came into the woods, sot his mind on shootin' some geese, and you couldn't get him shet of the idee. 'I've eat 'em to home,' says he, 'and they're mighty tasty. I would rather have 'em than anything I knows on,' says he. So there was no other way but to go shoot some.

"But I never seen geese so tarnation wild. Why, after the sports had bang-whanged all around the lake for deer since the opening of the season you couldn't get nigh a goose, and, though we tried it three days we didn't get a feather. I tried all the tricks I knowed, and finally on the fourth day I did manage to wing one and fetch him to the canoe honkin' and squawkin' at a great rate. I was just goin' to put the critter out of mis'ry with the paddle when young Burt spoke up, and says he:

"Don't kill him till I can git a record o' his voice with the phonygraph," says he. 'With what?' says I. 'The phonygraph,' says he, and begun to paddle to camp like all possessed, whilst I hung to the goose.

"I didn't know what in tarnation he was up to, but he was boss, so I kep holt o' the goose, and it wa'n't long before we got to camp and set the phonygraph to goin' while I prodded the goose to make him honk. Then we finished him for the pot. Wall, I never heard the likes on't. When we sot the machine to goin' it let out the goldarndest honks ye ever heard, and as natural as anythin', and all over the lake the geese began to get up off the water and fly around to see what had happened to one o' their brethren.

"That there'll fetch 'em," says young Burt, and loadin' the machine into the canoe we sot out for the lower end of the lake, where we had a blind amongst the eel grass. We loaded the guns, sot the phonygraph to goin' and laid low. It wa'n't long before all the geese on the lake begun to git up and fly around, answerin' the machine and gettin' nearer and near till they come within range. This was our signal for lettin' flicker, and the way they fell was a caution."

DELIVERY WAGON STIMULATES TRADE.

A new departure in the selling of phonographs in Willimantic, Conn., has been inaugurated by The A. C. Andrew Music Co., dealers in the Edison phonograph. A handsome delivery wagon bearing the name "Edison Phonograph" and The A. C. Andrew Music Co.'s name has been secured, and will be used in canvassing the country districts. The wagon, which is made by the Studebaker Co., of South Bend, Ind., is especially equipped for this business and has a cabinet capable of carrying 540 records and 18 machines.

Make your customers your friends, and especially keep a hold on the old ones.

THE SENECA

Here's the new disc rack equipped with board shelving.

Openings are 3 inches wide, over double the width of our other disc racks.

It is 46 inches wide and 51 inches high. Four shelves for 10-inch discs. One for 12-inch.

Finish in bright or dull copper.

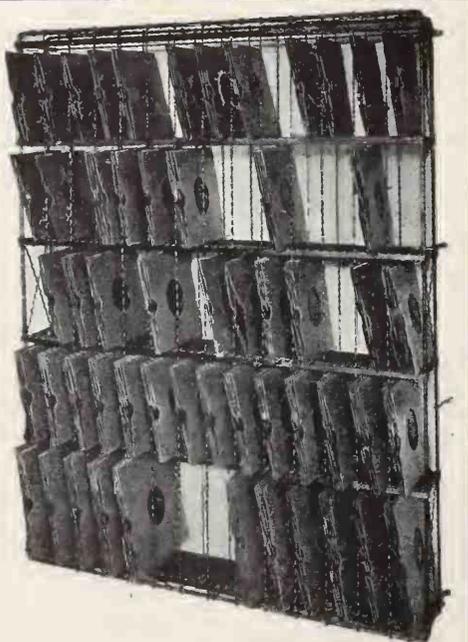
Price is \$14.00, envelopes not included.

"The Heise System" of wire racks is the "last word" in stock carrying systems.

ORDER NOW

SYRACUSE WIRE WORKS, Syracuse, N. Y.

Canadian Representatives: R. S. WILLIAMS & SONS CO., Toronto and Winnipeg



LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to the Talking Machine World.)

Washington, D. C., Nov. 8, 1910.

TALKING MACHINE DIAPHRAGM. William W. Young, Springfield, Mass. Patent No. 973,735.

This invention relates to improvements in reproducing diaphragms for talking machines, and consists of thin, imporous, sheet material having perforations therein, which material may have burs or bosses thereon and a filling and coating in the perforations and on one or both sides, said filling and coating having been hardened by compression and heat. Or, differently stated, it may be said that the new diaphragm consists of thin, perforated material either with or without burs thereon, and if with burs then either with or without them in a flattened condition, and either with or without the filling and coating hardened by compression and heat, the diaphragm in the first case being of one material or homogeneous and in the second case of different materials or heterogeneous.

With the mica and the ordinary sheet metal, reproducing diaphragms commonly used in talking machines, it has not been possible to obtain the best results from such machines, because neither of these diaphragms is capable of producing such results; moreover, the mica diaphragms or discs, which greatly exceed in number the ordinary sheet-metal diaphragms or discs, are very fragile and also expensive, since there is a great waste incident to procuring discs of the proper size and character; the mica discs, too, deteriorate with use.

The primary object of the invention, therefore, is to provide a substitute for mica, ordinary sheet-metal, and other kinds of diaphragms heretofore employed, which substitute is durable and does not deteriorate, is resilient and resonant, is impervious to moisture and unaffected by climatic changes especially when coated, and is capable of giving out clear, loud, and distinct tones of great depth and volume, of evenly distributing the sound waves and making a quick, complete and perfect recovery, and of lessening to a great extent all alien and discordant noises, such as blasts and scratching sounds, which are so prevalent with the ordinary diaphragm.

