

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, December 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.

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The Talking Machine World

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New York, December 15, 1910.

Price Ten Cents

WINDOW DRESSING HINTS

Should Be Absorbed Whenever Possible—No One Brain Can Hold All Such Knowledge.

There are some window dressers following the profession who will not take suggestions from any one. On the other hand, there are trimmers, who are constantly soliciting them, and will take them from any one. Sometimes suggestions are offered, then again through a conversation with a friend, some remark will be passed that is suggestive and the wide-awake trimmer, developing the idea, will make a record-breaking, fine window, according to W. M. Sickle, who ranks as an authority.

The old saying that "we are never too old to learn" applies right here. Sometimes a suggestion from a child, properly developed and worked out by a professional trimmer, will produce a most original display. The trimmer who is afraid to follow some one else's suggestion, for fear of losing the credit of the work, is usually the man who puts up a symmetrical, rigid window and never strikes a pictorial design. The largest stores of to-day are composed of departments, with one man in charge of each department. These men work together for the benefit of the firm.

There is no large firm that would depend wholly upon one brain, to decide its most important matters. This is one good reason why a live trimmer in charge of a set of show windows, should be on the lookout for all the suggestions he can get and use all the brain power he can command to make his windows attractive and effective. The show window is the best salesman that any firm can procure when properly dressed.

TALKERS IN ATLANTA SCHOOLS.

Large Machines Placed in the Hallways, Which Play the Music for the Children to March by—Prove a Great Improvement Over the Drums Formerly Used in School.

The times are getting mightily fast and progressive these days. What was speedy a few years ago is now as slow as a funeral. It doesn't require a far stretch of the imagination to conceive an army of soldiers charging into battle to the stirring rhythm of a popular march as played on a talking machine.

And especially is it not hard to imagine such a thing when you figure that right here in Atlanta to-day, says the Journal, they are using talking machines for the school children to march by, instead of the old-fashioned, though admittedly excellent, drum.

The idea was conceived by Mrs. Thomas, principal of the Luckie street school. She gave it a try-out about a month ago, and it worked so fine she's been using it ever since. And now it's been taken up by Miss Stamps, principal of the Edgewood school, with results thus far so encouraging that it will certainly continue in use. Miss Stamps was particular about giving Mrs. Thomas credit for originating the idea, but admits that on taking it up she varied it a little, using the cylinder instead of the disc machine.

The children in Luckie street school have been hiking upstairs and downstairs and in general about the building so long to talking machine music that now the novelty of the thing is worn off, and they go about it in a perfectly matter-of-fact way.

But out at Edgewood it's a little different. They've not had it so long. Friday Miss Stamps tried four different marches, to discover which has the best "beat." A piece called "College Days" is the favorite at the Luckie street school.

Good-sized machines are used. They are placed in the hallway, so that when class room doors are opened they can be heard by all the pupils. When "take in" bell rings in the morning, marching out and in from recess, and at dismissal time in the afternoon, the machines are started up. It takes

about three minutes for all to get out, or in, which is well inside the limit of one record.

The children "catch on" to the time of the music right away, say the principals, and march a great deal better by it than by the drums. When marching to quick, snappy march music they have a natural disposition to stand erect and walk with vigor and precision.

The talking machine above referred to is a BNW Graphophone and records sold by Manager Terhune, of the Columbia store in Atlanta.

FREDERICK CO. HAS THE VICTOR.

The Prominent Piano House of Pittsburg Places Initial Order with the Standard Talking Machine Co. for Records and Machines.

(Special to The Talking Machine World.)

Pittsburg, Pa., Dec. 4, 1910.

An important addition to the talking machine dealers of this city is the W. F. Frederick Co., who have opened an exclusive Victor department, occupying the entire first floor of their magnificent building in this city.

J. C. Roush, of the Standard Talking Machine Co., was fortunate to secure the initial order, which amounted to over \$3,000, and it goes without saying that as W. F. Frederick has a tremendous following in this territory, built up by his straightforward methods of doing business in the piano field, this order will be followed by many.

A feature of the Frederick building is a magnificent recital hall where Victor concerts will be given every afternoon and evening. Special booths of solid glass are being erected and the entire equipment will be undoubtedly one of the handsomest in this city. With their great line of piano customers they start out with a roster of prospects perhaps unequalled, and are going to do a large volume of business.

THE TEST OF RELIABILITY.

One Merchant Finds Advertising Value in Portraits of Old Customers.

One Western merchant is proving the reliable character of his store and the goods he carries by publishing in his advertisement each week a photograph of one of his patrons who has long traded at his store. For example, Mr. Jones' photo picture appeared in the notice and the accompanying reading was to the effect that "Mr. Jones became one of our regular customers in 1890. If the treatment accorded Mr. Jones was not satisfactory he would long ago have ceased to be one of our patrons. It is quality, reasonableness in price and our uniform courtesy to customers that has gained for us a large and continued patronage. Our customers are our best advertisement. If we have treated Mr. Jones right for twenty years, don't you think our store is a pretty good place for you to patronize?"

TALKING MACHINE AS TEACHER.

Geo. Nelson Holt, a Prominent Teacher, Finds It a Valuable Aid in His Work.

A much disputed point of view among musicians is the use of the mechanical reproducer of the human voice in relation to the student, but a phase of the subject which does not seem yet to have made itself felt was recently suggested to the editor of this paper by a well qualified and quite disinterested vocal teacher, George Nelson Holt, who placed the matter in an altogether different light than previously had been noted. Mr. Holt is an American teacher, who is evidently guided by no other motive than the securing of the best possible results from his teaching. Asked as to the reason he should need to acquire for his studio a talking, or rather singing, machine, he replied that it prevented considerable argument, for every teacher knew how

prone pupils were to argue the matter of interpretation, suggesting that Mme. Schumann-Heink phrased in such and such a way, that Mme. Gadski took breath differently, and that Mme. Melba made certain alterations in a song, or it might be that Miss Farrar hurried the tempo more effectively, and so on ad infinitum, as some of the professional students are wont to do. As a silencer of argument then, says the Leader and Concert Goer, Mr. Holt employs the mechanical device which reports accurately the songs of certain singers and he says that he finds it most helpful as a practical illustration and for proving the accepted interpretation.

AFTER THE HOLIDAYS, WHAT THEN?

December Not the Only Month in the Year—Why Not Put Forth Special Efforts and Make Every Month a Holiday Month?

Generally, at about the end of August, there begins the annual speculation as to what the holiday business will amount to. If business is good in the early fall the dealers begin to worry about getting stock to meet the great demand that must surely materialize at Christmas time; if, on the contrary, business is bad at that time they seem to take the stand, "Oh, well, we'll make up for this later," and stand pat.

Why should such a condition be allowed to exist in the talking machine trade? The dealers are not selling Christmas trees or ornaments for same, but are handling a product that should be and is salable every month in the year. With the emphasis put on the Christmas trade one is led to ask, After the holidays, what then? Does the dealer plan to lie dormant until the next fall, or just keep right on expanding his business throughout the balance of the year.

It is safe to say that at least 75 per cent. of those who observe the custom of giving Christmas presents have to so divide their money, in order to buy presents for many different people, that they are not in the position to buy a high-priced talking machine for any one present. As a matter of fact, they are much more likely to buy such an outfit between the holiday seasons, for their purses will better stand the strain and they are more easily approached by the salesman.

It is quite the proper thing, of course, to bend special energies toward getting all there is out of the holiday trade, for there is naturally a great deal of extra business lying around for the talking machine men, but that display of energy should not sap all the enthusiasm that should spread over all the year. Try making every month from January to December, even the "dead" mid-summer months, a holiday season—the results will make the effort worth while.

It will make a fine New Year's resolution.

PHOTOGRAPHS THE VOICE.

French Physicist's Invention Tells When a Note is Pure.

Voice photography is the invention of a French physicist, Dr. Marage. He says it will be of enormous value to orators, actors, singers and, indirectly, to musical critics. The sounds strike a small disc of india rubber, the vibrations of which are minutely and exactly reproduced on a small mirror. A ray of light is thrown on the mirror, which reflects the vibrations at various angles. A sensitive film unwound by clockwork receives the impression of these reflections. The picture, according to the inventor, will indicate whether the singer's voice be true, whether his tempo be correct, and whether his method of breathing be right.

A true note is shown by a series of parallel and equal bands, while a wrong note produces a rough, irregular impression. It is suggested that pocket voice cameras will be of great use to persons of a critical turn of mind who are fond of going to the opera.

A GREAT EDUCATIONAL FACTOR.

How the Modern Talking Machine Has Developed in That Field—What It Means to the Student in This Age of Time Saving Methods—Permits of the More Thorough Study of Music in the Schools—The Interesting Address of Mrs. Frances E. Clark, Supervisor of Music in the Milwaukee Schools, Given Before More Than 1,000 Teachers Recently Arouses Enthusiasm.

During the annual convention of the Wisconsin State Teachers' Association, held in Milwaukee, Wis., a short time ago, Mrs. Frances E. Clark, supervisor of music in the Milwaukee schools and prominent throughout the Teachers' National Association, gave an address before more than 1,000 teachers on the development of the talking machine as an educational factor. She said:

"This is an age of great things. The last century was the most wonderful in all history in the invention of mechanical things—ways and means of doing the world's work in a better, quicker and more sanitary way. What the present century is to be is a very large interrogation point. Certainly not so great as the last in invention, but greater in the results that must come from those inventions. Many religious believers think that this will be the dawning of the millennium—a reign of 1,000 years of the domination of right over wrong, of Christian love and brotherhood.

"Music enthusiasts believe that music is but now entering upon a second renaissance, and that our own America shall be the mother who will bring forth the geniuses of the new age; and our own land and our own true hearts the cradle that shall shelter and nourish the infancy, youth and manhood of the coming kings of songs.

"If this is to be true in even a partial sense, we of the public schools must of necessity assume, whether we will or no, the responsibility of fostering the musical geniuses of the nation. Somewhere in our schoolrooms of to-day are sitting the prodigies, artists and composers of the next decade. What are we doing to make it possible for them to find themselves? What are we doing to prepare an intelligent, music loving and discriminating public to receive and recognize the fruits of the genius when they appear?

"If music is to become the great force of the uplifting of this American people that I firmly believe that it will become, it must be brought about by the next generation knowing more about music and knowing more music itself. School music has taken on a national aspect—not merely the teaching of a few children to sing small repertoire of commonplace songs, but a thorough grounding in the fundamentals of reading music, and a taste and love for the best music in the world—and education of all the people is musical art, which spells a very real 'Musical America.'

"This is an age of rapid change in educational ideas. The standard of twenty years or ten years ago are obsolete—music is not an exception to the general rule. We are all growing, and growth means change—an assimilation of material things around us. We are all changing our methods and our standard year by year. Things that we honestly believed ten years ago, even five years ago, are some of them fading into insignificance because of the coming of newer and better ideas. A few years ago we were all striving to emulate the ideas of Lowell Mason, Luther Whiting Mason, Holt and Jepson. Their work was epoch-making for their time, but were they alive to-day those pioneers with their active minds would be miles away from their own standpoints, and we, too, must move on.

"For many years the battle has raged in school music circles as to how much time should be given to the development of the cultural songs and how much time to the teaching of fundamentals of theory and sight reading. Arguments pro and con have been offered on many a platform, and defenders of either side have waxed warm in conflict for their own particular hobby. Our courses of study are so crowded that only a small portion of time can be given to music. How to get the most out of this small portion of the day is the problem

of the supervisor. A wide experience in song is essential and a thorough knowledge of sight reading is absolutely indispensable. School music must stand or fall by the amount of power given the children going out from us to help themselves to get the things in music that they need for their life enjoyment. We must have the largest possible number of the beautiful songs of the world and yet must in some way find time to thoroughly teach the principles and practice of sight reading.

"Modern science has come to our relief in the perfecting of the talking machine. It is necessary to reconstruct our old ideas of the wheezy, blaring, blattant, brassy thing we have known in the days agone. The new talking machine with its wood horn, its bamboo needle and the wonderful records obtainable is a joy and delight—an artistic success. It has come to be an added power in teaching music in the school, conservatory and the home.

"The old was almost wholly given over to the lower class of music—the coon song, the ragtime, the cheap popular song heard in saloon and dance hall. The new talking machine is eminently respectable and worthy of a place as an educational factor in every school in the land. By its aid we can bring to the hearing of children thousands of the best songs of the world. It brings within our reach literally hundreds of the great things which are impossible otherwise for children ever to hear, save perhaps a few in the large cities. It furnishes the key to half our difficulties, in that it is possible to illustrate for teaching purposes every kind of tone, voice, instrument, style form, phrase and expression. By the use of the machine we may enjoy opera, oratorio, orchestra, band, violin, 'cello, folk songs and ballets over and over again as many times as we like. We may teach the beautiful old folk songs and ballads from the records of the prima donnas, whose voices thus become as familiar as their names.

"In many schools where the supervisor is unable to sing well, or where the work must be done by the grade teacher, who often possesses a most unmusical voice, it is a priceless boon to thus be able to teach the songs correctly. We may speak of head tone, but the children do not understand by telling; but let them hear a pure head tone as given by Melba or Sembrich, and it becomes clear. We speak of the opera—children have never heard opera—their parents perhaps have never heard opera—they do not understand what we mean. But give to an eighth grade or a high school chorus the story of 'Il Trovatore' or 'Ernani,' then turn on the record as sung by our great artists,

arias, choruses, duets, orchestra and all, and the whole subject is illuminated.

"In our rural schools, villages and smaller cities it is impossible for children of even high school age to hear more than an occasional artist. The great singers do not visit smaller places. What then must it mean in the education of the youth of our land to be able to bring into every eighth grade and high school, no matter how remote from the great art centers, the reproductions of the voices of the greatest singers the world has ever known.

"We are only just beginning to realize the possibilities that lie in a talking machine as a power of education. The talking machine was not invented for the public school, but so boundless seems the horizon in this particular field that soon it must become the great purpose for which it continues to exist.

"Music has no superior in the entire curriculum in its power to reach the innermost springs of life in the growing boy or girl. This power can be measured by the amount and kind of music that he is able to hear and enjoy, and his skill and joy in giving again the music that he knows. The coming of the talking machine marks an epoch in the teaching of music in all schools. If the supervisor is wise, she will not hesitate to call to her aid such valuable assistance. Lest we fall under the condemnation of again talking about music, rather than hearing the music itself, we will listen to the records illustrating certain points, most of which have been used in our schools.

"We have the talking machine in nearly thirty of our schools. They are giving entire satisfaction to the teachers and principals. The children have heard since their introduction last January more fine music than they ever dreamed was in the world before. We are using it as an important factor in social entertainment work. The parents in many districts come into school for an hour's concert in the evening, followed by dancing, under proper chaperonage—the music being given by the machine.

"As yet there are few records made of songs suitable for classes lower than grammar grades. The need of having records made for songs suitable for kindergarten and primary classes is immediate. Could we have records of the little classics of child words it would fill the same place in the lower grades that it is now doing in the grammar grades and high schools.

"The children are deliriously happy when permitted to come to the assembly hall and sit down

(Continued on page 6.)

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



Victor "quality" is the thing that counts

Quality is the backbone of Victor success and Victor supremacy. Don't overlook that point.

Remember these two important facts:

The Victor is an instrument of quality—a perfect musical instrument. Victor Records are works of art—musical masterpieces.

The dealer who constantly emphasizes these things puts his business on a higher level and makes the most money.

So take advantage of these vital facts to increase your prestige and add to your profits.

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

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A Merry Christmas and good business throughout a Happy New Year to every man who handles the Columbia line and to every man who ought to—and that doesn't leave anybody out.



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

A GREAT EDUCATIONAL FACTOR.

(Continued from page 4.)

for a concert from the machine. They become so discriminating in their tastes and learn to love the finest things as they hear them again and again. We select the records with infinite care and only the very purest and sweetest music is permitted to be heard.

"This is a new movement, but already the results are so wonderful that we find ourselves amazed at the influence. What the near future may develop in this field is as yet unguessed; but one thing is sure, the talking machine has come into the schools to stay, and has already proved itself to be a wonderful ally to the musical, cultural and social phase of school life."

HARMONY IN THE STORE.

Each Salesman Should Aid in Making the Store Atmosphere as Cheerful as Possible.

It's up to the salesman to make a cheerful atmosphere about the store as much as for the boss. Probably the proprietor has more to ruffle him up than we boys do, and I know that nothing is appreciated more by the boss than to help him over the blues in the morning. It's also a good plan to agree with him at times when you cannot agree with yourself in doing so. For instance, if he sees merit in an article which you (the clerk) cannot, it pays at times to agree with him and advise purchasing; then when the article arrives go sell it. That's making good.

Courtesy to all customers is imperative, but courtesy between proprietor and clerk is also absolutely necessary to the comfort and prosperity of the business, says F. E. Cross, in the *Hardware Dealers' Magazine*.

It's wise to take the affirmative view of things. Arguing against the policies of the boss is very uphill work. If you do not agree inwardly do so outwardly and then find a good way out of the difficulty you know you are stepping into.

It costs high to live nowadays, and if one is obliged to ask for more pay it should be done in the most courteous way. No demands, no threats, simply: "Do you feel I deserve a raise this season?" is sufficient. "Twill accomplish much more than: 'You must raise my pay this season; I have another place in view.' Chances are you'll view the other place and see your error perhaps too late.

The clerk that buys his customers with discounts and cigars is less substantial than he who spends a moment's time with instructive and pleasant conversation with his customers, though oftimes the customer thinks he knows more about the article than the clerk; in this case simply show him the goods (naming prices as you go) and tell how smart you think he is.

'PHONE AND PHONOGRAPH COMBINED.

A telephone line provided with phonographic transmitting and receiving apparatus has been installed in London. The object of this innovation is to make it possible to send a telephone message

to a person who is not at the moment within reach of his telephone. The person called finds, on returning to his home or office, a phonographic record of the telephone message which was sent during his absence, and his phonograph reproduces the message from the record. This result was sought and obtained, in principal, by Poulsen, the Danish physicist, who has perfected the method of producing sustained electric waves by means of the singing arc. Poulsen's telegraphone, which was exhibited in Paris in 1900, is an electromagnetic phonograph which can readily be applied to the registration of telephone messages. The record is made on a ribbon of steel, which moves between the poles of an electromagnet and receives and preserves a magnetic impression of the words spoken into a microphone connected with the electromagnet.

BOGGS & BUHL'S NEW MOVE.

The Prominent Department Store at North Side Becomes Victor Dealers—Buys Stock from the Standard Talking Machine Co.

(Special to The Talking Machine World.)
Pittsburg, Pa., Dec. 3, 1910.

Boggs & Buhl, the large department store at North Side, this city, have opened an exclusive Victor department, which is under the management of Mr. Phelps. The initial order for stock, amounting to \$3,000, was secured by the Standard Talking Machine Co., of which J. C. Roush is treasurer. This establishment is one of the leading concerns of its kind in this territory, and has over seventeen thousand charge accounts. The new Victor department is located on the second floor, and is handsomely fitted up with soundproof rooms and attractive furnishings.

SINGS AT HIS OWN FUNERAL.

Records Made by a Cobbler Used at His Burial Services.

Pietro Ficco, a shoemaker and amateur musician, and very fond of a phonograph, which was his first purchase with his savings, sang at his own funeral. Ficco died at the home of compatriots with whom he boarded in Washington. Unable to afford a funeral with song, as he could have obtained in his native village in the Abruzzi, he requested that his phonograph be utilized in the service.

Ficco owned several records, with "The Angels' Serenade" and Gounod's "Ave Maria," sung by himself, and these, the only two in the repertoire considered desirable for so solemn an occasion as a funeral service, were used. The phonograph and seventy-two records will be sent to his aged mother in Italy.

THE FACE OF THE STORE.

One of the most important advertising mediums for a retail dealer is the show window. It is the face of the store. The chief means you have of judging a person is by his face. It is the index of character. Strength or weakness, firmness or vacil-

lation, good or evil, purity or lewdness, intelligence or ignorance, kindness or harshness, gentleness or roughness, confidence or doubtfulness, success or failure are all stamped thereon, and you are instinctively attracted or repelled. You like or dislike a person by the impression made upon you by his face. It is just the same with the "face" of the store. It advertises you and your business, whether you display any goods in your window or not, whether your display is good or poor. It is in your window that you can demonstrate what kind of a merchant you are, and you will be largely judged by what is done or what is not done therein.

TALKING MACHINE DEALERS MEET.

Hold Extra Session in New York and Discuss Various Matters of Interest to the Retail Talking Machine Trade.

The Eastern States Talking Machine Dealers' Association, whose regular meeting on November 12 was poorly attended, owing to the day being a legal holiday, held another meeting on November 16 at the Cafe D'Or, New York, at which President Frank C. Storck presided, and at which the attendance was large. As usual, the meeting was full of interest for the members, who entered into a lengthy discussion of trade problems and various matters directly affecting the retail talking machine business. Opinions, unfavorable as a rule, were expressed regarding the present systems in vogue of cutting down excess stocks of dead records, and a resolution was passed suggesting that the manufacturing companies refrain from advertising new styles of machines to the general public before they are in a position to meet any sudden demand of the dealers for those particular styles of machines. Following the regular meeting the executive committee went into private session to decide upon several association matters pending and to pass upon the applications of a number of dealers.

The membership of the association is growing rapidly and some of the most representative dealers in the Eastern States are being drawn into the organization. The next meeting of the association will be held at the Cafe D'Or, on West 24th street, near Sixth avenue, on the second Wednesday in January.

WHAT TO BUY, AND WHEN.

The knowing when to buy, what to buy, and how much to buy, cannot be taught in books, but the beginner in business can teach himself a lot by keeping his eyes open, his memory alert, and his judgment at work.

The ideal way is to buy just enough to keep ahead of the demand, but not too far ahead. The proper thing, of course, is to push the demand so that it shall become greater and greater. And the surest way to increase the demand is to increase the variety of goods carried. "This is more necessary," declares a dealer, "than to increase a stock of goods already introduced. As one increases his capital, he should also increase his knowledge."

TRADE ON THE PACIFIC COAST.

November Business Most Satisfying to Talking Machine Dealers—Holiday Buying Commences Early—New Models of Machines Prove Popular—New Stores Covering Outside Trade Thoroughly—Wholesale Houses Rushed with Business—Wisdom of Placing Factory Orders Early—Advertising Increases Sales—Sherman, Clay & Co.'s Excellent Report—L. F. Geissler a Visitor—Babson Bros., of Chicago, Enter Local Field—Open Retail Store and Will do Mail Order Business—What the Various Houses Are Doing.

(Special to The Talking Machine World.)

San Francisco, Cal., Dec. 1, 1910.

Whatever was lacking in the local retail trade for the month of October has been fully compensated for by the November business. Holiday shopping has commenced unusually early this season, and a steady improvement has been noted throughout the month, the volume of sales since Thanksgiving being exceptionally large. Money seemed to be scarce during the summer and early fall, but at present people are spending freely, and if December keeps on as November has ended the season will be one of the best ever experienced in this city. All the dealers have for some time past been placing their strongest efforts behind the higher priced machines and records, and this work has been rewarded by an enormous demand, so that in some lines it is not always easy to get sufficient stock. The business in lower priced lines, however, keeps fully up to former records, and there is no doubt that this class of goods will continue to find a ready market. In the way of machines, the greatest promise seems to lie in the new models of high class articles, designed to sell at a little less than the earlier models of really expensive machines, which are reaching a class of trade which formerly purchased medium-priced goods.

The outside trade is now settling down for the last stretch of the season. During the early fall many new stores and agencies have been opened all over the State, and the territory is probably covered more thoroughly and efficiently for all the leading makes of talking machine goods than ever before. Some of the most promising stores are in places not well developed in the past, and in such localities new goods are a great attraction. The dealers are well supplied with stock at present, and arrangements for handling the remainder of the year's business are about complete. All reports from outside indicate a highly satisfactory condition, with excellent prospects for the holidays.

The local wholesale houses report an enormous demand, more stock having been delivered than ever before for November, but stocks are in good condition and there will be no difficulty in filling all late orders that come in. Owing to the extent to which both retailers and jobbers placed their orders early, this has been an unusually satisfactory jobbing season from every point of view, and the demonstrated wisdom of anticipating requirements as far as possible will doubtless have a marked effect on methods followed in future. There is, of course, a possibility that the wholesale movement this month may drop off, but this is not now considered likely. The only ground of complaint with the jobbers is their inability to get adequate, and in some cases any, supplies of new lines which had been anxiously awaited. This is a serious disappointment, and will probably delay some business, which would otherwise have come out before Christmas.

A feature of this year's work in the Victor line has been the effect produced by the literature of the Victor Co. urging its dealers throughout the country to order in advance. This suggestion has been generally adopted in California, and is largely responsible, according to Andrew G. McCarthy, of Sherman, Clay & Co., for the fact that their wholesale business last month showed a gain of 75 per cent. over the same period of 1909. Mr. McCarthy also reports an increase of over 30 per cent. in the retail trade of the home store, and altogether the best month this house has ever had, exceeding even the Christmas trade of former years. He says it

has been necessary to place a number of extra wagons in constant service to take care of the deliveries. Mr. McCarthy anticipates a big increase in the retail end this month, and believes the wholesale movement will be fully maintained. Only one shipment of the new Victrolas has been received, and no more will be obtainable before the first of the year, the single shipment being entirely insufficient to fill the orders taken. All other Victor goods, however, are coming through in good shape and will be in ample supply at all times.

L. F. Geissler, general manager of the Victor Talking Machine Co., spent a couple of weeks in and around San Francisco early in November, calling on all the dealers, both large and small. He took pains to emphasize the company's advice to buy early. Mr. Geissler found time to spend a few days at his favorite diversion of duck hunting on the Suisun marshes, and also to attend the intercollegiate football game, in which his nephew from Los Angeles took a prominent part. Until Thanksgiving Mr. Geissler remained with the trade in southern California.

The most important development in the trade for a long time is the entrance of Babson Bros., of Chicago, into this field. This firm have made arrangements to occupy a ground floor store in the Mechanics' Institute building, 65 Post street, within a week or two, and will conduct a retail store there, making the location its center of distribution for the mail order business all over the State. The company have been unable to gain much headway in this field in the past, owing to the fact that the express charges took up most of the profits, but it has now determined to follow an aggressive policy here. Just what effect this will have on the outside dealers handling Edison goods remains to be seen, but it is believed that the new house will for the most part reach a new class of trade.

Mr. Scott, of the local branch of the Columbia Phonograph Co., has been laid up all month by a badly sprained ankle, but is now putting in full time at the office again. Mr. Cyrus, who recently

took over the territory formerly covered by Mr. Storms, is now in the San Joaquin valley, and reports that conditions throughout central California are very promising for the winter season. Mr. Scott reports an extremely heavy demand for the new \$50 Grafonola Favorite.

The Pacific Phonograph Co. have had a great rush in the delivery of goods for the last few weeks, but has been able to keep the stock in good shape, and Mr. Pommer is greatly pleased over his success in anticipating the wants of the trade. J. E. McCracken, the outside man, has just completed a trip as far South as San Diego, establishing several new dealers along the line. Mr. Pommer says he has been unable to get the Music Master horns and some of the new Edison machines in time for the holiday trade.

C. M. Jones, who was formerly prominently connected with the Pacific Phonograph Co., severed his connection with that firm without warning about a month ago, and is in the Southwest.

Peter Bacigalupi & Sons have had a number of alterations made in their new second floor store, which is now fully as attractive as the old ground floor quarters. A large sign has been added, and Mr. Bacigalupi finds that the talking machine end of his business is keeping up about as well as ever. The shopping and theater district is turning more and more toward that part of town, and the outlook for steady development is considered excellent.

NO PLACE FOR A QUITTER.

John Wanamaker, the great retail merchant, on one occasion said: "If there is one thing on earth that a quitter should leave alone, it is advertising. To make a success of it one must be prepared to stick to it, like a barnacle on a ship's bottom. Advertising doesn't jerk; it pulls. It begins very gently at first, but the pull is steady.

"It is likened to a team pulling a heavy load. A thousand spasmodic, jerky pulls, will not budge that load, while one-half the power in steady effort will start it and keep it moving."



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.

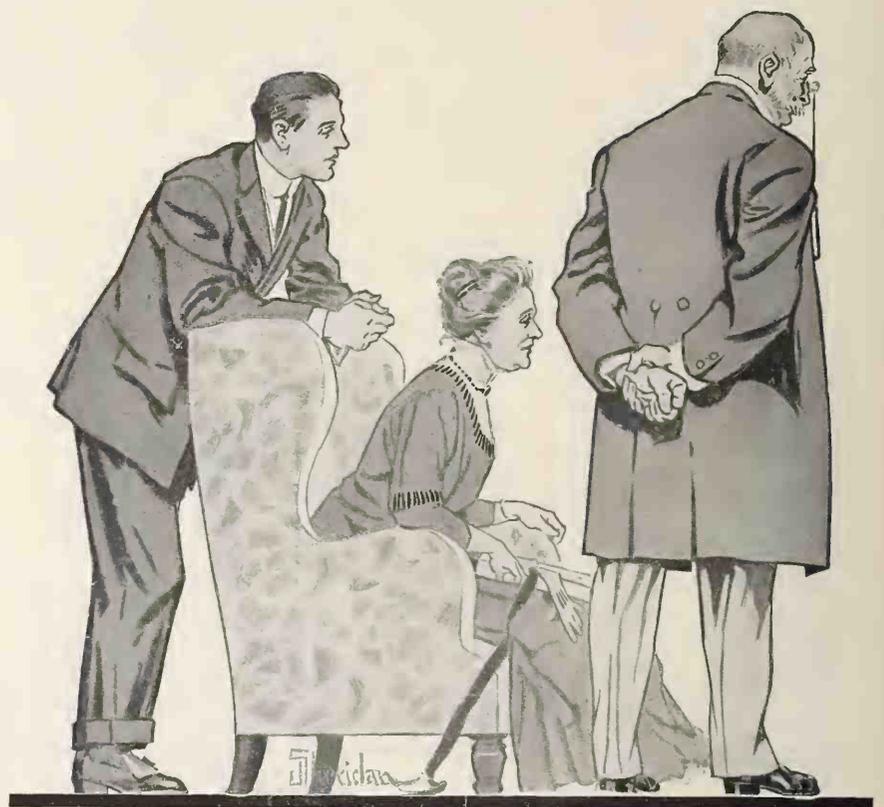
If you want to increase your business, write to-day for full particulars.

International Correspondence Schools

Box 918, Scranton, Pa.

Make EDISON

This great Christmas ad running in double page form in all the current magazines and on the back cover of the Saturday Evening Post is reaching, at a conservative estimate, 30,000,000 readers. Make your local newspaper advertising and window display co-operate with this great national spread of ours.



This year make your
AN EDISON

Make it an EDISON because—

1st—The Edison Phonograph has just the right volume of sound for the home. It is not loud enough to be heard next door or loud enough to echo to the farthest corner of the dealer's salesroom, but in your home its sweet, modulated tones will entertain you and your family in a way that never grows tiresome.

2d—The Edison Phonograph has a Sapphire Reproducing Point that does not scratch, does not wear out and never needs changing, and which travels in the grooves of the sensitive Edison cylinder Records, bringing out the sweet tone for which the Edison is famous.

3d—The Edison is the instrument that plays Amberol Records—records playing twice as long as ordinary records and giving you all of all the world's best music.

4th—The Edison Phonograph permits of home record making

National Phonograph Company

it an

XMAS



Hand yourself the finest Christmas present you ever had by pushing the Edison to the extent it deserves and bringing home your share of the profits on the vast amount of money that a big proportion of this 30,000,000 will spend for Edison Phonographs this Christmas. Is your stock all right? Your Edison jobber will take care of you. Write to him now.

Christmas Instrument PHONOGRAPH

—a most fascinating form of entertainment. It will record what you or your friends say, sing or play and then instantly reproduce it as clearly and accurately as it reproduces the Records of Edison artists.

These are a few of the Edison advantages. You want them in the instrument you buy. So go to a dealer's—there are Edison dealers everywhere—and insist on hearing an Edison—the instrument that has been perfected and is manufactured by Thomas A. Edison.

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

There is an Edison Phonograph at a price to suit everybody's means, from the Gem at \$15.00 to the Amberola at \$200.00. Ask your dealer for complete catalogs of Edison Phonographs and Records, or write us.

NATIONAL PHONOGRAPH COMPANY, LAKESIDE AVENUE, ORANGE, N. J.

59 Lakeside Ave., Orange, N. J.



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

NEW YORK, DECEMBER 15, 1910.

CHRISTMAS trade so far this month gives indications that the volume of holiday business for 1911 will not only equal but exceed that of last year. In some of the higher-priced instruments many dealers complain of shortage, but the factories have been working hard to supply stock, and they expect to meet demands.

Trade as a whole for the year now closing has been very uneven, but nevertheless in volume it will exceed its immediate predecessor. Business improvement has not been as active as many hoped, and its progress was temporarily interfered with by the political campaign.

Another factor which has retarded trade development has been the fact that the working classes have not been spending as much of their surplus earnings for luxuries as might be expected in view of the general employment of labor and the fact that the old indebtedness, due to lack of occupation during the panic year of 1907, has been paid off.

The demand for the cheaper styles of talking machines has not been as active as it should be, while the trade in the higher-priced creations has been simply enormous. The best authorities in the trade look forward to a larger and more satisfying business in the lower-priced machines during the holidays, and in the new year which will soon be with us.

VIEWED broadly, the talking machine business in all parts of the country today is on a healthy basis, and the dealers who are giving it the intelligent consideration which it deserves are making money. Many, of course, have gone backward, and

will continue to do so, because of their indifference to modern requirements in the way of attractive windows and warerooms, and the employment of aggressive methods in creating trade by means of publicity in their local papers, by recitals, and other plans suggested from time to time in these columns, and in which plans they are generously helped by the manufacturers.

It is just the time of year for serious reflection and matters of this kind.

The dealer desirous of getting his share of holiday trade, and of being a powerful factor in business during 1911, must realize that in order to win out he must be a "live wire" in the community. He must not follow in the beaten track of failures, but move along progressive lines.

It is universally conceded that no one plan of trade promotion has been so successful with talking machine dealers as that of recitals. They are among the most effective and progressive schemes for concentrating attention on the merits of talking machines which have yet been conceived.