In the accompanying drawings, which form a part of this application and in which like characters of reference indicate like parts through the several views—Fig. 1 is a side view of a sheet-metal disc perforated and represents the unfilled diaphragm; Fig. 2, a view of a diaphragm as it appears when the burs left by the perforating punch have been upset or pressed into small bosses and when seen from the side upon which such bosses are located, the appearance being practically the same whether said diaphragm be filled and coated or not, provided that, in the former instance, the coating be transparent; Fig. 3, an enlarged fragment in section of the disc or diaphragm shown in the first view, and Fig. 4, an enlarged fragment in section of a diaphragm which has been filled and coated and pressed.



FIG. 1.



FIG. 2.



FIG. 3.

FIG. 4.

Fig. 3, an enlarged fragment in section of the disc or diaphragm shown in the first view, and Fig. 4, an enlarged fragment in section of a diaphragm which has been filled and coated and pressed.

AUTOMATIC CUT-OFF AND STOP FOR SOUND-REPRODUCING MACHINES. Wilford G. Altenburgh, National City, Cal. Patent No. 972,794.

This invention relates to an improved automatic cut-off and stop for sound-reproducing machines, and is more particularly adapted to machines using the disc record.

The objects are—to provide a simple, cheap, safe and positive means for automatically raising the needle and stopping the machine at the end of the record, or at any predetermined point when desired; further, it is adjustable to different records and is adaptable to different makes of machines now in use and may be used therewith.

Fig. 1 is a partial perspective view of the sound-reproducing mechanism and showing the automatic cut-off and stop complete as used therewith. Fig. 2 is an elevational view of part of the device assembled. Fig. 3 is a top view thereof.

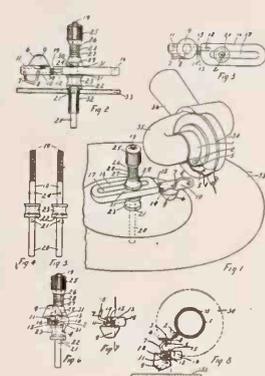


Fig. 4 and 5 are side views of spindle 20, the one transverse to the other. Fig. 6 is a transverse elevational view of Fig. 2. Fig. 7 is a detail of the arm with the stop attachment thereon, and Fig. 8 is a side view of the portion on the sound tube, in connection with the arm and its attachment, showing the sound box and needle in dotted lines after the machine is stopped.

MANDREL FOR PHONOGRAPHS. Henry N. Kistner, Zion City, Ill., assignor to Robt. F. Mueller, Chicago, Ill. Patent No. 973,203.

The present invention relates to a mandrel used in connection with a phonograph, for the purpose of holding a phonographic record. In use, the mandrel is actuated to rotate the record for the purpose of bringing every portion of the record into engagement with the needle of the phonograph.

One object of the present invention is to design a mandrel which will accommodate the record and permit it to be readily slipped thereon and retained in position under various conditions of heat and cold, which varying conditions act upon the substance composing the record to change its size.

Another object of the invention is to form an abutment upon the mandrel to prevent the record from being slipped too great a distance thereon.

A further object of the invention is to form a cushion upon the mandrel, against which the end of the record strikes when it has been forced to the desired distance upon the mandrel.

In the drawings, Fig. 1 is an elevation showing the mandrel in operative position, and showing a portion of the mechanism for operating the needle and mandrel; Fig. 2, a sectional elevation of the mandrel; Fig. 3, a view similar to Fig. 2, showing a record in place upon the mandrel, and showing the abutment formed integral with the body of the mandrel; and Fig. 4, a section on line 4—4 of Fig. 2, looking in the direction of the arrow.

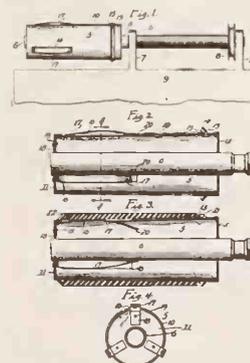


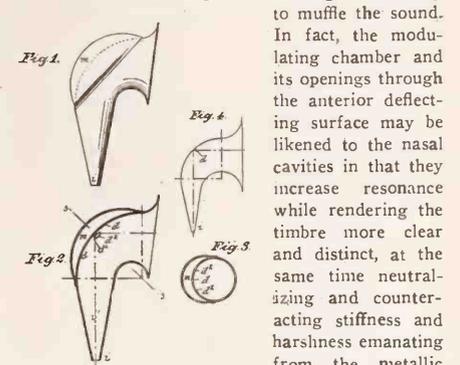
Fig. 4, a section on line 4—4 of Fig. 2, looking in the direction of the arrow.

HORN Edward A. Leet, New York, N. Y. Patent No. 972,003.

These improvements relate to the configuration of sound-transmitting horns and are applicable to various uses, particularly for use in connection with phonographs, gramophones and similar instruments, and are designed to obviate "interference" and harshness, and to modulate and blend the various notes and tones in transit.

The invention consists in the specific construction and arrangement of parts shown, described and claimed, distinguishing features being a concave deflecting surface which is essentially a quadrantal segment in central longitudinal section, situated obliquely opposite the inlet passage with the axial line of the latter in coincidence with the center of said deflecting surface; and in a modulating chamber situated back of and coinciding with said concave deflecting surface, said modulating chamber being formed with one or more openings through the anterior deflecting surface which perform the same function that the nasal passages do for the human throat by increasing resonance and relieving and obviating all tendency to muffle the sound.