Where these recitals are properly advertised and invitations sent out, they appeal to a class of purchasers who unfortunately have not given as close consideration to the talking machine as they should—people who are not in touch with the wonderful perfection of the talking machine record, as produced by the leading artists and musical organizations of the world.

Dealers should make it a point to give concerts in their warerooms, no matter on how small a scale. They make friends for the dealer, and are most educational, inasmuch as they stimulate a knowledge of the wonderful possibilities of the talking machine—and by this we mean all makes—among those musically inclined.

ONE of the growing evils in the retail branch of the talking machine trade at the present time is the matter of long time credits. This matter is now receiving the consideration of jobbers throughout the United States, and we understand that a credit curtailment program is under way whereby dealers will be asked to buy goods under a shorter term policy.

While dealers at first consideration may not view this plan with favor, yet as a matter of fact it is an excellent move, because it will compel them to collect closely.

There is no question but that many dealers are lax in their collections and allow accounts to run with their customers which would not be the case if they were compelled to meet their obligations on shorter time.

In all industries to-day business men see the necessity of putting their business on as sound a basis as possible, and this means a credit business that will be helpful all round. We understand, too, that jobbers are co-operating for the purpose of preventing dealers who owe large sums of money to open accounts with their competitors—in other words, jobbers are not going to allow competition to blind them to the necessity of doing business along correct financial lines. Surely the proposed move is both wise and necessary.

THERE is no one department of a dealer's business to which he should give more attention than that of collections. There is a great satisfaction in marking up sales, but, after all, a sale is only successful when the dealer gets his money—the sooner the better.

If dealers allow the regular instalment periods to pass by without customers calling on them or sending their money, they should make it a point to keep a collector busy.

And this collector, by-the-way, can be utilized in the matter of exploiting new records, and stimulating an interest in the talking machine among those who may have temporarily become indifferent.

Dealers who insist upon prompt payments are not going to offend customers. When they realize that this is the fixed policy of the house they will, if anything, co-operate.

Close collections help the credit of the dealer. They raise his standing with the jobbers and convey to them the fact that such dealers are safe and sound business men.

Moreover, close collections mean the use of available cash and it is always better to have a thousand dollars in the bank than on the books. Hence it will pay dealers at all times to exercise a close scrutiny over collections. It means business health and stability.

NO one feature of the development of the talking machine has been so marked in recent years as its association with great artists and their recognition of the tremendous strides which have been made in the perfection of record-making.

Vocal teachers and others who formerly derided the talking machine, looking upon it as a toy, are now utilizing it in their studios as a means of demonstrating style, phrasing, breathing and other essentials in voice production.

Well known writers on musical matters have also "seen the light" and are recognizing the educational value of the talking machine, and the splendid mission it is performing in bringing the best of music into the homes of people who otherwise would be unable to hear the great artists of the world—artists who are earning thousands of dollars a night singing in all the leading opera houses.

A VERY recent and important recognition of the advanced position occupied to-day by sound-producing machines is the fact that Henry Russell, director of the Boston Opera House and associate of the Metropolitan Opera House, New York, has accepted an appointment of consulting director of opera for the Columbia Phonograph Co.

This important announcement which appeared in last month's World is significant and emphasizes the points set forth above that the very leaders in musical and operatic progress are no longer indifferent to factors that are proving the greatest possible aid in inculcating a larger knowledge of music and of the great operas and singers of the day.

WITH THE TRADE IN MILWAUKEE.

Prospects Are That the Holiday Trade This Year Will Surpass That of 1909 by at Least 50 Per Cent.—General Conditions Good—McGreal Arranging for Jobbers' Convention—Giving Talking Machine Concerts in Public Schools—Some Personal Items—Dealers Interested in New Credit Bureau—What Various Houses Have to Report Anent Business—Gimbel Bros. Department Rearranged—Some Popular Records.

(Special to The Talking Machine World.)

Milwaukee, Wis., Dec. 5, 1910.

Retailers report that the holiday trade has opened in earnest and that there is every indication of a total business far in excess of that received a year ago. Leading Milwaukee dealers say that present business is at least 50 per cent. better than for the same period last year.

Industrial conditions in Milwaukee are satisfactory in most lines; prosperity is everywhere evident in the smaller cities and towns of the State, and dealers say that they have every reason this year to feel decidedly optimistic.

The jobbing trade is all that could be asked for. Dealers all over the State are ordering freely and seem to realize that now is the time to get their stocks in shape for the Christmas rush. As in the retail field, demand seems to be strongest for the higher-priced machines, Victrolas and Amberolas selling especially well.

Lawrence McGreal, the prominent talking machine jobber of this city, has begun making the preliminary arrangements for the convention of the National Association of Talking Machine Jobbers, which will be held in Milwaukee, July 11, 12 and 13. Mr. McGreal is negotiating with the hotels of the city, and judging from present indications there will be no difficulty in finding room for the talking machine men who are expected to attend the convention.

Lawrence McGreal has been conducting a series of Edison and Victor concerts in connection with the moving picture shows which the Milwaukee Journal has been giving at the various public schools about Milwaukee. It is the aim of the Journal to educate the people of the various communities to make a more extensive use of the school houses and other public buildings, and the plan is working out most successfully. At the last concert and show held at the Nineteenth District, No. 1, at Thirty-first and Brown streets, a vast crowd was in attendance. The plan, besides giving people the benefit of good pictures and good music free of cost, is proving to be a great advertising scheme for Mr. McGreal.

V. B. Taylor, of Chicago, has been appointed Wisconsin representative of the Victor Talking Machine Co. and is now meeting with an excellent business about the State.

William P. Hope, Wisconsin and upper Michigan representative of the National Phonograph Co., was a recent Milwaukee visitor, reporting business as entirely satisfactory. Mr. Hope is now covering territory in the vicinity of Green Bay, Wis.

Percy Williams, a member of the mechanical engineering department of the National Phonograph Co., was in Milwaukee on business recently.

Lawrence McGreal and family spent the Thanksgiving holiday at Dixon, Ill., with Mrs. McGreal's father, Alderman Martin J. Gannon. Miss Gertrude Gannon, proprietress of the McGreal retail store, is expected to return from Dixon this week.

Milwaukee retail talking machine dealers are highly interested in the new credit bureau that is being organized by the retail merchants' division of the Merchants & Manufacturers' Association. The new bureau, which will be modeled largely after a similar bureau at Indianapolis, Ind., will have headquarters in the rooms of the Merchants & Manufacturers' Association in the Germania Building and will be in charge of James Fetterly, an official of the association. Telephone connection will be made with the credit departments of all the leading stores, and the bureau is expected to be a success from the start. Leading talking machine men say they are confident that the

bureau will save them many dollars each year.

"Business is rushing in all lines," said A. G. Kunde, downtown Columbia dealer, 516 Grand avenue. "General demand is good, and there is every indication that we are entering upon the best holiday season ever experienced by this store. We are keeping our store open every evening from now until Christmas, a sure sign of a lively business."

A new Columbia talking machine store has been opened at 515 Wells street by A. Damasek, formerly of South Bethlehem, Pa. The new store is located in the heart of the Greek and Hungarian district, and Mr. Damasek is securing a good trade from the very start. A small-sized jewelry stock is also being carried.

L. C. Parker, manager of the talking machine department of Gimbel Brothers, has returned from a business trip to Chicago. While there Mr. Parker was the guest of L. F. Geissler, general manager of the Victor Co.

"Business is increasing steadily," said Mr. Parker, "and I look for the heaviest holiday trade in the history of the store. November was a good month and far ahead of the same period of last year. Prospects were never better, the record sales are large, and as they make excellent Christmas gifts I expect to sell great numbers of them."

During the past month the talking machine department has been rearranged, with the result that facilities for handling the trade have been largely increased. Partitions have been erected, so that the department is now shut off from the remainder of the second floor, thus keeping out the noise and scurry which is always evident in a large department store. The different parlors have been touched up and improved in an artistic manner, and additional record cabinets have been installed. All of the fixtures are finished in mahogany, and the walls and furnishings are done in colors to correspond.

In preparation for the holiday trade, J. H. Becker, Jr., manager of the talking machine department of the Hoeffer Manufacturing Co., secured a large stock of high-priced machines, which included Victrolas. Judging from the orders which are being booked, Mr. Becker's anticipated rush in high-priced machines is more than being fulfilled.

"Business is very good," said Mr. Becker, "and it seems as though the holiday rush will be a record breaker. The demand for medium-priced machines is not heavy, but this is more than made up by the call for the best grades. Low-priced machines are also selling well. During the past few weeks the demand for records of the gems of "The Dollar Princess" and "The Chocolate Soldier," and "My Hero" from "The Chocolate Soldier," both of which played in the city recently, has been so great that we have run behind. At one time there were thirty orders on file. Had it not been for the fact that I had put in a large stock of these records, we would have been swamped. Our Zonophone line is selling well also."

Roy J. Keith, of the Talking Machine Co., Chicago, visited the Milwaukee trade recently.

Fritzie Gibbs, of the Rudolph Wurlitzer Co., was a recent visitor in Milwaukee.

IMPORTER'S PROTEST UPHELD.

Board of General Appraisers Decide That Cinematograph Films Are Dutiable as Photographs Instead of as Manufactures in Chief Value of Celluloid.

In sustaining a protest filed by Sussfeld, Lorsch & Co. and others, the Board of United States General Appraisers holds that cinematograph films imported under the tariff act of 1897 are entitled to enter this country as "photographs," with a customs tax of only 25 per cent.

The Collector returned the films as "manufactures in chief value of celluloid," which called for duty at the rate of 65 cents per pound and 25 per cent. ad valorem. General Appraiser Sharretts, who writes the decision for the board, finds authority, so he states, for reversing the Collector's classification and sustaining the protests. The Custom House authorities are directed to reliquidate the entries on the basis of the lower duty.

TALKING MACHINE EXPORTS.

The Figures for August Presented—Reports Show Strong Gain in All Departments of Industry—Some Interesting Figures.

(Special to The Talking Machine World.)

Washington, D. C., Dec. 6, 1910.

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

The total exports of talking machines, records and supplies for October, 1910, amounted to \$276,261, as compared with \$243,241 for the same month of the previous year. The ten months' exportations of talking machines, records and supplies amounted to \$2,138,914.

DIRECT ADVERTISING.

Excellent Results Gained Through Placing Circular Matter in Every Package Sent Out.

"The retail merchant," said a man of experience, "should place in every package that leaves his store some form of advertising matter that is likely to bring back again the purchaser of that bundle."

"Unless it be in a small town, nearly one-half of the trade in a retail store is made up of transient shoppers: of people who have not, as yet, established a permanent place of trade. Everything possible that is fair should be done to make regular patrons out of these transients."

"Let them know all about your business and your stock that it will be to your profit to have them know. The circular or leaflet slipped into the bundle is one way of giving them that knowledge. A dainty little booklet full of facts about your business is a good thing to use. The cost should deter no one, for if it is properly done, it is the cheapest form of advertising you can get. Cheap, because experience has shown that it goes a long way towards getting and holding trade."

TEST OPENS IN AUSTIN

Will Handle the Victor in Handsome Quarters on Congress Avenue That City.

(Special to The Talking Machine World.)

Austin, Tex., Dec. 5, 1910.

Clarence Test has opened one of the swellest and most modern talking machine stores in the South at 800 Congress avenue, this city. He has purchased his initial order of Victor goods from the Petmecky Supply Co. He has considerable floor space in the premises leased from the Bush & Gerts Piano Co., and has fitted them up most admirably. He intends to go after trade in a very lively fashion and promises to be an important adjunct to the talking machine business in this section.

SAMMARCO CHATS OF RECORDING.

Sig. Sammarco, the famous baritone of the old Manhattan Opera House, and now connected with the Chicago Opera House, in a recent interview stated that after he had finished his career as an opera singer he intends to become an aviator. He says that to him it is a fascinating occupation. He said further: "There are two things in life that are particularly hard for me to do. One is this sitting for my picture and the other is singing into a talking machine. Did you ever see an artist singing for a talking machine? No? Well, imagine a horn, the artist in the process of being pulled back and pushed toward this horn at the desire of the operator, and, back of him, an orchestra playing in his ears. With all this distraction the poor singer is attempting to do his best. It is certainly very difficult, for one always fears to spoil something by a wrong movement."

When you think you are at the top of the ladder in your trade do not stop self-satisfied, just "holler for more ladder."

The Lion's Share

Comes to the Dealer Who

The sales of the U-S, the latest, simplest and most rapidly that we predict an immense demand. Our best interests will not fail to present

U-S

Combination

Phonograph

We have made such unusual claims for the U-S Phonograph and Record, that we hardly expect every dealer to appreciate, by merely reading, the wonderful merit of this new line. But we do want you to demonstrate it to your own satisfaction in your own store, by the most rigid comparison, alongside of any other machine you ever sold, saw or heard.

Play the U-S Record on another machine, or play a record of another make on the U-S; no matter what kind of a test you make, you cannot fail to notice the vast difference, the vast superiority, of the U-S product. It produces music of sweetness, of clear definition and musical volume, with a fidelity to the original voice or instrument that will surprise you—rare qualities found in no other machine, because none other has the wonderful "voicing" powers of the new U-S Diaphragm.

A trial will also convince you of the great ease with which you can instantly adjust the machine for either a two or a four-minute record, by simply a twist of the shift key on the automatic reproducer carriage. You will notice the easy and almost noiseless running of the motor. You will appreciate the value of the new U-S Flexible Tone Arm.

In other words, you will see at a glance why the U-S machine really has no competition where its supreme qualities are known.

The public is fast coming to an appreciation of the U-S as a musical instrument; it will soon be the standard phonograph of the whole Western Hemisphere.

Be ready.



U-S PHONOGRAPH COMPANY

of "1911" Profits

Handles the U-S Line

most perfect phonograph, are increasing so
d in 1911. The dealer who is alive to his
re at once to meet this demand.



U-S Everlasting Records

A stock of U-S records is the biggest booster you can get to popularize your store as a center for real music.

With them, as with U-S machines, a demonstration will show you why. They not only reveal unusual quality as to the music itself, but will convince you that you have at last the truly everlasting record. The U-S is scratch-proof, break-proof, wear-proof—no amount of playing can affect it.

After all, the vital reason why the U-S Record is such a big profit maker is the fact that people prefer it to all others as soon as they hear it played. One record sells another, and since they are at their best on U-S machines the records in turn sell phonographs.

The U-S is distinctively a proposition for the trade. We virtually make our dealers our partners, co-operating with them and giving them a profit-making opportunity granted by no other manufacturer.

There are no arbitrary restrictions in our offer; we don't dread competition and comparison. In fact, we are better pleased when there are other makes side by side with the U-S; the comparison emphasizes the latter's superiority.

Notwithstanding reports circulating to the contrary, we are manufacturing entirely under our own patents, which are backed by unlimited capital.

Your opportunity is NOW. Fill out the coupon TO-DAY.



DEC.

**U-S
Phonograph
Co.**

1013 Oregon Ave.
Cleveland, Ohio

Please send full particulars concerning the U-S Line of Phonographs and Records.

CLEVELAND, O., U. S. A.

Name.....
Address.....
City.....
State.....

Beginning at \$17.50 and ending at \$250—the range of Columbia machine prices covers every last possible “prospect” in your territory.



Beginning at 35 cents and ending at \$7.50—the range of Columbia record prices appeals to the man with the hoe and the man with the limousine.



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

GOOD BUSINESS IN CINCINNATI.

November Results Far in Excess of Record for Same Month Last Year—Milner Musical Co. Very Busy and Enlarge Talking Machine Department—Excellent Report from Columbia Co. Headquarters—New “Favorite” Grafonola and the Demonstration Record Make for Increased Sales—Dictaphones in Demand—Lively Aeolian Co. Trade—What the Various Houses Have to Report Regarding the Situation in Cincinnati.

(Special to The Talking Machine World.)

Cincinnati, O., Dec. 9, 1910.

The trade is in the middle of the pre-holiday business, and the outcome is most encouraging. The general reports of the past month indicate that November's results were in excess of the corresponding period last year.

Raymond Stotler, manager of the Milner Musical Co., reports a splendid business for November, having succeeded in more than doubling their business of the same month last year. Mr. Stotler says that he does not believe that this was altogether accounted for by the particularly effective and aggressive advertising campaign, but mostly due to the demand for the better and higher-priced styles of talking machines. The Milner Musical Co. have enlarged their record department and now carry one of the most complete stocks of Victor and Edison records in the State.

Manager R. J. Whelen, of the Columbia Phonograph Co., was in a jovial mood when the writer called upon him, caused, he said, by “fine business and better prospects,” and added: “As predicted in October, the volume of business in November was a record breaker, and there is just no telling what December will bring forth, when we take in consideration the new Grafonolas and records just put on the market. We thought our line complete before, but with the new Grafonola “Favorite” at \$50, the first hornless machine ever sold at the price, and the new style Grafonola “Elite” at \$100, we are bound to get more business than we can take care of. The demand for the higher-grade machines and records continues to increase, with the Grafonola Regent (Library Table) in the lead. We have put into the hands of the dealers a big trade-getter in the way of the special 10-inch double disc demonstration records, one of which they can give to every owner of a disc talking machine (or charge 10 cents each for the cost of handling only) to demonstrate the Columbia double disc records, and the dealers have responded with enthusiasm, ordering by the hundreds. One dealer immediately upon receipt of the announcement jumped on the car and came to our store, ordering a large quantity, and said, ‘This is one of the greatest things ever done for the dealer to enable him to secure publicity and customers and demonstrate Columbia records.’ The Dictaphone department had the largest business in its history in November, selling Dictaphones to the Ohio Carriage Manufacturing Co. and Ohio Fur Co., of Columbus, Ohio; the Foos Gas Engine Co., of Springfield, Ohio; American Rolling Mill Co., of Middletown, Ohio, and several Cincinnati firms.”