In fact, the modulating chamber and its openings through the anterior deflecting surface may be likened to the nasal cavities in that they increase resonance while rendering the timbre more clear and distinct, at the same time neutralizing and counteracting stiffness and harshness emanating from the metallic or other source of sound vibration.



diaphragm of a phonograph or other source of sound vibration.

In the accompanying drawings, Fig. 1 is a side elevation of a horn embodying this invention; Fig. 2, a central vertical section thereof. Fig. 3 is a section on plane of line 3—3 Fig. 2; Fig. 4, a diagram illustrating a modification.

PHONOGRAPH-REPRODUCER. Harry B. McNulty, East Cleveland, O., assignor by mesne assignments to the United States Phonograph Co., Cleveland, O. Patent No. 972,013.

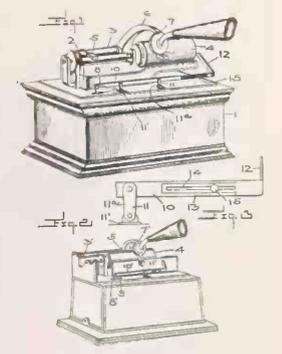
The object of the invention is the provision of a reproducer for use in a phonograph intended to optionally play upon records having 100 and 200 threads to the inch, respectively, or as they are currently known, "two-minute" and "four-minute" records. The subject matter of this application, it should further be explained, has in the main been divided out of the co-pending application filed November 9, 1908, Serial No. 463,942, wherein such reproducer is shown in conjunction with suitable mechanism for automatically adjusting the same for the two uses in question.

In said annexed drawings: Figs. 1 and 2 are partly sectional and partly side elevational views of a reproducer embodying the improvements in question, with the stylus lever shown in operative and inoperative position, respectively; Fig. 3 is a perspective view of the stylus lever of such reproducer; Fig. 4 is a similar perspective view of a slightly modified form of such stylus lever; and Figs. 5 and 6 are respectively a perspective view and a transverse section of a stud or pin for supporting the stylus lever on the floating weight of the reproducer.

AUTOMATIC CHECK FOR PHONOGRAPHS. John J. Morrissey, White Bear Lake, Minn. Patent No. 973,205.

This invention relates to improvements in automatic mechanism for stopping the motor of a phonograph when the reproducer has reached the end of the record cylinder.

An object of the invention is to provide an extremely simple and inexpensive device of this character



As surely as Constantino, Cavalieri, Bronskaja, Boninsegna, Mardones, Blanchart, Campanari and Bispham draw great audiences to hear them, so surely do the Columbia Grand Opera Records by these self-same artists, draw business to the Columbia dealer. Get Columbia exclusive selling rights and connect this business with your cash drawer.



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

which may be readily attached to phonographs at present constructed and which may be adjusted to conform to the various lengths of the records which are upon the cylinder.

Another object is to provide a device which will be automatically set in the proper position for stopping the motor of the machine, when the starting lever has been moved to its proper operative position.

A further and more particular object is to provide a controlling lever and support therefor of novel and simple construction.

In the drawings: Fig. 1 is a perspective view of the large size type of phonograph, showing the stop mechanism applied thereto, Fig. 2 is a similar view of a smaller size type of machine, with a slight modification of the device, Fig. 3 is a detail view of the controlling lever, comprising the invention.

TRIMMER FOR PHONOGRAPH RECORDS. John David Rockhill, Conrad, Ia. Patent No. 974,435.

This invention is designed to be used in the nature of an attachment that may be readily, quickly and easily attached to or detached from an ordinary phonograph in place of the cylindrical frame that contains the reproducing instrument.

The object is to provide a trimming device of this kind, of simple, durable and inexpensive construction that may be readily and quickly adjusted to trim off the records to any depth of cut desired; and, more specifically, it was the inventor's object to provide a cutting tool of such shape and size as to trim a phonograph record without chipping or breaking the record, to thereby properly prepare a record for use in such a manner that its surface is well adapted for receiving impressions.

This invention consists in the construction, arrangement and combination of the various parts of the device, whereby the objects contemplated are attained.

Figure 1 shows a central, sectional view of a device embodying this invention, the cutting tool being shown in engagement with a portion of a

phonograph record. Fig. 2 shows a sectional view on the line 2— of Fig. 1, and Fig. 3 shows a perspective view of the frame for holding the trimming tool.

RECORDS FROM NEW MATRICES.

Geo. W. Lyle, general manager of the Columbia Phonograph Co., General, recently sent the trade the following:

"In order to keep our records up to the highest standard of present-day recording, we frequently remake matrices of selections that were recorded some time ago. We have remade the following selections. Records from the new matrices will be in product very soon—10-inch: 354. 'Die Wacht am Rhein,' played by Columbia Band. 417. 'Handicap March,' played by Columbia Band. 4095. 'National Guard March,' played by Prince's Band. The foregoing selections are included in the following double-disc records: 354, A60, 417, A83, C83, 4095, A704."

END OF DUPLEX PHONOGRAPH CO.

Affairs of the Company Now Officially Closed Up—Creditors Secured but 20 Per Cent. of Their Entire Claims.

(Special to The Talking Machine World.)

Detroit, Mich., Oct. 30, 1910.