Mr. Ahaus, in charge of the talking machine department of the Aeolian Co., reports business very good for the month of November and states that the outlook for the Christmas trade is extremely bright.

Henry H. Schwenker, the traveling repair representative of the Victor Co., recently called upon John Arnold and gave hints about healing sick machines which were much appreciated by his host. Mr. Arnold said it was one of the best stunts pulled off by the Victor people in years. He claimed to have secured ideas from his visitor which were of inestimable value to his business. The special record offer of the Edisons boosted Arnold's business during November, and he looks for a greater volume this month.

J. E. Poorman, the Main street representative of the Zonophone, Edison and Victor machines, could not be reached with a 10-foot pole during the past three weeks. It was all because he was gobbled up for jury service by the county and could not give an adequate reason for evading the work. Poorman said the experience was worth the annoyance. Walter G. King, manager of Poorman's talking machine section, is once more back in harness after having gone through three operations. Business there has been very good during the past month, and the outlook is most encouraging.

The R. Wurlitzer Co. reports a decided increase in the talking machine trade, which showed a very gratifying increase over November of last year. Mr. Dittrich, who is again in charge of the talking machine department after an absence of several months, said:

“Our retail department has certainly given us a surprise in the number of cash sales we have received for Victrolas; also in the fact that, while the preference seems to run to the malogany instruments, we have been placing quite a number of the special finishes. There has been an exceedingly heavy demand for Red Seal records, especially the new ‘Melba’ records, which are very popular sellers.”

SUGGESTIVE SELLING.

Working with the Object of Making the Store, Both Inside and Out, Attractive to the Customer—A Hint for Clerks.

A clerk can increase his value to his employer by doing his work and meeting the customers in the same manner that he would do these things if the store were his own. It is certainly safe to say that no clerk, in dreaming of the days when he shall be the proprietor of the leading store of his town, dreams of a store with dirty shelves covered with cobwebs and dusty goods, with dirty windows and poor window display, with a force of slouchy, insolent tobacco-spitting clerks who misrepresent the goods and short-change the customer or the cash drawer. He does not dream of having a customer stand and wait while he, the proprietor, hunts all over the store for the article wanted.

These are a few things he would avoid if he were proprietor; certainly then he should work

against these things while he is a salesman.

A little work with the duster early in the morning before the day's rush is on will work wonders in the appearance of the store, and no hardship on the clerk.

Window trimming in itself is, of course, a field for no end of study, but a window can be made attractive and be made to sell goods without being a masterpiece of color and design, and it is certainly true that a good display of machines and records in a window will sell more goods than will a bunch of guinea pigs or white rats. By keeping his window alive, that is trimmed with seasonable goods, a clerk can add appreciably to the weekly sales.

As to personal appearance, neatness is the essential point. Fine clothes are not necessary. A man can put up some show of neatness in a blue shirt and overalls, and strangers unconsciously judge a clerk to a great extent by his appearance.

LIBRARY OF SPEECH IN PARIS.

Phonographic Records of Orators' Actors' and Writers' Readings from Their Own Works—Great Aid to the Stage—The Moliere and Shakespeare Traditions Could Thus Have Been Preserved, Remarks Jean Coquelin.

A vocal library is the latest idea in Paris, France. It is to be installed in the Bibliotheque Nationale, and will consist of a collection of phonographic records of the words spoken or sung by great orators, singers and actors. The library will be equipped with abundant instruments for the transmission of the recorded sounds to the ears of visitors.

Thus in the future the student of the life of some great man intending, perhaps, to become his biographer, may be aided by the accents of his voice long after he has passed away. It is not improbable that a discourse of the Prime Minister in the Chamber of Deputies may, in after years, be both read and heard at the same time.

The new department in the Bibliotheque Nationale will be called the Museum of Speech. The organizers propose especially to enrich it with important literary works of the present period, recited or read by the authors themselves into a phonograph.

This strikes one as beyond question the most charming feature of the project. What would not certain enthusiasts give to-day if they could hear passages from Racine, Moliere, Shakespeare and De Musset delivered in the identical tones of those immortal writers?

“A satisfaction equally great,” said a leading French literateur, in speaking of the move, “is perhaps reserved for our children's children.” In this connection Jean Coquelin remarked: “Yes, and how much more clearly might have been preserved what are known as the Moliere tradition and the Shakespeare tradition of acting if phonograph records of their stage performances could now be found in our libraries. In an educational sense I do not think that the value to future generations of phonographic libraries of this character can be exaggerated.”

When will America fall in line?

TRADE IN SOUTHERN CALIFORNIA.

Present Conditions and Outlook Most Satisfactory—Sherman, Clay & Co.'s Big Victrola Business—Amberolas in Demand at the Southern California Music Co.—Angelus Talking Machine Co. in New Quarters—Brown's Music Co.—Angelus Talking Machine Co.'s Victrola Recitals—Grafonolas Have the Call at Fitzgeralds—The Photographic Specialty Co. a New Concern—Dealers Throughout the State Are Doing Well and All Look Forward to a Large Christmas Business—Louis F. Geissler Among Recent Visitors to the Land of Fruit and Flowers.

(Special to The Talking Machine World.)

Los Angeles, Cal., Nov. 30, 1910.

The Christmas trade is now taking shape and promises to be more satisfying than ever. November, which has been found by most of the retailers to be the quietest in the year, has not been much better for 1910 than in previous years. This quietness is not a bad feature, however, as it enables the dealer to prepare for the busiest season of all. The wholesalers have found trade just the reverse to the retailers and have sold more goods than in any previous November.

Sherman, Clay & Co. have been exceptionally busy with the new styles of Victrolas, which have been sold as fast as received. The recent exchange proposition has also commanded some attention. Another large shipment of Victors and Victrolas, as well as records, is due to arrive at an early date. These goods are nearly all on order and will not remain in stock for a very great length of time.

The wholesale force of the Southern California Music Co. are all very busy with the many orders for Edison goods. The Amberola is in great demand, as well as the new style Triumph and the Music Master horns. W. J. Reynard has just returned from a most gratifying trip among the dealers and has a splendid record for Amberola sales. The retail department has been a very busy scene during holiday preparations. A complete line of Victrolas in all sizes and finishes is now on display in a special room for this type instrument exclusively.

Perhaps the most notable news item of the month is the removal of the Angelus Talking Machine Co. from their old quarters at Fifth and Main streets to a new and handsome store at 341 South Spring street. This company are an exclusive Edison concern and have demonstrated the growth of the Edison trade more plainly than in any other way by their removals. They are now directly adjoining the Brown Music Co., who handle Victor and Columbia disc goods. The Brown Co. are also new in this location as well as new in the trade and are gaining a strong hold on the business situation.

The Geo. J. Birkel Music Co. are to remain in their old store during the holidays, although it was originally intended that they should occupy their new Broadway building by this time.

The Wiley B. Allen Co. are ready for the biggest trade yet and which they expect to have. W. P. Carson was secretly married a few days ago. Mr. Carson has recently joined the Wiley B. Allen Co., having left the Southern California Music Co., where he had been cashier in the talking machine department for some time.

The J. B. Brown Music Co., of South Broadway, have given a series of Victrola recitals, which have proven very successful. A feature which is original is the reading of the story of the opera. This is done by Miss Mabel Brousseau, who also explains each record as it is played. Two recent concerts were devoted to "Madama Butterfly" and "Lucia." The recent opera season helped to make the success and created a demand for operatic selections.

The Andrews Talking Machine Co. are the first Victor dealers to make a Christmas display in their show windows, the same having appeared early this week.

The Fitzgerald Music Co. are doing a splendid business in Grafonolas. They have recently received several beautifully finished Regent styles.

The Phonograph Specialty Co. is the name of a new concern, which now have exclusive selling rights for several talker appliances, such as the Harmony disc record files, Harmony sound controllers and cardboard envelopes for protection to stock. Geo. D. Wernli, manager of the new concern, has recently received a number of large orders for Harmony files. The Knight-Campbell Music Co., of Denver, Colo., placed an order for several hundred files, which were delivered this month. Mr. Wernli is contemplating a vigorous advertising campaign, which he expects to launch after the first of the year.

Very good reports are reaching the trade from all outlying dealers. Riverside has been having a number of highly successful Victrola recitals, which were complimentary, given by the J. B. Brown Music Co.'s branch. These concerts are conducted on the same plan as those given by the Brown Co. in Los Angeles. The Southern California Music Co.'s store is in splendid shape and Manager Griffith is expecting a great Christmas trade.

The Short Music Co., of Pomona, Cal., have done a remarkable business in Amberolas during the past sixty days.

Ralph N. Paulin, manager of the Brown Music House of Santa Barbara, Cal., made a trip to Los Angeles a few days ago. He reports trade in splendid shape, with the best prospects in view.

Bowman Merritt at Fillmore, Cal., is another Amberola specialist, having recently sold three such instruments in one week.

W. H. Saladin, Orcutt, Cal., has taken the Lompoc territory for Edison goods and has installed a complete line of machines and records, including the Amberola.

Ryan & Dame, at Tulare, Cal., have been appointed exclusive Edison dealers in their section, and have made it a point to have a full stock of machines and records.

F. E. Huffaker, Visalia, Cal., recently ordered a dozen Edison phonographs and an Amberola and has lately added to his selling staff an eleven pound boy, upon whom he is to be congratulated.

The marriage fever has spread to the California talking machine trade and has claimed the following victims: O. A. Brehler, of Sanger; H. L. Mathews, Nordhoff; W. H. Saladin, Orcutt; Sibley Pease, of the Andrews Talking Machine Co., and, as mentioned in another part of this article, Willard P. Carson, of the Allen Co., Los Angeles. All were doing nicely when last seen.

The Crown City Phonograph Co., of Pasadena, Cal., have removed to No. 9 West Colorado street, where they will have space for a larger and more complete line of Columbia disc and cylinder goods. A great number of Victrolas have recently been sold in San Diego, all of the Victor dealers participating.

Mr. Gray, of the Thearle Music Co., visited Los Angeles early in the month. He is one of San Diego's enthusiastic business men who is helping to make the city famous.

Messrs. Rundel and Lovejoy, of the wholesale department of the Southern California Music Co., had the pleasure of a call from Sophie Tucker, who is filling an engagement at a local playhouse. Miss Tucker listened very attentively to a number of her Edison records, with which she was greatly pleased.

A most notable visitor during the middle of this month was Louis F. Geissler, general manager of the Victor Talking Machine Co., Camden, N. J. For several days Mr. Geissler called on the dealers and visited different points of interest. His impression of southern California was very good. He expressed admiration for the general trade conditions found here and was glad to find the enthusiasm so well displayed. A feature of his visit was a fishing trip to Santa Catalina Isle, which was his first experience on the magic island, although the Coast was at one time his home. No wonderfully large fish were caught, although a large number of nice ones were landed. Mr. Geissler is a brother of E. D. Geissler, of the Geo. J. Birkel Music Co., of this city, with whom he had a very pleasant visit.

C. F. Crank has lately joined the business phonograph department of the Southern California Music Co.

TELLS the
WHOLE STORY
about the
**PERMANENT
JEWEL
NEEDLE**
for ALL
Disc Machines

W. O. Kellogg, manager Chicago office of Watson & Newell Co., silversmiths, writes as follows, under date of Oct. 2, 1910:

"Perhaps you will be interested to know that I have and am enjoying two of your 'Permanent Needles' a medium and loud tone. I have now used both for over a month and wish to say they are perfect in every way.

"I use the medium tone needle on loud records, and the loud tone needle on soft records, with great effect.

"There is less scratching and more soft tone derived from your 'Jewel Needle' than I have ever had from the old style steel needle. The time saved in changing needles, the assurance that at all times you have a perfect needle already set to play is a great satisfaction to me. Many of the steel needles have blunt ends and unless one is very careful to examine each needle when changing same, you are liable to injure a good record.

"I am positive you will meet with great success with your new invention, and I hope the owners of all disc talking machines will buy and try your 'Permanent Needle,' which I am positive will more than come up to their expectations.

"Yours for success,

"W. O. KELLOGG.

"P. S.—I have played certain records many times with the same needle and note there is no wearing of the record or the needle. The tone remains the same. (W. O. K.)"

The Permanent Needle is furnished in loud, medium or soft tone.

Retail Price \$2 each.

Usual Trade Discounts.

Guaranteed for one year; will last indefinitely.

Order From Your Jobber.

If he can't supply you, drop us a post card and we will give you the name of the nearest jobber who can.

**Permanent
Needle Sales Co.**
14 State St., Chicago

The Talking Machine Trade in New England

THE TRADE IN NEW ENGLAND.

W. O. Pardee, of the Pardee-Ellenberger Co., Reports Excellent Demand for the Triumph Phonograph, Which Is Proving a Big Favorite—Frank A. Barrows Opens a New Store with the Edison Line—Other Items of News.

(Special to The Talking Machine World.)

New Haven, Conn., Dec. 8, 1910.

W. O. Pardee, president and treasurer of the Pardee-Ellenberger Co., Inc., Edison jobbers of this city, says that trade is very satisfactory, with every evidence and anticipation of a brisk holiday season. "The equipment by the National Phonograph Co." added Mr. Pardee, "of their Triumph machine, with a new model 'O' reproducer and Music Master horn, has stimulated the sale of this machine amazingly. As a result, the sale of Triumphs has increased to such an extent that it is giving the Home a close rub. Those of our customers who have taken up the wagon proposition which the National Co. have put in effect have done very nicely and are showing satisfactory results."

Frank A. Barrows has recently opened an exclusive, up-to-date Edison store at 144 Orange street. His store is well located on one of the principal streets and is extremely attractive in appearance. Sound-proof booths, unusually spacious, are a feature, and easy chairs scattered here and there give it the air of homelike comfort rather than a commercial institution.

Frank E. Gage, Connecticut representative of the National Phonograph Co., will shortly make his home in this city, and New Haven will be considered his headquarters from now on.

EXPANSION IN PROVIDENCE.

Business in Excellent Shape—Columbia Co. Finish Remodeling Warerooms—J. A. Foster Co. Speak Highly of the Results of the Advertising Policy of the National Phonograph Co.—Steinert's Big Victor Trade—Kelly Piano Co. Take on the Victor.

(Special to The Talking Machine World.)

Providence, R. I., Dec. 7, 1910.

As the second largest city in New England,

Providence is enjoying a exceedingly stable talking machine trade. Concerts are being held frequently; there is plenty of retail advertising, and the indicator points to a successful season.

John H. Massey is the manager of the phonograph department of the J. A. Foster Co., the Edison jobbers. Mr. Massey has built up a splendid business and is an indefatigable worker in the interests of his house. Anent local business he says: "There is a very marked 'renewed interest' in phonographs. We attribute this to the advertising and the various schemes advanced by the National Phonograph Co. We find that by advertising persistently and heartily co-operating with the home company in advancing such business builders as recording demonstrations, old records exchanged and pushing the four-minute attachment we are realizing considerable new business."

The Columbia Phonograph Co. recently finished remodeling and painting their local headquarters, and they now have one of the best appointed warerooms in the city.

M. Steinert & Sons Co. are strongly featuring the Victor talking machines and records and are transacting a satisfactory business. Wm. D. Blossfield is the manager of this department and is out for a big "record" for December.

The Kelly Piano Co. who recently put in the Victor line, report a good business.

C. H. SEAVEY TO HANDLE EDISON GOODS.

(Special to The Talking Machine World.)

Amesbury, Mass., Dec. 4, 1910.

C. H. Seavey, of Haverhill, has opened a retail store here and will feature Edison goods. Mr. White has been engaged as manager.

MARCELLUS ROPER CO.'S STRONG STAFF.

(Special to The Talking Machine World.)

Worcester, Mass., Dec. 5, 1910.

Marcellus Roper Co. are big talking machine dealers of this city. Fred Lane is the manager of the department, while M. R. Caldwell has been appointed his assistant. Mr. Caldwell was formerly with M. Steinert & Sons Co., Lowell, who resigned to take a position with the Seigel Co., of Boston, but instead went with the Roper Co.

CONDITIONS IN PORTLAND.

Unseasonable Weather Has Not Helped Business in Maine—What L. W. Frickett, of Cressey & Allen, Has to Say on This Subject—What the Representatives of the Columbia and National Co. Report.

(Special to The Talking Machine World.)

Portland, Me., Dec. 7, 1910.

Cressey & Allen, the big piano house, are the Victor jobbers here. They have a spacious talking machine department, ably managed by Louis W. Frickett. Speaking to The World anent business conditions, Mr. Frickett remarked: "Business in Portland and vicinity has not been any too brisk. I attribute this partly to the beautiful, warm autumn weather, which has greatly extended the automobile and sport season, thus keeping people out of doors. This month, however, shows a remarkable improvement, and business has been fairly good. We have every reason to expect a record-breaking December business."

The Columbia Phonograph Co. maintain a good-sized branch on Congress street, which is showing what activity is when it comes to selling Columbia products.