The sequel of the order of Judge F. E. Knappen, of the U. S. Circuit Court in Kalamazoo, Mich., compelling the Duplex Phonograph Co., of this city, to discontinue business was revealed this week. The Duplex Phonograph Co. were doing a large business and were backed by wealthy men and had a strong financial rating until the Victor Talking Machine Co. secured an injunction in the circuit court restraining the Duplex Co. from infringing upon their patents, which later was made permanent. This order threw the company into the hands of a receiver and Charles Q. DeFrance was appointed receiver and E. J. Phelps trustee by the court. Mr. DeFrance and Mr. Phelps asked the court last week to grant an order closing up the affairs of the company and the order was issued. Despite the fact that previous to the injunction being issued the company was on a good solid financial basis, the receiver and trustee reported to the court that there was no money to pay the unsecured claims, and creditors under the bonds and

mortgages of the company secured but 20 per cent. of their entire claims. The company's indebtedness was placed at \$45,000 and but \$9,000 was secured by the sale of the property belonging to the company, and this was devoted to the partial payment of the secured claims.

RECORD FOR RAPID DELIVERY.

How V. W. Moody of the New York Talking Machine Co. Scored in Setting Up an Auxetophone in the Talking Machine Department of Gimbel Bros. in New York.

A new record for the rapid delivery and setting up of Victor Auxetophones was scored last week in connection with the talking machine department of Gimbel Bros. J. H. Dodin, manager of this department in the big new store, telephoned at 3 p. m. the other day to V. W. Moody, of the New York Talking Machine Co., asking to have an Auxetophone delivered, set up and playing that same afternoon. Mr. Moody got busy with C. P. Chew, of the Victor Co., who happened to be on the spot, and with A. H. Dodin, the New York Co.'s Auxetophone expert. Although Mr. Chew had to travel to the other end of town to expedite the delivery of the machine's motor, the Auxetophone was delivered, set up and started playing at 4.45 p. m. that same day. If this is not a record, we should like to be shown.

HANDLING COLUMBIA LINE.

A. G. Rhodes & Son, who opened new stores in Macon, Ga., and Pensacola, Fla., have places also in Augusta, Ga., Tampa and Jacksonville, Fla., and Chattanooga, Tenn., in all of which they carry extensive stocks of the Columbia Phonograph Co.'s product. George P. Metzger, manager of the Columbia Co.'s advertising bureau, prepared the opening announcements in the local papers for the Messrs. Rhodes, in which they used full pages in two of the dailies, and in acknowledging their indebtedness for them they say: "I wish to thank you very much for those two nice ads that you so very carefully and efficiently prepared for me to use as our opening ad and I used both of them just as you sent them and made no change whatever in their construction. The responses from these ads have indeed been gratifying."

CAN'T SELL BELOW STATED PRICE.

John Rawling, Scranton, Pa., has been restrained from selling Edison goods at less than established or contract prices by Judge R. W. Archibald, of the United States Circuit Court, Middle District of Pennsylvania. The motion for a preliminary injunction was argued Oct. 31 by counsel for the National Phonograph Co.

The talking machine department of Chas. H. Ditson & Co., in charge of John J. Wood, is making a fine record of sales for so early in the season. Mr. Wood says he expects a tremendous holiday trade.

THE BEST TRADE MAKERS ON THE MARKET ARE THE LINE OF

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Write for Catalogs, Prices and List of Perforated Music Rolls. You will be interested.

RECORD BULLETINS FOR DECEMBER, 1910

NEW COLUMBIA RECORDS.

- COLUMBIA 10-INCH DOUBLE DISC RECORDS.**
 A927 Good-Bye, Betty Brown (Morse). Tenor Solo, Orch. Accomp. Harry Tally
 'Scuse Me Today (Harris). Tenor Solo, Orch. Accomp. Byron G. Harlan
 A926 Medley of Chas. K. Harris Hits, Part 1 (Arranged by C. A. Prince). Prince's Orchestra
 Medley of Chas. K. Harris Hits, Part 2 (Arranged by C. A. Prince). Prince's Orchestra
 A917 Silver Bell (Wenrich). Tenor and Baritone Duet, Orch. Accomp. Henry Burr and Frank C. Stanley
 Kerry Mills' Barn Dance (Mills). Tenor and Baritone Duet, Orch. Accomp. Byron G. Harlan and Arthur Collins
 A924 It's Always June When You're in Love (Harris). Tenor Solo, Orch. Accomp. James Reed
 I Miss You, Honey, Miss You All The Time (Harris). Soprano Solo with Chorus, Orch. Accomp. Ada Jones and Chorus
 A928 Oh You Dream! (Jerome and Schwartz). Baritone Solo, Orch. Accomp. Ed. Morton
 Here Comes a College Boy (Bowers). Tenor Solo, Orch. Accomp. Frederick V. Bowers
 A923 Butty and I—March (Martin). 12th Regt. N. Y. N. G. Drum and Bugle Corps
 Pompton Jig and Butch Bruen (Martin). 12th Regt. N. Y. N. G. Drum and Bugle Corps
 A922 O Come, All Ye Faithful (Adeste Fideles). Brass Quartet and Organ Accomp.
 Some Sweet Day Bye and Bye (Doane). Tenor and Baritone Duet, Orch. Accomp. Harry Anthony and James F. Harrison
 A920 In Cellar Cool (Fischer). Bass Solo, Orch. Accomp. William McDonald
 Rocked in the Cradle of the Deep (Knight). Bass Solo, Orch. Accomp. William McDonald
 A918 The First Noel. Unaccomp. Invincible Male Quartet
 Medley of Christmas Carols (Arranged by C. A. Prince). Columbia Brass Quartet
 A921 Seeing Nellie Home (Fletcher). Counter-tenor Solo with Quartet Refrain. Frank Coombs and Brunswick Quartet
 Mollie Darling (Hays). Counter-tenor Solo, Orch. Accomp. Frank Coombs
 A925 The Love Dance—Intermezzo, from "Madame Sherry" (Introducing "Every Little Movement.") (Hoschna). Prince's Orchestra
 The Birth of Passion, from "Madame Sherry" (Hoschna). Prince's Orchestra
 A919 Christmas Bells (Weihnachtslied) (Buttshardt). Violin and Harp Duet. George Siegel and Carl Schuetze
 Santa Claus' Workshop (Phillips). Descriptive Selection. Prince's Orchestra
COLUMBIA 12-INCH DOUBLE DISC RECORDS.
 A5230 Hungarian Rhapsody No. 2 (Liszt). Part 1. Hungarian Rhapsody No. 2 (Liszt). Part 2. Prince's Band