The Edison jobber here is the Portland Sporting Goods Co.

NEW ENGLAND DEALERS PLEASED

With the Special Attention Given Their Interests in the World—It Will be Mutually Advantageous to Get in Touch with the World's Boston Headquarters.

(Special to The Talking Machine World.)

Boston, Mass., Dec. 8, 1910.

Many complimentary remarks have been heard from the trade at the way The World is promoting the New England field. Jobbers and dealers alike are greatly pleased, and in consequence the subscription list is growing tremendously. The aim is always to "make it better," and The World man would appreciate items of interest showing what the dealers and jobbers are doing. Have these items about yourself or others and send them to The Talking Machine World (Boston office), room 12, 178 Tremont street, Boston, Mass.

BIG DEMAND FOR PURITONE NEEDLES.

(Special to The Talking Machine World.)

Putnam, Conn., Dec. 6, 1910.

Reports from the talking machine needle factory of John M. Dean show this house to be extremely busy making and shipping their famous "Puritone" needles, as well as their other brands for the various jobbers.

Charles Dean, of this company, says that they make sixteen different styles of talking machine needles, and that their capacity is two million needles a day.

I. L. HISER APPOINTED MANAGER.

(Special to The Talking Machine World.)

Lowell, Mass., Dec. 6, 1910.

I. L. Hiser has been appointed manager of the talking machine department of M. Steinert & Sons Co., Victor dealers.

"The man who whispers down a well

About the goods he has to sell

Will never reap the shining dollars

Like one who climbs a tree and hollers!"

—J. H. Smith.

It is not good salesmanship to sell a customer what he does not want, but it is good salesmanship to get him to want what you have to sell.

How is Your Christmas Stocking?

If you find a hole when you look into your Christmas stocking of EDISON PROFITS, write to LINSKOTT of BOSTON, the Edison dealers' Santa Claus.

That hole this year was caused by the "all out" wear, which eventually means profit destruction. Customers want to be served promptly, and to do that you must be reinforced by a GOOD jobber with the biggest stock.

The entire Linscott organization and service is at your command; our interests are YOURS and we will see that you have every equipment to create and maintain a tremendous business in 1911—with a full stocking of profits.

No matter what service you now have, let us show you how to "darn that hole" for next year. Write, wire or 'phone us.

Linscott Sporting Goods Company

(formerly Boston Cycle & Sundry Co.)

EXCLUSIVE EDISON JOBBERS

48 Hanover Street

BOSTON, MASS.

FROM OUR BOSTON HEADQUARTERS

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

(Special to the Talking Machine World.)

Boston, Mass., Dec. 8, 1910.

"Lack of stock" is this month's battle cry with both jobbers and dealers. No matter how much The World talks about the advisability of making early requisitions, the talking machine dealers will not heed it and consequently when the boom occurs, as it always does at this season of the year, profits are sacrificed because the goods cannot be secured. Dealers do not have to expend a great sum to equip themselves for the holiday trade, but they will wait till the last minute for everything. It seems a costly habit, but if all the energies of jobbers does not accomplish much, what's the use?

Will Surpass Record of Last Year.

"Sales for 1910, both wholesale and retail, will exceed the figures of last year," is the consensus of opinion all along the line, with one exception. It takes the exception to prove the rule, and the exception in this case is one big house who holds a good position commercially in Boston, but on talking machines they lack effort. Their department is all right and the manager is O. K., but the "one higher up" seems to hold a thumb on expansion. What the "higher up" one needs is a bunch of optimism handed to him straight; he ought to be pulled away from Boston's crooked streets and have a glimpse of the business in evidence at the various "talker" factories. Then he could come back, outline a good 1911 campaign, bang away with good advertising, and a year hence there would be enough growth to exceed the highest amount he might now estimate.

Co-operating with the Dealer.

Linscott Sporting Goods Co. are one of the live Boston houses that are co-operating with the dealer. As the trade know, they are exclusive Edison jobbers, and the department is in charge of Charles R. Cooper. As a dealer once remarked: "A jobber is only good for a place to get goods when I want them," which, while being a rather crude way of defining the term "jobber," yet its bluntness serves admirably, because he added a very important feature—to get goods when I want them. The Linscott slogan is "In Edison goods you get what you want when you want them," and Manager Cooper lives up to this, if nothing else. Mr. Cooper says they have the largest Edison stock in New England and they can fill any dealer's order at a minute's notice.

William Caldwell & Son, of Cambridge, furniture dealers, have opened a new store at West Somerville, where they have an attractive Victor room.

A New Record Cabinet Catalog.

The Eastern Talking Machine Co. are preparing a new catalog of record cabinets which will be mailed to the trade shortly. General Manager Wm. H. Taft (excuse me, I mean E. F. Taft) reports a very reasonable business with both Edison and Victor products, and this applies in all their various departments. S. J. Freeman, head of the publicity department, issues a very optimistic statement on business.

Boston Houses Form Bowling League.

Some of the Boston houses have formed sort of a bowling league, the firms so far including the Eastern Talking Machine Co., the Columbia Phonograph Co., M. Steinert & Sons Co., and Geo. Lincoln Parker. It is hard to pick a champion, as the E. T. M. Co. have lost to the Columbias, but redeemed themselves by whitewashing the Steinert team. The Parker corps have not yet entered the arena.

Good Report from Oliver Ditson Co.

Manager Henry Winkleman, of the talking machine department of the Oliver Ditson Co., has been chronicling "good" business conditions so long that this is now an accepted feature of the immense Victor-Ditson business. The Ditson Co. claim to be the largest Victor jobbing house east of Chicago, and this is certainly a monument of talking machine business that Boston ought to be proud of.

Geo. Lincoln Parker Enlarges Department.

Geo. Lincoln Parker has increased the space devoted to the Victor department, so ably managed by C. P. Trundy. They are doing a tremendous business, according to Manager Trundy's brisk reports.

Making Good with Club Offer.

Manager Howes, of Houghton & Dutton's talking machine department, reports a continuance of a steady response to their club offers, which in the way that Mr. Howes operates the idea, is a very profitable one for his house. Mr. Howes is one of the young "old time" talking machine men and thoroughly understands the intricacies of the business.

Recent Trade Visitors.

Two members of the Lynn fraternity recently in Boston were D. B. H. Power, the Edison and Victor man, and C. M. Lewis, the Victor and Columbia dealer.

Big Needle Plant Rushing.

Advices from the city of Lowell indicate that the big needle plant of W. H. Bagshaw is rushed with a good volume of orders. The Bagshaw products embody the essentials of point, temper and polish, which are the most vital features desired by users of needles. This is a special feature of Bagshaw needles and it is uppermost in all their workmen's minds from the initial step in manufacturing right through to the shipping door. Success may not mean merit, but merit always means success: the Bagshaw house is a combination of both and "needle merit" is the platform upon which their big business was built.

"Hear Music Over the Telephone."

Harry Rosen, the School street dealer, has an advertisement in the telephone book to "call us up and hear music over the telephone." Quite appropos, Harry!

Live Columbia Dealers.

One of the best talking machine retail houses around us is the emporium of Fairbanks & Son, Natick, Mass., who handle the Columbia line. Mr. Fairbanks, Jr., is a live one and has created a big following at Natick through his own untiring efforts.

Slot Machine "Talkers" Need Attention.

The unsuspecting public will never suspect what fine qualities talking machines possess when it

comes to reproducing the human voice and instrumental music if some of those slot machine talkers around Boston are not given a tonic for their cough. It is an anti-popular pill to have these squeaking slot talkers around in small cities, and if the same attention is given to their maintenance as to the coin box, it would be a help to the hearing. A salesman would have to begin all over again with a retail prospect if "it" unfortunately drifted into a store and one of these consumptive talkers was set off for "amusement."

A Great Time Saver.

Here is a great time saver originated by S. J. Freeman, of the Eastern Talking Machine Co., and used extensively by them all through their record bookkeeping. Instead of writing out the complete order as given, all they now do is to put the total number of records against the proper class, writing the record numbers on the reverse side:

-10 in. Victor\$0.60	-12 in. Red S\$1.50
-10 in. D. Face75	-12 in. Red S 3.00
-10 in. P. L.75	-12 in. Red S 3.00 S
-10 in. Red S 1.00	-12 in. Red S 4.00 S
-10 in. Red S 2.00	-12 in. Red S 4.00
-10 in. Red S 3.00	-12 in. Patti 5.00
-10 in. Red Tam 5.00	-12 in. Red S 5.00
-12 in. Victor 1.00	-12 in. Red S 6.00
-12 in. D. Face 1.25	-12 in. Red S 7.00
-12 in. P. L. 1.25		

Edison Std. 2M. Records.
Edison Amberol Records.
Edison Grand Opera Records.
Edison Amberol Grand Opera Records.

Big Columbia Business Increase.

Manager Arthur Erisman, of the local headquarters of the Columbia Phonograph Co., gives out the interesting information that their November business increased 42 per cent. over last year, which is a tremendous showing. He is also in receipt of information from the general offices showing that the entire Columbia business increased 40 per cent. average over the November of last year. This is of widespread importance to the Columbia chain of dealers, as, of course, it must mean that the dealers have enjoyed a corresponding volume of prosperity.

The Columbia 10-cent demonstration record is making a big hit with dealers and they are ordering them by the hundreds. This is only one of the many Columbia aids to the dealer which has occasioned favorable comment.

Two pretty window displays designed by Mr. Mason this month included an arrangement of ten BZ machines with records, and an exhibition of

FIRST

"Preceding all others in place, time or degree."

LARGEST

"Greatest in size."

BEST

"Having excellence in the highest degree."

MAKERS OF

TALKING MACHINE NEEDLES

W. H. BAGSHAW

Established 1870

Lowell, Mass., U. S. A.

Note: Jobbers and distributors only supplied.

The word "exclusive" has been so misused in this business that just possibly you don't know *precisely* what **Exclusive Columbia Selling Rights** may mean in *your* locality—in *your* town—on *your* side of the street—in *your* business. Don't say you are sure—*be* sure. Write in about it.



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

Grafonolas embracing the "Regent," the "De Luxe," the "Mignon" and the "Elite."

Kidder & Davis, of Fitchburg; M. A. McClure, of Rutland, Vt.; Fred Wood, of Wallingford, Vt., and the Robinson Piano Co., of Brookline, Mass., are a few of the recently appointed Columbia dealers on an exclusive basis.

THE IDEAL CHRISTMAS PRESENT

For the Child—Talking Machine Dealers Should Turn Their Attention to This Important Subject.

For eleven long weeks the writer lay tossing upon a narrow cot in the Orthopaedic Hospital in Philadelphia, and during that period he had an ample opportunity to discern with what keen delight the average child, even though racked by pain, welcomes music.

Just across the white corridor, up and down which ever and anon sweet-faced nurses flitted on errands of mercy, was situated the boys' ward. On Sunday evenings when the lofty chimes from the neighboring cathedral began their golden pealing, the children c'apped their thin little hands in delight, and the cry of "Music!" rang from cot to cot. Then as the last echo of the bells died away, the solemn chant of the pipe organ took up the sacred refrain. Like the seductive drugs one reads of in Rudyard Kipling's weird stories of India, the grand music cnwrapped their warped and aching bodies with a delicious languor, and many a small boy, fresh from the horrors of the operating table, would smile and turn upon his side to sleep.

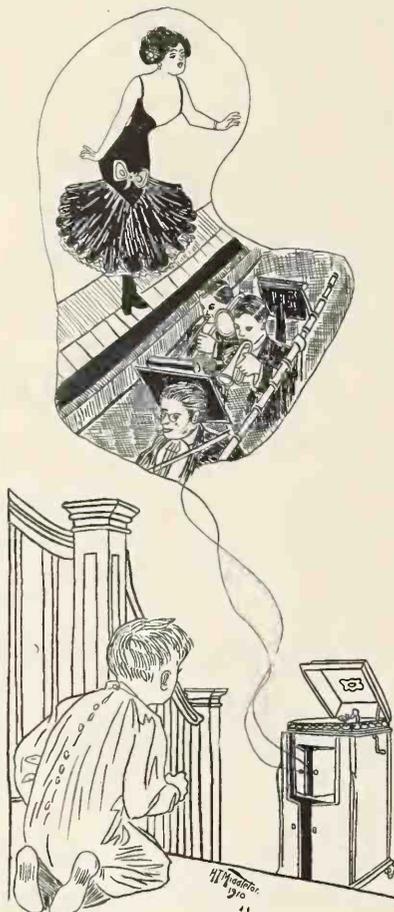
Sometimes of a week-day a virtuoso of the street piano would stroll within the neighborhood of the hospital, and that event was universally heralded by shouts of sheer ecstasy. Airs such as "Put On Your Old Gray Bonnet" and "Has Anybody Here Seen Kelley" would cause such a pandemonium of merriment that the restraining influence of a kindly superintendent or head nurse would be needed to restore order out of chaos.

If music has such an influence upon children who are ill, it will certainly impress them even more favorably when ruddy and strong with the glow of God's greatest gift, health, upon their cheeks.

Therefore, Mr. Dealer, the talking machine is the ideal Christmas gift for the child, and when introducing your goods to the mother or father you should emphasize that fact as strongly as lies within your power as a commercial orator. In doing this, however, you should be most careful as to the kind of record you suggest for the youngster. Unfortunately, some manufacturers are not quite as particular in this regard as they should be. Some records listed within the past year and even brought out ahead of schedule and marked "Special" are scarcely fit for the ears of the average juvenile. The young America of to-day is a pretty up-to-date proposition, and when he creeps downstairs on Christmas morning in his pajamas and finds a talking machine reeling off "Put On Your Slippers; You're In for the Night," or "Mister Pat O'Hare," he is wise enough to associate

these songs with the place in which they belong, the cheap music hall. He sees the scantily-clad scoubrette, the flashy, wine-flushed audience, and is enraptured—that is life, indeed.

"Play 'em again, daddy," he cried with the sparkle of excitement in his eye. However, if the father is the right sort, he will, with a show of diplomacy, refuse the request and send his off-



"THE NIGHT BEFORE CHRISTMAS."

spring scampering skyward, at the same time secreting the records in a certain drawer labeled "Adults only."

All catalogs abound with selections most appropriate for children, and it is these that should be played by the dealer when he learns that his customer revels in the pride and joy of fatherhood.

Mr. Dealer, let this Christmas season be gay with the shouts of boys and girls who have received talking machines and the right sort of records for gifts. You have the goods, and it is simply up to you whether or not they are delivered.

HOWARD TAYLOR MIDDLETON.

We often applaud in others what we cannot do ourselves, or perhaps do not do, because we have not the courage to try.

DEMONSTRATION PROPOSITION.

Special Double Disc Columbia Record for Dealers to Demonstrate and Sell at Cost of Handling—Clever Plan to Advertise Columbia Record Quality Which Should Win Out.

Another new proposition to develop trade, in the form of a "special demonstration double-disc record," has recently been placed before the trade by the Columbia Phonograph Co., General. A circular letter to Columbia dealers explaining the plan in detail has been distributed, of which the appended is a portion:

"We are about to put in your hands the strongest trade weapon you could possibly use. We have made, and shall be ready to send you as soon as your request reaches us, a special demonstration double-disc Columbia record. We shall make the charge to you 10 cents for each of these 10-inch Columbia double-disc records—this charge being meant to cover only the cost of handling. You will be authorized to use this record for demonstration in your store, and to give it away free to every owner of a talking machine whose name you can secure by advertising or by canvassing. This record must not be offered for sale, except that you may make a charge of 10 cents if you wish, with the understanding that this charge covers only the cost of handling and delivery.

"On one side of this record will be a plain-spoken argument covering the claims we make for the Columbia double-disc record. After the spoken argument, the perfection of the Columbia process of recording instrumental music is demonstrated by the introduction of short melodies by the various separate orchestral instruments and a finale by the full orchestra. On the other side of this demonstration record is a musical selection which will alone be worth 65 cents to any owner of a talking machine. It carries no spoken or other advertising matter at all, but is designed to present fair evidence of the quality of Columbia vocal music. Every attempt has been made to produce a record which should be in itself a genuine proof of the superiority of Columbia recording. Everyone who tries out the record will be, supposedly, the owner of a talking machine and disposed to criticize and analyze and compare—which is precisely what we want to invite.

"This proposition comes to you at the one best time of the whole year, too—don't lose sight of that. This is the time of the year when every owner of a talking machine is interested in records unless he has completely lost his interest—and in that case there isn't one other nameable thing that you could possibly do to arouse that man's interest again so effectively as to get after him with this special demonstration double-disc. This is a big thing—and big in possibilities; yet not a thing that requires you to plunge. You can feel your way very easily."

ITS PERMANENT MOTTO.

One of the most successful department stores of America has this for its permanent motto: "First of all, reliability."

FROM OUR EUROPEAN HEADQUARTERS

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

TRADE HAPPENINGS IN LONDON.

Manufacturers and Dealers Well Satisfied with the Opening of the Christmas Trade—Plenty of Business for All—Political Disturbances Have a Far Reaching and Disturbing Influence Upon Business in General—How the Various Leading Manufacturers and Factors View the Present Situation—Suggestions for Those Going After Export Trade—Voice Photography a Success in France—Some Recent Trade Literature—Contents of the Latest Record Lists—A Tostoi Record in English—A Reduction in Telegaph Rates Promised—Daws C'arke as an Inventor—The Gramophone Co.'s Pleasing Balance Sheet—Many Special Christmas Records in Evidence—Grand Prix at Brussels for Gramophone Co.—Timely and Interesting News of the Talking Machine Trade in the Provinces—T. Edens Osborne Still Much in Evidence—The Happenings of the Month.

(Special to The Talking Machine World.)

London, E. C., Dec. 8, 1910.

It's a fairly certain conclusion that a prosperous trading season is a large contributing factor to Christmastide happiness, and being so, it would almost seem superfluous to extend the old wish in view of the pleasing state of business now spreading its genial influence around talking machine traders. But for all that, to omit to do so would appeal to me as showing an attitude of cynical indifference to the spirit of the time, an interpretation I hasten to avoid by expressing this wish to all of my readers the world over: "Feeling assured that you have done your duty by supplying as many homes as possible this Christmastide with a good machine and records, and that your happiness will be sufficiently enhanced thereby to carry you well over the holidays, I would very heartily wish you a full measure of prosperity throughout the coming new year." And now let us turn to the business side of the question. Despite the keen competition, if trade conditions were never worse than they have been this last month or so, there would be ample room for all. And that about sums up the delightful state of prosperity we are at present experiencing. It is the same with the maker, wholesaler and the dealer in practically every locality throughout London and the provinces, except in just two or three centers, where, unfortunately, industrial disturbance of trade is causing a deal of anxiety to the local musical instrument dealers. I refer to the matter more fully in my provincial notes, elsewhere in this department, since dealers in this city are quite unaffected by these troubles.

Political Disturbance Hurts Business.

In many quarters, among the retailers especially, the opinion is freely expressed that sales must be very considerably disturbed owing to the dissolution of Parliament, which entails a general election during the busy Christmas shopping month—December. One must agree that trade may possibly suffer during the extreme height of the election for, with the masses, all other considerations are thrown to the winds in the excitement of the moment. But as the polling will be all finished quite a week, and in many constituencies, a fortnight before Christmas, buyers have ample time to make good. I am, therefore, of opinion that while sales may suffer to a slight extent, on the whole it cannot very materially affect the turnover of those dealers who confine their attention to business.

General Effect Far Reaching.

And this election, by the way, is to finally determine the future governmental policy of this country. Importers of goods from the Continent, America and other countries are keeping a watchful eye upon events. The return to power of the free traders will naturally ease their minds, while the success of the tariff reform party must deepen their

anxiety of the future. But is there any need for anxiety? Not this time at any rate. Even supposing the tariff party were returned to hold the reins of government, they have arrayed against them on this question the Liberal, Labor and Irish parties, so that to successfully carry their tariff scheme at least 100 seats must be gained at this election. Certainly it's within the realms of possibility, but not probability. Wherefore the importers of talking machine goods have little cause to disturb the peacefulness of their slumbers. I write, of course, under a disadvantage, because the elections will be all over by the time this reaches my readers. In its bearing upon the course of this industry I have ventured to predict the result, that is all. *Nous verrons.*

Xmas Trade Prospects.

With the Manufacturers.—Things are indeed great. Machine and record sales are booming. That is the sum and substance of the information placed at my disposal by the chief manufacturers. And it is not a spasmodic trade, but steadily progressive all the time. Quite 50 per cent. of the demand is for machines priced up to three guineas retail. The balance is made up of the medium and higher priced lines, for which the demand is exceedingly satisfactory. Altogether the manufacturers' resources are taxed to the utmost capacity of their factories. In fact, the demand far surpasses the supply. And in one or two instances night shifts have been introduced.

The Gramophone Co. seem to be determined to secure the lion's share of the disc trade. They are spending thousands of pounds on advertisements—whole pages in the Christmas numbers of over a dozen of the best illustrated weeklies in December alone—three whole pages in the Daily Mail and other papers. This is apart from their splendid issues of literature for the dealers' use. No wonder their business is increasing by leaps and bounds; to such an extent that the Hayes factory management find the 24-hour day too short. Every minute of the day the sound of the machinery may be heard. Never was such a time. It surpasses the boom year of 1906-7. Far ahead, in fact, and the orders still come in, faster than they go out, despite the aforesaid manufacturing facilities. Yes, Gramophone business is good.

The Columbia Co. gives as a fact that so great has been the rush that in the middle of November they were obliged to refuse all orders for machines required to be delivered before Christmas. The orders for Columbia-Rena records, too, are almost overwhelming. More have been sold in November and December than the whole of last year; partly due to the fact that the majority of the up-to-date selling titles are usually first out on Columbia records, and partly due to increased advertising this year in the largest circulation journals. I may instance the Mail, Mirror, News, Strand and other magazines and Sunday papers, in addition to certain telling advertisements in the leading provincial organs; of which the dealer gets the benefit.

National Phonograph Co. are one of the largest sufferers. They get no relaxation from the incessant call upon their manufacturing facilities. For this season's trade in combination phonographs, Standard and Amberol records has been surprisingly great. Traders find them, however, equal to the occasion, for each order has been handled with promptness and efficiency. There's was one of the first and largest lists of Christmas titles to be issued. And with this result. Immediate receipt of big orders. And immediate dispatch. The dealer is selling the goods as fast as he can get them. For Edison quality and Edison advertising in all the best mediums is at the back of it.

Pathé Frères, too, are well in the running. Their manager, S. P. Turner, always an optimistic man, wears a smile. The famous pattern that won't come off. For he has increased the company's business

enormously. Backed by Pathé quality-products, an irresistible combination, judged by the satisfactory trading accounts of this year, which are on the upward trend all the time. Sales, in fact, are beyond all expectation, and December prospects would seem to indicate the crowning of a record year.

J. E. Hough, Ltd., are "not doing so badly," says Mr. Hough (musingly). There's a lot behind that; coming from the father of the trade, too. From my own observations activity reigns at the Edison Bell works. Looks decidedly flourishing there, in fact. New presses and other machinery, wages bill increasing, what more evidence could one want? None at all. The factory, big though it is, isn't big enough. Trade orders boss the show. And it is not surprising. For they manufacture down there no less than over a dozen different models of phonographs, half a dozen of disc machines, three disc records, and three (or four, is it?) cylinder records, apart from the Home Recorder, albums, sound boxes and other accessories. The firm are hard pressed, but they are gradually satisfying all demands for the Christmas trade. Yes, they are not doing so badly at the Edison Bell works.

The Zonophone Co. report unprecedented trade. They were quite 1,000 machines short of the demand at the time of my call, but expect soon to get ahead again. Record business is also booming. Especially in Christmas titles.

O. Ruhl, Ltd., have been trading the last six or seven years. But business was never so satisfactory as this season. Lindstrom's machines selling in their thousands every week. Beka record sales are also highly satisfactory. Christmas list of titles is especially strong. Contains all the gems appropriate to the season. And despite good service the company have all their work cut out to keep level with the demand.

Twin Record Co.'s report breathes of the same old quarrel. Supply and demand at loggerheads. Understand each other. But owing to circumstances over which they have no control they can't be friends. The company, however, are optimistic. Think time and the softening influence of the approaching festive season will result in unity, of which the prospect is bright.

At the Klingsor works trade is reported as excellent. Klingsor and Polyphon machines in great demand; also the Klingsor record, of which a specially pleasing list of titles has been issued for December. Dealers have been quick to recognize it

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

FROM OUR LONDON HEADQUARTERS—(Continued.)

by placing good orders. Export business is exceedingly large for the time of year. And altogether trade conditions could scarcely be better.

Other Manufacturers.—Barnett, Samuel & Sons, Favorite, Homophone, Flex, Microphonograph and Phonogram companies all issue satisfactory reports and view December prospects optimistically.

With the Factors.

Murdochs, Lockwood, Craies & Staoridi, Brown Bros., Wallis & Co. and others of this city find business shaping out in good form. Dealers are placing fairly large orders for this season's models, and the Christmas record titles are selling freely. While not stupendous, business with the factors generally is considerably in advance of last year. The only trouble is getting the goods, but the manufacturers are doing their best to supply them quickly; a fact which calls for a certain amount of indulgence. Altogether trade with the wholesale houses is decidedly satisfactory, and Christmas prospects could not be brighter.

Export Trade Hints.

During the past month or so our general export trade has shown a wonderful increase both in volume and value. On the average the increase is something like £8,000,000 a month, and although the talking machine exports represent but a small portion of these figures it is nevertheless a pleasing fact that over-sea buyers place an ever-increasing amount of business with the British machine and record manufacturers. And as I pointed out in my last report, the latter are offered every opportunity to cultivate trade abroad. Local conditions, requirements, tariff duty, customs charges and information of trade openings, extent of foreign competition and other matters of commercial interest; all are to be had for the asking from the Board of Trade. The latest report I have received from that quarter gives advice of the temporary return to this country, early next year, of His Majesty's trade commissioners in Australia and New Zealand, for the purpose of giving British manufacturers an opportunity of consulting with them as to trade possibilities and prospects in the

dominions referred to. A fine chance is thus offered to all our talking machine traders to get into touch with and profit by the useful information which these special ambassadors can furnish. Early communication should be made to the Director of the Commercial Intelligence Branch of the Board of Trade at 73 Basinghall street, E. C., London.

Board of Trade Hand Book.

A new edition of the Board of Trade hand book was recently issued. It gives particulars of trade directories (which may be consulted at their offices), the British chambers of commerce established in foreign countries, a list of the local trade correspondents in British colonies and the Colonial trade inquiry offices in the United Kingdom.

Gramophone Co. vs. Ruhl.

In the Appeal Court, November 8, the Master of the Rolls, with Justices Fletcher, Moulton and Farwell, heard the appeal of the Gramophone Co. against the verdict of the lower court, who found that the tone-arm used by O. Ruhl was not an infringement of the Gramophone Co.'s patent. Without calling upon counsel for the defense their lordships gave judgment, of which the following is a brief summary: "The question they had to decide was, did the tone-arm complained of infringe the Gramophone patent. They considered that a continuous taper was an essential part of the patent, that the tone-arm in question was not a continuous taper and therefore did not infringe. The appeal would be dismissed with costs."

Incidentally Mr. Justice Fletcher Moulton remarked that in his opinion "the model of the Columbia machine, which was put in at the trial as prior user, did not come within the scope of the patent." This is, however, merely an ex parte statement, and as the point was not argued it has to be taken for what it is worth.

A Strong Zonophone Test.

Having in view the nearness of the festive season the December Zonophone list is a particularly strong one. All the titles, in fact, are of a good selling character, and the warmth of their reception by traders is very satisfactory, indeed. Records to

hand include the following: "French Comedy Overture," by the Black Diamond Band; "The Ladybird's Review" and "Chocolate Soldier" waltz (Strauss), both excellently rendered by the Peerless Orchestra; "My Dreams" (Tosti), by Ernest Pike; "A Hundred Fathoms Deep" (Shattuck), splendidly sung by our old friend, Peter Dawson; "A Rainy Afternoon," by George Lashwood, and "You Can't do Without Each Other," by Whit Cuncliffe.

Delay on Copyright Bill.

Another delay in the passing of the Copyright Bill must follow as a result of the dissolution of Parliament. Certainly it should be finally sanctioned sometime during the next few months.

Big Company Fails.

Stockall, Marples & Co., Ltd., of Clerkenwell Road, London, importers of pianos and factors of talking machines, etc., have called a meeting of creditors. The statement of affairs presented by the voluntary liquidator, W. Lewis White, disclosed liabilities to unsecured creditors of £13,302 odd; net assets, £17,463 13s., showing a surplus, subject to realization, of £4,161 4s. 4d. The receiver was appointed on behalf of the debenture holders, and Mr. White further stated that during the twelve months ended March 31 of the present year the sales amounted to £38,023, while during the five and a half months since and up to the appointment of the receiver the sales were £14,684, which was a considerable increase compared with even time last year. The bulk of the trade was done in the three months preceding Christmas. Since the formation of the company, two and a half years ago, gross profits totaled £16,513, while the total expenses amounted to £23,654. In reply to a question, Mr. White said the company were quite solvent, as against the loss they had the shareholders' capital of £11,000, and consequently (last March) there was a surplus of £7,000. Mr. Stockall announced that it would be in the interests of all concerned that a plain statement should be put before the creditors before any proceedings were taken against the company. Five of the principal creditors were elected to confer with the liquidator.

ROYAL APPRECIATION

of the


To H. M. the KING
OF ITALYBY APPOINTMENT
To H. M. the QUEEN MOTHERTo T. M. the KING and
QUEEN OF SPAIN

HIS MASTER'S VOICE

To H. H. the KHEMIVE
OF EGYPTTo 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, Frihavnen, Copenhagen
Appelbergsgatan 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

A Visitor from the States.

B. F. Philpot, of the recently incorporated Indestructible Phonographic Record Co., of New York, paid a visit to this city at the latter part of last month. Owing to his many duties in connection with the company he was obliged to return after a stay of about a week.

"Voice Photography" in France.

The Paris correspondent of the Telegraph reports that "Dr. Marage has invented 'voice photography,' which he claims will be of immense service to singers, actors, public speakers and also, indirectly, to musical critics. The sounds of the voice strike a small disc of india rubber, with which a minute mirror is connected in such a way that it reproduces exactly every motion of the rubber drum. A ray of light is thrown through a lens on to the mirror, which reflects it at varying angles as it itself moves. A sensitive film is unwound by clockwork at a fixed speed before the mirror and receives the impression. A picture of varying lines is thus obtained. The inventor claims that this photograph of the voice will reveal whether a singer's voice is true, whether he has sung out of tune and, if so, exactly where and how far out of the true pitch; whether he sings in time, whether his voice is sonorous and carries, whether he enunciates clearly and whether he breathes properly and has sufficient lung power to sing effectively. All these particulars can be ascertained easily by anyone who learns how to read a voice photographed. For instance, the vibrations of a note are recorded and can be measured by those of the proper pitch. According to two pictures which are published, but which may have been slightly exaggerated for the purpose, a true note is represented by a series of parallel, equidistant and equal bands, while the portrait of a wrong note is of a strange and irregular pattern. All this information will naturally be of much service to the singer. The inventor mentions another particular use to which the machine may be put. Suppose a musical critic writes that a singer habitually sings out of tune and is sued for libel. All the court will have to do will be to order the singer to sing into the apparatus and convict either the critic or the singer on the evidence of the photograph. What Dr. Marage ought to invent is a pocket voice camera, specially for musical critics, who, when sued for libel because they said a prima donna sang flat, could thus produce incontrovertible justificatory evidence in court."

Edison Bell Literature.

A batch of seasonable literature reaches me from the Edison Bell Works (J. E. Hough, Ltd.), embodying lists of Sterling and N. P. cylinder records, the new "Little Champion" 9-inch double phonocut discs, Edison Bell ordinary 10-inch and the first list of titles on the new V. F. double discs. A glance through them reveals the fact that this all-British firm are as up to date and enterprising as the compilation of quick-sales lists of titles as any, and dealers abroad may order from Messrs. Hough, Ltd., in the full knowledge that their best interests will be satisfactorily considered and attended to in all respects. Those of my readers who have not yet ordered samples of the company's new V. F. (velvet face) record are certainly missing one of

the finest selling lines of the day. Application to Glenfall Road, London, S. E., will bring along all the information you can possibly want in regard to cylinder and disc machines and records, sound boxes and the disc home recording device, and my readers should not delay in sending the company their trade card for particulars of these goods.

Ideal List Compilation.

The Gramophone Co. announce that the result of their Ideal list competition will be published January 1 and form part of that month's supplementary list of records. Mr. Landon Ronald, Madame Clara Butt and Henry J. Wood are the competition judges.

Gramophone in the Political Fray.

The Conservative vans, each equipped with a gramophone, generally meet with a very friendly reception when on tour. But sometimes the contrary, as was demonstrated the other day at Yeovil, where the speaker was pelted with stones. In the course of the melee the gramophone operator got in the way and was struck in the mouth by missiles, several of which dislodged some of his teeth. What happened to the gramophone is another story, best left untold.

Tolstoi Record in English.

In addition to several gramophone records made in German, French and Russian by the late Count Leo Tolstoi, particular interest is attached to his latest record spoken in English, entitled "Thoughts from the Book for Every Day." No matter what religious belief a man holds, this record will undoubtedly appeal to all owners of gramophones, and that being so, dealers everywhere should feature it. It is a 10-inch record, sold at the usual price, 3s. 6d.

An Excellent Gramophone List.

The Gramophone Co. have also issued this month a series of records of the "Tales of Hoffmann," by the Thomas Beecham Opera Co. "Legend of Kleinsack" and "When Love Is but Tender and Sweet" are beautifully sung by Walter Hyde, with chorus. "Drig, Drig, Drig" is rendered by the Beecham Opera chorus, while Miss Caroline Hatchard is responsible for "The Doll Song," "Tiefland," selection I and II (D'Albert), and Johann Strauss' overture from "Die Fledermaus" are two other fine records this month, excellently rendered by the Beecham Symphony Orchestra. The foregoing records, by the way, represent three of the great successes of the Covent Garden Autumn Opera season.