NEW COLUMBIA "BLUE LABEL" DOUBLE-DISC RECORDS.

- A929 Play That Barber Shop Chord (Muir). Orch. Accomp. Bert Williams
 You're Gwine to Get Somethin' You Don't Expect (Williams). Orch. Accomp. Bert Williams
 A5231 Ain't it Funny What a Difference Just a Few Hours Make? (Robyn). Baritone Solo, Orch. Accomp. Raymond Hitchcock
 And The World Goes On (Sutton). Baritone Solo, Orch. Accomp. Raymond Hitchcock
 A5232 Work, for the Night is Coming (Coghill). Unaccomp. Archibald Brothers Quartet
 That Beautiful Land (White). Unaccomp. Archibald Brothers Quartet

COLUMBIA 2-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.

- 1440 Around the Christmas Tree (Varela). Military Band and Children's Voices
 1432 The 3 D G's March (Brophy). Military Band
 1443 The Pazzazza Promenade (Heffer). Military Band
 1435 Gypsy Love Song, from "The Fortune Teller" (Herbert). Baritone Solo, Orch. Accomp. Frank C. Stanley
 1441 Dougherty (Jerome and Schwartz). Soprano Solo, Orch. Accomp. Ada Jones
 1437 The Honeymoon Glide (Walker). Tenor and Baritone Duet, Orch. Accomp. Byron G. Harlan and Arthur Collins
 1434 Dew Drop (Armstrong). Nxylophone Solo, Orch. Accomp. H. Yerkes
 1423 Every Little Movement, from "Madame Sherry" (Hoschna). Soprano and Tenor Duet, Orch. Accomp. Inez Barbour and Walter Van Brunt
 1438 The Rosary (Nevin). Baritone Solo, Orch. Accomp. Norman Williams
 1439 Kiss Me (Snyder). Contralto Solo, Orch. Accomp. Elida Morris
 1442 Du Du (German Yodel). Yodel Song, Orch. Accomp. Geo. P. Watson
 1436 Puncchinello (Herbert). Symphony Orchestra

COLUMBIA 4-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.

- 3162 Moonstruck, from "Our Miss Gibbs" (Monckton). Soprano Solo, Orch. Accomp. Freda Matthews
 3168 That Opera Rag (Berlin and Snyder). Baritone Solo, Orch. Accomp. Bob Roberts
 3171 Come Into the Garden Maude (Balte). Tenor Solo, Orch. Accomp. Vincent Hards
 3173 Mister Johnson, Good-Night (Ingraham). Baritone Solo, Orch. Accomp. George Austin Moore
 3165 Mary, from "Our Miss Gibbs" (Monckton). Soprano and Baritone Duet, Orch. Accomp. Miss Williams and Jack Charman
 3170 Country Dance, and Merry-Makers' Dance (German). Symphony Orch.
 3169 Good-Bye (Tosti). Baritone Solo, Orch. Accomp. Stanley Kirkby
 3163 Casey Jones (Newton). Baritone Solo with Chorus, Orch. Accomp. Arthur Collins and Chorus
 3172 Where the Silvery Colorado Wends Its Way (Avril). Tenor Solo with Chorus, Orch. Accomp. Harry Anthony and Chorus
 3166 On the Road to Mandalay (Hedgcock). Baritone Solo, Orch. Accomp. Robert Howe
 3164 Marche Aux Flambeaux (Torch-Light March) (Clark). Organ Solo. Albert Kettelhey
 3161 You're Mine, All Mine (Morse). Soprano and Tenor Duet, Orch. Accomp. Ada Jones and Walter Van Brunt
 3160 Christmas Echoes (Brooks). Military Band and Quartet
 3167 Selections from "The Chocolate Soldier" (Straus). Military Band
 3174 Polonaise Militaire (Chopin). Military Band

NEW EDISON AMBEROL RECORDS.