Of the ordinary monthly issues the December list is replete with good selling titles, as follows: "Morning, Noon and Night Overture" (Suppé), "Capricho Espanol," "Moriama" (Espinosa) and "The Messiah" (Handel), selection I and II, by the band of H. M. Coldstream Guards. "Kiss of Spring Waltz" (Rolfé) and "The Lockstep" (from "The Man from Mexico"), Bohemian Orchestra; "The Message" (Blumenthal); "O, Mistress Mine" (Sullivan), Evan Williams; "Beyond" (Frank Lambert), John Harrison; "Drink to Me Only With Thine Eyes," John McCormack; "No, John, No" (Sharp), Charles Tree; "Old Farmer John" (Russell), Harry Dearth; "Rip Van Winkle" (Carroll), Peter Dawson; "He Shall Feed His Flock," "Mes-

siah" (Handel), Madame Kirkby Lunn; "Catch Me" (M. Cooper), Miss Margaret Cooper; "The Little Silver Ring" (Chaminade), Miss Gertrude Lonsdall; "I Heard a Voice in the Tranquil Night" (Glover), Miss Perceval Allen and Miss Edna Thornton; the letter song duet from "The Chocolate Soldier" (Oscar Straus), Miss Edith Kirkwood and Richard Pembroke; "Every Lassie Loves a Laddie," Harry Lauder; "Ou La La!" (Crawford), George Grossmith, Jr.; "Fancy Meeting You at the Isle of Man" (Hargrave), Mark Sheridan; "Italian Christmas Pastoral" (Massenet—Macmillen), Francis Macmillen, and "Lied" (Schumann), Renard Trio.

To Reduce Telephone Rates.

According to the Postmaster General's recent statement, the telephone rates between England and France are to be largely reduced in the near future. Arrangements are under consideration for facilitating the general use of telephone numbers in place of street and house numbers, as telegraphic addresses to which telegrams can be delivered by telephone instead of by messenger. Proposals are also under consideration for a large reduction in the cable rates charged on the chief extra European routes for cablegrams of a non-urgent character. And next year, probably at the time of the coronation, we shall be able to buy stamped post cards for ½d. instead of ¾d. and stamped letter cards at 1d. instead of 1¼d. Stamped wrappers and envelopes will be sold at prices slightly lower than at present.

Violins Not to Be Judged by Labels—How to Judge a Violin.

The genuineness of a violin was a point at issue in the County Court recently. One witness said he never went by the labels on a violin, for they were not a guide to its maker. Labels were often taken out of genuine violins and put in inferior ones. He judged a violin by its shape, the varnish, the scroll, etc. Musicians only considered the tone.

Edison Records for January.

The advance list of new Edison records for January is to hand. That the National Phonograph Co. mean to do all in their power to keep trade up to concert pitch is sufficiently manifest by the splendid list of titles they have issued for that month. It is a good start for the New Year and will largely assist to keep up the dealers' enthusiasm, which, unfortunately, is apt to slacken a little after the December rush. Let the list speak for itself: Grand Opera Amberol Records—"Pescatori di Perle—Mi par d'udir ancora" (Bizet), (sung in Italian), Aristodemo Giorgini; "Trovatore—Vanne Lasciami" (Verdi), (sung in Italian), Marie Rappold; "Traviata—Di Provenza il mar" (Verdi), (sung in Italian), Ernesto Carona; "Il Flauto Magico—Aria della Regina" (Mozart), (sung in Italian), Marie Galvani. Amberol record by Sarah Bernhardt, "La Samaritaine (Act 1), La Samaritaine recontre Jesus au puits de Jacob," recitation in French. Edison Amberol Records—"Excelsior March" (Vollstedt), National Military Band; "Queen Among the Heather" (Lauder), Harry Lauder; "The Storm Fiend" (Roedel), David Brazell; "I Can't Keep My Eyes

The Needle of To-day—The Needle of the Future



An all-British Needle of the finest tone-reproducing quality, discovered after exhaustive laboratory tests in combining the correct extreme in hardness and flexibility. The whole product is British Sheffield Steel throughout.

LOCKWOOD'S

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SAMPLES AS FOLLOWS

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15,000 Needles carefully packed by Parcel Post India, Canada all Colonies except	} 18/- Sterling
Australia, Rhodesia South America O. R. Colony and Elsewhere	
	} 20/- Sterling

FROM OUR LONDON HEADQUARTERS—(Continued.)

Off the Girls" (Laurence and Gifford), Miss Florrie Ford; "Angel's Serenade" (Braga), (cello solo), Jean Schwiller; "Walk, Walk, Walk" (Belmont and Green), Stanley Kirkby and Joe Belmont; "How to Be Happy Though Married," Arthur Omond; "Stephanie Gavotte" (Czibulka), (concertina solo), Alexander Prince; "The Bandolero" (Stuart), Peter Dawson; "Gems of Wales" (arranged by G. W. Byng), National Military Band; "Softly, Unaware" (Paul Lincke), Sousa's Band; "Love Dreams" (H. Blanke-Belcher), W. H. Thompson; "Every Little Movement" (K. Hoschna), Miss Narelle, Mr. Potter and chorus; "Mother Machree" (Olcott and Ball), Will Oakland; "Bonnie Sweet Bessie" (J. L. Gilbert), Miss Marie Narelle; "Amo—Intermezzo" (H. Ingraham), Edison Concert Band; "The Girl of My Dreams" (K. Hoschna), Harry Anthony and chorus; "Sweet Dreams of Home" (H. Engelmann), (bells solo), Charles Daab; "Home, Sweet Home" (J. H. Payne), Knickerbocker Quartette; "Moonlight in Junglesland Medley" (Dempsey and Schmid), New York Military Band. Edison Standard Records—"The Cockney Band Two-Step" (Valentin), National Military Band; "The Pretty Little Girl from Nowhere" (Rogers and Neat), Stanley Kirkby; "Another Little One a Coming Out" (Carter), Arthur Osmond; "Girls Beware of the Barefaced Men" (Haines, Maher and Carter), Miss Florrie Forde; "Austrian Cadets March" (Parcs), (concertina solo), Alexander Prince; "Farandole from L'Arlesienne" (Bizet), Victor Herbert's Orchestra; "The Bell Gavotte" (M. Watson), (bells solo), Charles Daab; "Dear Old Ma" (E. R. Ball), Will Oakland; "Wonderful Words of Life" (P. P. Bliss), Anthony and Harrison, and "Southern Ideal March" (J. C. Heed), United States Military Band.

An Active Inventor.

Daws Clarke, maker of the popular Flex dia-

phragm, is one of those inventors who never seem satisfied with their work. He expends a great amount of time in experimenting, and splendid though it is for good reproduction, has recently been successful in distinctly improving the tone volume of his diaphragm.

Any American talking machine firms desirous of a good mail order line are well advised in negotiating with Mr. Clarke for sole territory agency.

Secure Grand-Prix at Brussels.

At the Brussels International Exhibition the Gramophone Co., Ltd., secured the Grand Prix. Congratulations.

Churches Install Gramophones.

So many of the well-known hymns, anthems, carols, etc., have been recorded by the Gramophone Co. that quite a number of churches throughout the country have installed an outfit for use during the services.

Interesting Beka Record List.

An attractive list of titles has been issued by the Beka Co. for December, among which the following seasonable selections will strongly appeal to all classes of record dealers: "Pantomime Souvenirs," Part I. and II., introducing excerpts from no less than ten of the expected panto. hits, selection and waltz from "The Chocolate Soldier" (Strauss); "Star of Bethlehem" and "The Holy City," by Phillip Ritte; "The Miner's Dream of Home" and "Don't Go Down in the Mine, Daddy," both by James Hudson; "Fall in and Follow Me" and "The Pretty Little Girl from Nowhere," by Jack Charman; "The Whist Drive" and "Our Wedding," by Harry Bluff, and two of Billy Whitlock's humorosities, sung and composed by himself.

Gramophone Co's Profits Increase.

The Gramophone Co.'s balance sheet for the past financial year shows a profit of £155,600, as against £58,000 the previous year. A final bonus of 10 per cent. brought the total dividend for the year up to 15 per cent. on the ordinary shares. The

amount due from debtors has fallen by £12,700, and altogether the position of the company would appear to be decidedly satisfactory. Notwithstanding the recent adverse law decision, Gramophone shares are now quoted at (time of writing) 36s.

Lockwoods' Fine Catalog.

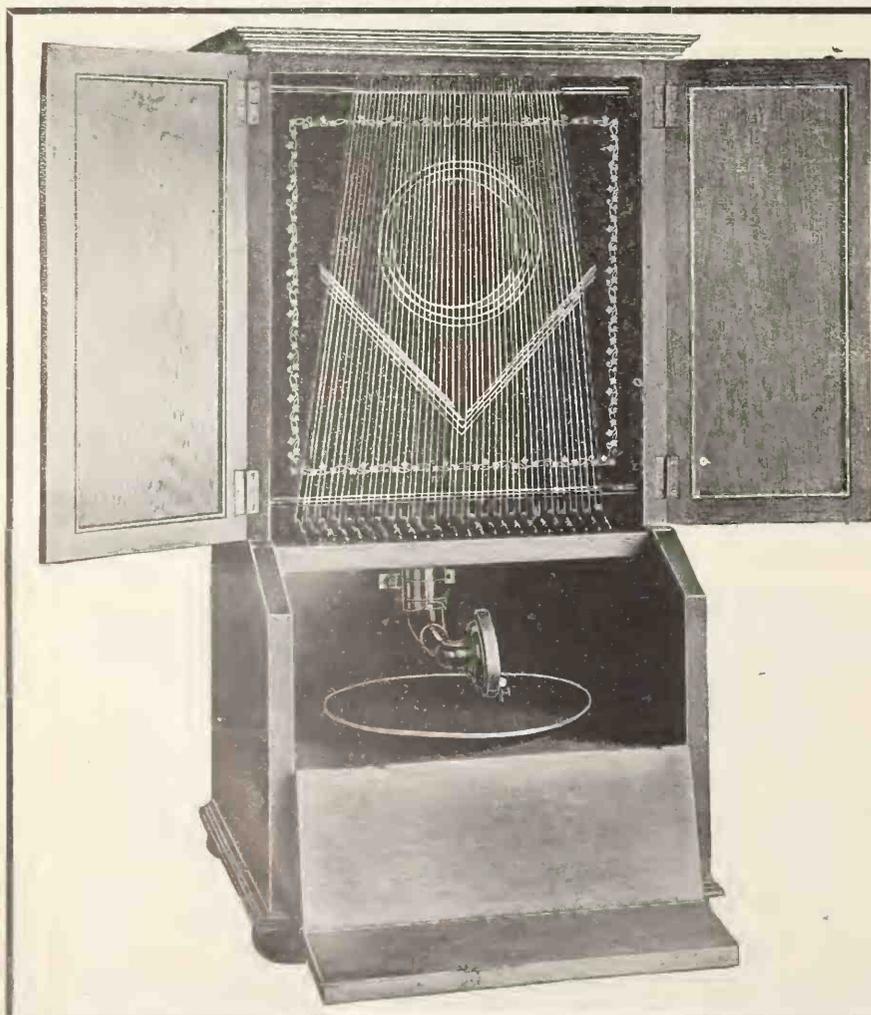
"Talking machines we sell" is the apt title given to a fine catalog production issued by Lockwoods, the Zonophone and Twin factors, of this city. Each instrument is illustrated in true-to-life colors, thus presenting a most attractive and effective showing. In addition to the featuring of the Perophone series of machines, ranging in price from 25s. up to £7 10s., and several models of the new Zonophones, particular attention is directed to the "Tresor" motor and the Perfecta Radiophone sound box. Such a descriptive catalog as this will prove of the greatest assistance to dealers, and indeed I learn that already considerably over 50,000 have been ordered and paid for by the company's enterprising agents throughout the country. The dealers have their name and address printed on the catalog, and as retail prices only are mentioned therein, it should open up valuable possibilities for the development of local trade.

Anent New Columbia Records.

Grand opera for 2s. 6d. Listed on a Columbia-Rena ten-inch record this month are these celebrated arias: "La Donna e mobile" and "Vesti la Giubba," by the Columbia new tenor, Walter Wheatley. As he is a grand opera artiste, it is but right and fitting that his work as such should be judged by the multitude. Both songs are sung in English, of course, and we frankly admit that they are even more acceptable as such than in a "furrin lingo," heterodox as it may be to say so. And we think the verdict of the public will be the same when they have heard what Wheatley can do.

Peary's Christmas at the Pole.

The Columbia Co. have taken advantage of the publication of Commander Peary's book to issue



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

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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

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

Telegrams "Putiel 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.

a little folder telling the story of Peary's Christmas at the North Pole with his Columbia graphophone. They have practically left Peary to tell the story of his graphophone in his own words, and it is interesting and quite conclusive evidence to learn that on page 173 of Peary's book the gallant explorer says:

"Christmas day. After dinner came the dice-throwing contests and the wrestling and pulling contests in the fore-castle. The celebration ended with a graphophone concert."

Peary also wrote that company a letter in which he says that the machine referred to is the same that he took with him on his previous expedition of 1905-1906—remarkable testimony to the hard-wearing qualities of the Columbia workmanship.

Special Christmas Records.

The manufacturers have considerably strengthened their Christmas record lists this year by the addition of titles covering well-known hymns, carols and dance music, not previous recorded. In this respect one of the most popular lists in the trade is that of the Columbia Co.'s, which literally teems with up-to-date titles appropriate to the festive season. The Edison impression is far ahead of all the phonograph companies' lists, and, as I gather, contains more titles than is to be found in any other list, be it disc or cylinder. No less than eighty special Christmas selections appear in the Zonophone list, while Twin, Beka, Jumbo, Favorite, Pathe, Edison Bell, Klingsor and others all have made satisfactory provision in this direction, and it is a pleasing sign of the times that not only the quality of the selections, but of the performers also, indicate that more and better value is offered each succeeding year. Concrete evidence of this is found in the recording of titles on half a crown double discs by such famous and select bands as the Life, Scots and Irish Guards, in addition to excerpts from most of the well-known operas, by leading operatic vocalists of the day.

I should not be doing justice to my readers without giving a few particulars of the excellent Christmas fare provided by the Gramophone Co., whose list, from the view of quality, is generally conceded to have no rival. Apart from the galaxy of hymns, carols and such like, their offerings embody the finest selection of dance music ever issued in the form of records. Perhaps the two most popular dance orchestras of the day—Herr Iff's and Gottlieb's—certainly the best combination of their kind, are responsible for the recording of a goodly selection of that class of music which irresistibly keeps the ball rolling at Christmas parties and affairs of a like nature. These are the class of records which constitute a dealer's best trading asset during the month of December, and evidence in the shape of big orders is convincing.

PROVINCIAL NOTES.

From reports to hand it is apparent that except in a few districts a general state of optimism prevails with dealers throughout the kingdom. The

public has now made a move in the right direction, as a consequence of which talking machine retailers find sales prospects exceedingly good. Of course, the provincial factoring houses are just about as busy as they well can be, for the distributors' orders come in faster than they can be despatched. Not due to defective service, but it is only natural that some little delay must inevitably occur during such a rush time. And, as a rule, dealers hang up their instructions until the last minute, expecting to get their goods the next. As in London, the provincial factors have experienced the same difficulty in getting supplies from the makers, while in some instances serious complaints of delay have been made. It's a very annoying situation not to be able to execute orders when one gets them, but as certain of the manufacturers have advised, they are doing all in their power to mitigate delays and are delivering as quickly as possible.

Trade in Newcastle Very Brisk.

Newcastle way trade is very brisk in Zonophone, Edison Bell, Columbia and Beka products, not to mention the Edison goods, which are strongly featured by Newton & Co., the largest factor of that city. In Yorkshire things are well on the move for the chief industries are in an exceedingly healthy condition, good wages and employment having a direct bearing upon the situation, with the result that talking machine and record sales are much better than even at this time last year. Bradford factors and dealers handling Edison, Columbia and Gramophone lines would appear to be doing excellent business, judging from all reports.

"Cinch" Machines in Demand.

Twin records and the wonderful Zonophone "Cinch" machines are in great demand in the county of Lancashire, and Edison products sell freely. Traders in and around Liverpool and Manchester express themselves very optimistically now that the cotton industry is in a more settled state, and think December sales will not be so much below the average after all. Edison Bell trading is well on the increase in these towns, while Klingsor, Beka, Favorite, Columbia, Pathe and other leading lines are going strong. Dealers' preparations for a good Christmas trade are well advanced, and it is generally conceded that prospects were never brighter—local circumstances considered. Owing to the existing boilermakers' strike Barrow-in-Furness dealers can see little hopes of a good season; indeed, many will find a difficulty in making both ends meet this year, for an early settlement of the trouble is not expected. Things are busy at the Colmore Depot in Birmingham, Edison, Zonophone and Twin lines being very popular with midland dealers, who expect a better season this year than last.

Coal Strike Hurts Business in Wales.

In Wales the coal strike has upset trade considerably. Thousands of miners are without the necessities of life, and very little money is being disbursed by the unions. The outlook for talking machine traders is therefore anything but satisfac-

tory. Optimistic as ever, Mr. Tilley, of Cardiff, is keeping things moving at a fair pace by sheer energy, although it is very doubtful whether the dealers in and around the strike neighborhood can shift the stuff. But for all that Welsh trade, on the whole, cannot be said to be bad.

T. Edens Osborne in Evidence.

The Belfast papers always have something interesting to report of the enterprising Edens Osborne, whose latest act, or, rather, demonstration of loyalty, as one paper put it, was the Auxetophone rendition of the national anthems, when Lady Aberdeen drove past his premises on her way to the City Hall recently.