- 560 Bells of Christmas. Edison Concert Band and Chorus
 561 Sweet Spirit, Hear My Prayer. Marie Narelle
 562 Valley Flower. Frederic H. Potter and Chorus
 563 Uncle Joe's Rheumatism. Cal Stewart
 564 The Mocking Bird—Fantasia. Charles Daab
 565 My Old Girl. Manuel Romain
 566 Phoebe Jane. Sophie Tucker
 567 My Wild Irish Rose. Oakland and Thompson
 568 Honey I Will Long For You. Billy Murray and Chorus
 569 Selection from "The Wizard of the Nile."
 Victor Herbert and His Orchestra
 570 The Man in the Silvery Moon. Helen Clark and Chorus

- 571 Planning—"Pretty's the Picture I'm Planning". Joe Maxwell
 572 Uncle Tom's Cabin—Entrance of Topsy. Len Spencer and Company
 573 The Dublin Rag. Edward M. Favor
 574 By the Light of the Silvery Moon Medley. New York Military Band
 575 The Birthday of a King. James F. Harrison and Mixed Chorus
 576 Silver Bell. Ada Jones and Billy Murray
 577 Every Little Movement. American Standard Orchestra
 "Madame Sherry". American Standard Orchestra
 578 Moonlight on the Lake. Knickerbocker Quartet
 579 Manila Waltz. United States Marine Band

NEW EDISON GRAND OPERA AMBEROL

- 40034 Lenz (Hildach). Sung in German. Leo Slezak, Tenor
 40035 Meistersinger-Preislied (Wagner). Sung in German. Karl Jörn, Tenor
 40036 Boheme-Mi chiamano Mimi (Puccini). Sung in Italian. Lucrezia Bori, Soprano
 30031 Manon-Ah! dispar vision (Massenet). Sung in Italian. Aristodemio Giorgini, Tenor
 35010 Rigoletto-Caro nome (Verdi). Sung in Italian. Selma Kurz, Soprano
 35011 Les Bouffons—"La Brise" Conte (Zamacuz). In French. Sarah Bernhardt

NEW EDISON STANDARD RECORDS.

- 10446 The Angels' Song. Edison Concert Band and Chorus
 10447 There's a Clock Upon the Mantel Striking One, Two, Three. Freda Matthews
 10448 "Honor Bright, I Loves Yer Right". Ada Jones and Len Spencer
 10449 Reuben Rag. Sophie Tucker
 10450 A Dusky Belle. Olly Oakley
 10451 Curly Head. Byron G. Harlan
 10452 Good-Bye Betty Brown. Frederic H. Potter
 10453 That's Good. Edward Meeker
 10454 Sweetness. Peerless Quartet
 10455 Blaze of Glory March. New York Military Band

FOREIGN AMBEROL AND STANDARD RECORDS.

- ITALIAN—AMBEROL.**
 7504 'A Ricciulella (Falvo). Neapolitan Song, Orch. Accomp. Francesco Daddi
ITALIAN—STANDARD.
 20600 Suonne sunnate (Capolongo). Neapolitan Song, Orch. Accomp. Giovanni Colamarino
HEBREW—AMBEROL.
 10005 A Yudischy Chupe (Smulewitz). Comic Song, Orch. Accomp. Solomon Smulewitz
HEBREW—STANDARD.
 21019 Zu der Chupe veshere (Smulewitz). Comic Song, Orch. Accomp. Solomon Smulewitz

NEW VICTOR RECORDS.

- | No. | Title | Size. |
|-------|--|---|
| 5803 | Indian Summer (Two-Step Intermezzo) | Moret 10 |
| 5802 | Grizzly Bear | Botstord-Schulz 10 |
| 31800 | Adagio Lamentoso (from "Pathtique Symphony") | Frederic H. Potter and Chorus
Schaiakowsky 12 |
| 5804 | Polka Fantastic (Trombone) | Arthur Pryor's Band. Pryor 10 |
| 5800 | The Girl of My Dreams | Haverbach-Hoschna 10 |
| 5801 | Way Down in Cotton Town | Leslie Plantadosi 10 |
| 5805 | Alma (from "Alma Where Do You Live") | Billy Murray and American Quartet (with orch.)
Hobart-Briquet 10 |
| 31802 | Gems from "Our Miss Gibbs" | Opening Chorus, "Garods"—Chorus of Bridesmaids—Solo and Chorus, "Mary"—Duet, "Our Farm"—Chorus, "Moonstruck"—Final, "Saturday Afternoon." |
| 31801 | Gems from, Olivette | Chorus, "Marriage Bells"—Solo, "Bob Up Serenely"—Solo, "Sob Song"—Entre-acte, "Valse"—Chorus, "How Melancholy"—Solo and Chorus, "In the North Sea Lived a Whale"—Final. |
| | | Audran 12
Victor Light Opera Co. |

PURPLE LABEL RECORDS.

- 60027 Andalousse. Emile Pessard 10
 John Lemmon, Flutist (piano accomp.)
 70024 Parla Waltz. Arditi 12
 Soprano Solo by Lucy Isabelle Marsh (with orch.)
 70025 La Fille de Mme. Angot—Voyons, Monsieur, raisonnons politique (Let Us Talk Politics)
 Mme. Lejeune—M. Devries (with orch.)
 Lecocq 12
 In French.
 60028 Wee Jean MacGregor. Comic Song by Harry Lauder (with orch.)

NEW RED SEAL RECORDS.

- 88253 Don Giovanni—In quali eccessi (Aria of Donna Elvira) Mozart
 88254 Il Flauto Magico—Ah lo so (All Has Vanished) (Pamina's Air from Magic Flute) Mozart
 Jobanna Gadska, Soprano (with orch.)
 Twelve-inch—In Italian.
 74187 The Star of Bethlehem. Adams
 74189 Messiah—Ev'ry Valley Shall be Exalted. Handel
 74190 Messiah—Comfort Ye My People (with orch.)
 Evan Williams, Tenor (with orch.)
 Twelve-inch—In English.
 64150 Don Giovanni—Leporello Aria—Part I, "Madamina, il catalogo" (Gentle Lady, This List)
 Marcel Journet, Bass (with orch.)
 Ten-inch—In Italian.
 74191 Don Giovanni—Leporello Aria—Part II, "Nella bionda" (The Fair One). Mozart
 Twelve-inch—In Italian.
A STARAT MATER AIR AND A KIPLING BALLAD BY WITHERSPOON.
 64151 Rolling Down to Rio. Kipling-German
 Herbert Witherspoon, Bass (with orch.)
 Ten-inch—In English.
 74192 Starat Mater—Pro peccatis. Rossini
 Twelve-inch—In Latin.
 74188 Blumentleben (Der Zentur). Hubay
 Maud Powell, Violinist (accomp. by George Falkenstein).
 Twelve-inch.

VICTOR DOUBLE-FACED RECORDS.

- 16650 If He Comes In, I'm Goin' Out (Mack-Smith)
 Eddie Morton 10

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- A Coon's Love Song (Negro Characteristic) (Armand) Pryor's Band 10
- 16789 In the Sunshine of Your Love (from "Barry of Ballymore") (Reed-Olcott-Ball) Harry Macdonough Society Swing Two-Step (Frantzen) (for dancing) Pryor's Band 10
- 16806 Valley Flower (Mills) American Quartet "River Shannon" Medley Two-Step—"My Cousin Caruso," "Lily of the Prairie," "Where the River Shannon Flows" Pryor's Band 10
- 16807 Kiss Me (Berlin-Snyder) Elida Morris The Belle of the Barber's Ball (McColan-Cragg) Jones and Murray 10
- 16825 The Coming of the Year (organ acc.) Church Bells Lord Dismiss Us With Thy Blessing (Dismissal) (M. Portugallo) (organ acc.) Trinity Chimes 10
- 16827 Barecarolle (Oh, Night of Love!) (from "Contes d'Hoffman") (Offenbach) Mr. and Mrs. Wheeler 10
- Fatinitta Selection (von Suppe) Pryor's Band 10
- 16828 I'm Fancy Free (from "Girl in the Train") (Smith-Fall) Inez Barbour Mary (from "Our Miss Gibbs") (Ross-Monckton) Elizabeth Wheeler and Haydn Quartet 10
- 16829 Araby March (Bandurrias and Guitar) Estudiantina Trio 10
- Echoes from Naples—Polka (Frosini) (Concertina-grand) P. Frosini 10
- 16830 Who Can Tell What Love Is? (Broadhurst-Barratt) Inez Barbour 10
- When the Autumn Leaves are Falling (Wood-Jansen) Harry Macdonough 10
- 16831 "Little Orphan Annie" (James Whitcomb Riley) Henry Allan Price 10
- Aunt Shaw's Pet Jug (Holman F. Day) Henry Allan Price 10
- 16832 The Man in the Silvery Mogn (Brown-Ayer) Helen Clark and Haydn Quartet Hobomoko—An Indian Romance (Reeves) Pryor's Band 10
- 16833 Meet Me To-Night in Dreamland (Whitson-Friedman) John Young To the Strains of that Wedding March (It's a Long, Long Walk) (Kahn-Leroy) Billy Murray 10
- 35165 Hope Beyond (White) Anthony and Harrison The Kerry Dance (Molloy) Elizabeth Wheeler 12
- 35181 Attila Selection (Verdi) Pryor's Band Leonore Overture No. 3 (Beethoven) Pryor's Band 12
- 35182 Love Dance—Intermezzo (from "Madame Sherry") (Hosehina) Victor Orchestra Walter B. Rogers, Conductor. Concertino (Weber) (Clarinet). Charles Draper 12

- 5015b Le Caid, Overture (A. Thomas). Sonora Symphony Orchestra.
- 5023a To the End of the World With You (E. Ball). Henry Burr, Tenor. Orch. acc.
- 5054b Garden of Roses (J. C. Schmid). Henry Burr, Tenor. Orch. acc.
- 5010a Uncle Josh at the Dentist's (Stewart and Alexander). Dialogue.
- 5007b Uncle Josh and the Sailor. Cal Stewart. Monologue.
- 5035a Kerry Mills' Barn Dance (K. Mills). Sonora Military Band.
- 5041b The Crack Regiment, Patrol (T. M. Tobani). Sonora Military Band.
- 5022a Bell in the Light House (Lamb and Solomon). Frank C. Stanley, Baritone. Orch. acc.
- 5001b Asleep in the (H. W. Petrie). Frank C. Stanley, Baritone. Orch. acc.
- 5006a Good Night, Good Night (E. R. Ball). Henry Burr, Tenor. Orch. acc.
- 5026b Beautiful Isle of Somewhere (J. S. Fearis). Percy Hemus, Baritone. Orch. acc.
- 5032a The Gondoliers' Waltz (O. Roerer). Sonora Military Band.
- 5016b Carmen. Selection (G. Bizet). Sonora Symphony Orchestra.
- 5031a Under Arms. March (A. Hayes). Sonora Military Band.
- 5036b Coconut Dance (A. Hermann). Sonora Military Band.
- 5056a In Our Baseball Family (T. Morse). Joe Brown, Baritone. Orch. acc.
- 5049b Shaky Eyes (Clark). A. Collins. Baritone Solo. Orch. acc.
- 5055a Any Little Girl, That's a Nice Little Girl, Is the Right Little Girl for Me (F. Fischer). Joe Brown, Baritone. Orch. acc.
- 5051b Grizzley Bear (G. Botsford). A. Collins. Baritone Solo. Orch. acc.
- 5050a The Barber Shop Chord (L. F. Muir). A. Collins. Baritone Solo. Orch. acc.
- 5052b The Temptation Rag (H. Lodge). A. Collins. Baritone Solo. Orch. acc.
- 5061a Who's Looney Now. Comedy Song (Selden-Zittel). Bob Roberts. Orch. acc.
- 5062b That Opera Rag. Descriptive Coon Song (Berlin-Snyder). Bob Roberts. Orch. acc.
- 5057a Call Me Up Some Rainy Afternoon (I. Berlin). Joe Brown, Baritone. Orch. acc.
- 5058b I Won't Be Back Till August (A. Gumble). Joe Brown, Baritone. Orch. acc.
- 5043a Nora Malone (A. Von Tilzer). Frank C. Stanley, Baritone. Orch. acc.
- 5060b That's the Fellow I Want to Get. Comedy Song (Bryan-Meyer). Bob Roberts. Orch. acc.
- 5029a Humoreske (Dvorak). Violin Solo by Leo Schermann. Piano acc.
- 5053b Serenade (Drdla). Violin Solo by Leo Schermann. Piano acc.

WIN PRIZE WITH FLOAT.

Junction Phonograph Co. Have Elaborate Float in Industrial Parade in Jersey City—Feature the Victor.

In the industrial parade in Jersey City, N. J., which was one of the events during the recent



JUNCTION PHONOGRAPH CO.'S HANDSOME FLOAT.

elaborate celebration of the 250th anniversary of the settlement of Bergen County, the Junction Phonograph Co., who handle the Edison and Victor lines at 492 Communipaw avenue, won special mention from the judges and a prize for their handsome float, pictured herewith. One of the features on the float that appealed to those who watched the parade was a Victor machine, which was kept busy playing appropriate airs throughout the line of march.

SONORA PHONOGRAPH CO.'S DOUBLE SIDE RECORD LIST.

- NOTE.—A, b, refer to same record.
- 5003a Uncle Josh at the Photographer's. Cal Stewart. Monologue.
 - 5008b Uncle Josh in a Chinese Laundry. Cal Stewart. Monologue.
 - 5021a Brown October Ale, from "Robin Hood" (R. De Koven). Frank C. Stanley, Baritone. Orch. acc.
 - 5025b Dreaming Serenade (Heiser and Dailey). Henry Burr, Tenor. Orch. acc.
 - 5020a Put On Your Old Gray Bonnet (P. Wenrich). Frank C. Stanley, Baritone. Orch. acc.
 - 5044b I've Got the Time, I've Got the Place, But It's Hard to Find the Girl (J. R. Henry). Henry Burr, Tenor. Orch. acc.
 - 5048a Dinah From Carolina (A. Von Tilzer). A. Collins. Baritone Solo. Orch. acc.
 - 5034b La Gioconda, Dance of the Hours (A. Ponchielli). Sonora Military Band.
 - 5030a Simsbild, Waltz (P. Lincke). Sonora Orch.
 - 5024b Good Night, Little Girl, Good Night (J. C. Macy). Henry Burr, Tenor. Orch. acc.
 - 5005a Uncle Josh in a Department Store. Cal Stewart. Monologue.
 - 5009b Uncle Josh's Second Visit to New York.
 - 5004a On Lalawana's Shire, from "A South Sea Island Love Story" (R. Johnson). Al. Campbell, Tenor. Orch. acc.
 - 5002b Everything Depends on Money, from "Hamlet On Broadway" Van Alstyne). Fred. Lambert, Baritone. Orch. acc.
 - 5038a The Blue Danube. Waltz (R. Strauss). Sonora Military Band.
 - 5038b Golden Gate. March. Sonora Military Band.
 - 5037a Medley of Lauder Hits. Sonora Military Band.
 - 5039b El Vaston. March Militaire. Sonora Military Band.
 - 5012a Amoureuse. Valse Lente (C. Berger). Sonora Symphony Orchestra.

BE A MASTER OF TIME.

Never allow yourself to say "I ain't got time," not because it's ungrammatical, but because it shows you're not a master of time. The thing to do is to make time.

Get right onto the job assigned you with both feet. Don't putter. Don't weigh the "ifs" and "ands" till they're a ton. Tackle them when they're in the ounce scale.

Saying you "have no time" puts you in third class, and third-class fellows aren't called upon in emergency cases. You have time. That's the way to talk, and carrying that principle out will make a man of you.

THOS. H. MACDONALD IN WASHINGTON.

Thomas H. MacDonald, general manager of the Columbia Phonograph Co.'s factory in Bridgeport, Conn., and an inventor of note, was in Washington, D. C., last week to attend the funeral of a relative. Mr. MacDonald was a visitor to the Washington store.

Orton Brothers, of Butte, Mont., have given over a large portion of their store to talking machines exclusively. The new department has been very tastefully arranged, and the instruments shown to decided advantage.

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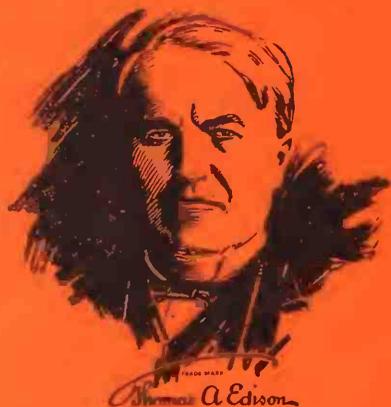
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