Ammunition for Orangemen.

The Ulster Guardian gives currency to the statement that if home rule is passed the Orangemen will resist, even to the use of force. The report, which is an amusing political skit, continues:

Colonel Wallace, the generalissimo of the Ulster rebel army, was discovered by our representative in T. Edens Osborne's well-known gramophone emporium. He was engaged in singing into one of the recording machines. In response to an inquiry, Colonel Wallace broke off in the middle of a verse of the "South Down Militia" to state that it was his intention to have one thousand records of his well-known ballad manufactured for use against the enemy. Musical experts had informed him that it would prove more deadly in action than lyddite shell. Asked for particulars as to his probable plan of campaign, the hero of a hundred fights said that on the outbreak of hostilities he purposed to seize the person of Dan McCartan as hostage and to despatch the South Down Militia by a Y. M. C. A. excursion to Dublin and let them loose there. Beyond these drastic steps he refused to unfold his strategy. Our correspondent left him warbling the last verse of "The Terror of the Land" into the phonograph.

With all this complimentary advertising no wonder Mr. Osborne is experiencing a fine season as regards talking machine sales. It simply demon-

The **FLEX** Patent
DIAPHRAGM
LOUD SPEAKING

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)

strates the result of enterprise, and sets a good example to dealers in other towns.

New Clarion Record Titles.

The Clarion Record Co. draw attention to a very special list of titles which they have recently issued. Every one is a good selling title, and certainly it would be difficult to find a stronger combination on any list. These red label cylinders have a fine surface and their tonal quality marks a high standard of recording. Dealers applying to the company at Wandsworth, London, can obtain lists and terms of trading, etc.

Amberola Sales Increasing.

Reports reach me from the leading factors and dealers that the Amberola sales are steadily progressing, the machine being an object of much praise generally.

WHAT MAKES THE GOOD EMPLOYEE.

Some Timely Comments Which Apply to Talking Machine Men at Home and Abroad.

What makes a good employe? Opie gave the answer when he was asked with what he mixed his paints. "With brains, sir," said the painter. Nothing under heaven but brains can make a good employe. Honesty, initiative, loyalty—what are all these but phases of an eager, active and alert intelligence? I ask you. Amid the bewildering complexities of modern life, only the man who has brains is able to understand not only where he is, but whither he is going. He only is a good employe who understands his relation to the institution of which he is a part, his duties and obligations to that institution and to his fellow workmen.

All accomplishment is the result of co-operation. But no man or no woman can co-operate to the utmost if he does not understand that he is a co-operator. The good employe, because he has brains, realizes what it means to accept a job. He knows that in taking the place which is offered to

him he agrees to sell more than his mere presence in a certain place for a certain number of hours a day. The good employe, because he has brains, knows that whatever agreements may have been made by others when they accepted their jobs have absolutely no bearing upon his agreement. The good employe knows that he has agreed to do the work set before him as well as he is able to do it, and that even if he be the only one in the place with brains enough to see clearly the true nature of his obligations, it is none the less incumbent upon him to carry out his obligations as if he were the only person that had been hired.

In the slackness, indifference and laziness of others the good employe sees not an example to be emulated, but rather a danger to be avoided if he would preserve his own ability, self-respect and future prosperity.

And he knows that responsibility is to be welcomed; and that only fools and weaklings dodge it. The employe who has brains, knows that the job he has to-day is but a period of probation, that by what he makes of his present work and opportunity he will be judged when a vacancy occurs in the rank above. The good employe realizes that honesty is not only the best policy, but the only policy. He knows that there is nothing so foolish as dishonesty, nothing so idiotic as envy, nothing so sensible as working for right all the time.

The intelligent worker knows that labor ceases to be labor when he is interested in it, and that the whistle blows before you expect it if you keep your eyes off the clock. The employe worth having knows that mistakes will happen to the best of us, and that the only decent, manly and intelligent thing to do when a mistake is discovered is to notify those whose business it is to know, so that the damage that has been done may be undone as soon as possible. Because he has brains, a good employe knows that he has no right to so dispose of his time after working hours that his efficiency shall be impaired while he is at work. And he

knows that anything that injures the boss indirectly does far more injury to himself. And he is a man who expects only a square deal and is always ready to give it. He wants no man to be blamed for his mistakes, and does not expect to be blamed for those of others.

The intelligent employe is loyal, because he knows that it pays. The good employe realizes that the inappreciation of his boss does not absolve him from his obligation to serve faithfully, earnestly and efficiently while he remains a part of the institution. He knows that if the employer lacks appreciation, the only proper thing from every standpoint is to find one who can appreciate. The intelligent man knows that there are times in the history of almost every concern when the employers would gladly cease to operate if it were not for the fact that hope of future profits and consideration of their employes keeps the wheels moving even at a loss. The employe who deserves to be called "good" knows that a lot of people will judge his employer by what they see of and hear from the employe. Therefore the intelligent employe keeps the secrets of his employer, talks with pride of his institution if he can, and if he cannot, keeps still.

The good employe knows that appearances count and that while a shabby, or careless man may be a good man, people must judge quickly. Above all, the good employe is considerate of others' rights, says the Silent Partner. If he is clothed with a little authority he exercises it solely for the interests of the institution, and is careful that his personal feelings, his own likes and dislikes, do not color his attitude toward those around him. He realizes that the example he sets may be followed by many others, and therefore he sets the best example he may. He will not criticize those over him, much as they may deserve criticism, except in such a way as to advance the efficiency of the institution, nor will you find the good employe among the listeners in the group of knockers.

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.

TRADE FABLE

No. 6

If Jack Roberts had been numbered among the huskies who encumbered the face of the map in the old bewhiskered days when forks were a luxury and when every man was labeled for what he was rather than in accordance with the cognomen of his immediate male ancestor, he might have been known in the business world as the "Holiday Kid." The average Wagnerian disciple's enthusiasm for the noisy stuff was a mere incident compared to the high regard that Roberts lavished upon the selling possibilities for the month of December.

As soon as the New Year celebration had been ended and the bromo seltzer laid carefully away, this gent would begin to dope out just how he was going to sidetrack the business that was bound to happen during the following December. By the end of January he had filled several reams of foolscap with details of clever plans for putting the bee on his competitors. March first saw the heels of his Regals worn to a frazzle and the top of the desk badly scarred as a result of his reposing comfortably in his office while drawing mental pictures of Santa Claus slipping him the mitt and greeting him as a brother, as a reward for the manner in which he had placed talking machine outfits in the best homes for Christmas morning surprises.

By the middle of the month his nerves gave away completely whenever a customer came in and disturbed his thoughts and when the summer arrived a shovel was needed to dig six months' old records from out of the dirt that lined the shelves—and the Christmas wreaths still decorated the walls.

With December only four months away Bobbie Boy began to perk up and take a real interest in his business, but:

Little Sammy Jones, located several blocks down the street, did a mighty neat holiday business all by his lonesome and with not more than ordinary preparations in regard to having a sufficient stock on hand. On January second he began the next year's business by slapping a few ads in the local sheet, giving semi-weekly recitals and making a mighty loud noise to let the crowd know that he was still doing business at the same old stand. Any dust on his stock arrived there over night and got the bum's rush early in the morning. The only place where the dust was safe was on the seat of his desk chair, because he was so busy that he made out the orders for more goods and the checks to pay for them while standing up to save time. A prospective customer found "Welcome" written on Sammy's face as well as the door mat and the people who had purchased machines during the holiday season were surprised and generally lured to the store by the big mail received from said Sam party and running from catalogs to circular letters.

By the end of July, when Roberts was just waking up to the fact that he was supposed to be a business man and that Christmas was coming, Sammy was so busy handling the rush that he dreaded to think of the way he would have to

hustle to supply talking machines for Christmas presents.

When the next New Year arrived Sammy began to figure on whether to open a branch store or to enlarge his present quarters, because the police began to complain about the way the crowd blocked the sidewalk in front of the store.

On January 2 Roberts sadly looked over the cash in hand, bills receivable and bills payable, wept softly over the latter and then sent for his lawyer, an expert in bankruptcy. The new window display consists of a large sign—"Store to Let."

Moral: Because a man thinks he's a bear in business does not signify that he can hibernate for eleven months in the year and still get away with the kale.

MOVING DEAD STOCK.

Secretary Roush, Secretary of National Talking Machine Jobbers' Association, Suggests an Excellent Plan Which is Worthy of Consideration.

J. C. Roush, secretary of the National Talking Machine Jobbers' Association and treasurer of the Standard Talking Machine Co., Pittsburg, Pa., was in New York recently, and in the course of a chat stated that he expected about January 1 to start an active campaign in the way of concentrating interest in the convention of the association to be held in Milwaukee next summer.

He also mentioned a very important matter which should have a wide circulation among the jobbers and which emphasizes the value of the association. It is this: He will be glad to hear from jobbers who are anxious to clear out dead stock from their shelves, such as horns, cabinets, records, old style machines—in fact, anything that they desire to get rid of. If they will write him a description of what they have, sending several copies, he will be glad to distribute them among members of the association who may have demands for such specialties. In this way that which is dead stock can be made a live asset in the way of real money.

He instanced a jobber who had a lot of certain style machines and records which he was unable to dispose of. He sent the list to Mr. Roush and was placed in touch with another jobber who had a market for just these goods. It will be an excellent plan for jobbers to write Secretary Roush on this subject. The association is working for the interests of all, and the more frequently members get in touch with the secretary the better.

COLUMBIA FOR AFRICAN CONSUL.

(Special to the Talking Machine World.)

Washington, D. C., Dec. 6, 1910.

The local establishment of the Columbia Phonograph Co. has just finished selecting a library table, or Grafonola-Regent machine, and 150 grand opera records, along with a large supply of needles and other necessary supplies, for shipment to one of the consul-generals of the United States in Africa. This outfit has been selected with the greatest of care.

The Columbia Co.'s Washington store has probably shipped more outfits of talking machines to unique places and persons than any other dealer in the business. It had the distinction a year or two ago of having had made to order the smallest talking machine in the world, as well as the largest one ever manufactured. Among old talking machine men this will be remembered as having been manufactured especially for the Shah of Persia.

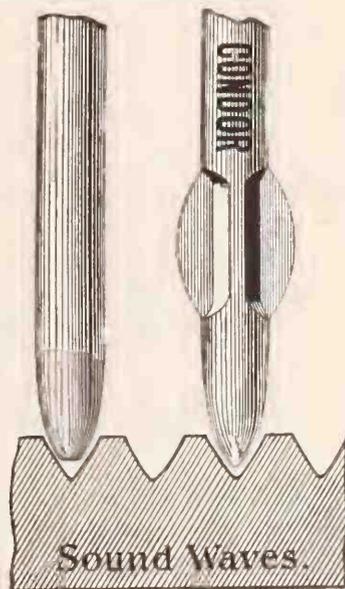
Adolph Capecelatro, for several years employed with Marrone & Lofaro, of Utica, N. Y., has opened a store for the sale of talking machines, pianos, musical instruments of all kinds, music, etc., in the Rossi Building, at 672 Bleecker street, under the name of "The Progressive Store."

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



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

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

FABRIK E. SAUERLANDT bei **FLURSTEDT**

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

A CHAT WITH CONSTANTINO.

The Clever Tenor of the Boston Opera Company Discusses the Educational Value of the Records He Has Made for Columbia Phonograph Co. with World Representative.

(Special to the Talking Machine World.)
Boston, Mass., Dec. 8, 1910

That the talking machine has wielded considerable influence in the development of grand opera, with grand opera holding a similar relation to the talking machine, is a statement that is unquestioned by the biggest and best men in the industry. It is apparent that this growth during the past few years has been of tremendous volume. One of the greatest factors in it is Florencio Constantino, the famous tenor, who sings exclusively for the Columbia Phonograph Co. It was with the thought of giving The World readers a little story of how Mr. Constantino himself viewed the foregoing that prompted the writer to have this chat with him. And with the personality of Arthur Erisman, manager of the Boston branch of the Columbia Co., as a credential, it was easily accomplished.

Arriving at Constantino's apartments we were entertained by his son, Ricardo Constantino, who recently became associated with the Columbia Phonograph Co. at New York and who was spending a few days in Boston, and Mr. Constantino's secretary, Angell Canga-Arguelles. Young Mr. Constantino was particularly enthusiastic over the sale of Columbia grand opera records, which he considered were growing in popularity by leaps and bounds.

Following this chat Constantino came in and, while the accompanying photograph looks like him, still it lacks the welcome and gracious smile that is characteristic of him. He bears an air of democracy, inherent democracy I should say, that makes the visitor feel perfectly at home, this quality of his nature being so unlike many artists just the same as his singing is so entirely different. Although Constantino knows considerable English, it is not enough to converse freely, and his son, Ricardo, acted as interpreter.



FLORENCIO CONSTANTINO.

Constantino has been singing in the United States for about five years and this is the most successful season he has ever had. His voice and singing are better each year, or even better with each performance. Five years ago people did not take the keen interest in grand opera that they do now, and five years hence will probably show a growth beyond our most vivid imagination.

"Where did you first sing in the United States?" was asked by The World man.

Through his son, Ricardo, Constantino answered: "At New Orleans, followed by a tour of the western section of the country, which occurred after singing in all the principal theaters of Europe."

"Don't you think you have done considerable, both by performance and by graphophone records, to educate and stimulate the desire of the public for good opera renditions?" he was next asked.

"Yes! Yes!" replied Constantino in English, followed by several sentences in Spanish to his son, who added: "He says that people can hear the opera and go home and hear it over again, those who do not go to the opera have an opportunity to enjoy the music if they possess a graphophone."

The World man then inquired: "What records do you consider your best—favorite ones—both for people familiar with operatic works and for students who desire a standard of tenor voice?"

"For musical people," he replied, "from 'Mefistofele,' 'Nearing Life's End'; 'Les Huguenots,' 'Fairer Than the Fairest Lily,' and 'La Favorita,' 'Spirit So Fair.' Good records for students are: From 'Faust,' 'Hail! Thou Dwelling Pure and Lowly'; 'Rigoletto,' 'Woman Is Fickle' and 'Among the Fair Throng.'"

Constantino also added that many students purchased Columbia machines just for studying the science of tenor singing and to hear the pure tone of his voice. He considers his records of great educational value.

As Constantino requires two hours' rest from talking before singing, the balance of the conversation was mostly of minor subjects anent opera and his records, implying throughout that his grand opera records were of the greatest in the world. He is certainly having a wonderful success as the star tenor of the Boston Opera House.

"Constantino has, in addition to his magnificent voice, a graceful stage presence, great dramatic ability and polish of personality and address that make him one of the most admired artists at present before the public," is a sentence taken from the new Columbia grand opera record list, which cannot be improved as a word-description of his distinguished self.

NATIONAL CO. PLANT WORKING NIGHTS.

The factory of the National Phonograph Co., Orange, N. J., is rushed with orders in every department, and they are running behind on Amberolas. Speaking of this, F. K. Dolbeer, general sales manager, said:

"Yes, the plant is not only very busy, with a full complement of men working, but the factory is being operated overtime every night. We are keeping up fairly well on general orders, but are falling behind on Amberolas. The remainder of the season will be extremely active."

WE ARE HEADQUARTERS

It is "going some" in making this statement, but we have the facts to prove that the

Talking Machine Supply Co.
400 Fifth Avenue, New York

are in a position as manufacturers to furnish the Jobbing Trade Only:—

Repair parts for all kinds of Talking Machines.

Also high-grade English Steel Needles, put up in lithographed envelopes and tin boxes in cartons.

Further, our specialties—and we stand at the head of the list so far as these goods are concerned—include Feed Nuts, Sapphires, Belts, etc. In fact, all the essential supplies needful in any branch of the business. Our new catalog for the asking.

TALKING MACHINE SUPPLY CO., 400 Fifth Ave., NEW YORK

DECLARED INFRINGEMENT OF BERLINER PATENT

Decision Handed Down in "Mechanical Feed" Disc Machine Suit of the Victor Talking Machine Co. Against the Sonora Phonograph Co. in Favor of Complainants.

The so-called "mechanical feed" disc machine has been declared an infringement of the Berliner patent by Judge Hough, Circuit Court of the United States, southern district of New York. The decision was handed down December 12, in the case of the Victor Talking Machine Co., Camden, N. J., against the Sonora Phonograph Co., New York. An appeal will be taken to the Circuit Court of Appeals. The full text of the opinion follows:

JUDGE HOUGH'S DECISION.

It is unnecessary to recite the language of the claims in suit, or to recount the numerous decisions on this patent, for defendant admits, that (Fed. Rep., 860, to 177 Fed. Rep., 248, where all the intermediate cases are enumerated) the patent in suit has been sustained, wherefore the only defence here advanced is non-infringement. Defendant's position is that when Berliner filed his application the talking machine art was not new; that in that art flat discs containing sound records were known; that the reproduction of sound therefrom by the engagement of a stylus with a spiral sound-recording groove upon such discs was also known, and that in such reproduction of sound a loose mounting of the reproducing style, so that it would be readily guided by the record itself, had been shown to the world. This knowledge is said, and I think truly, to have been given the public especially by the Bell and Tainter patent (341,214); the other well-known inventions of Mr. Tainter, and the still earlier patents of Edison. The further argument is that although the validity of Berliner's invention must stand admitted, that the scope of that invention has not been so plainly shown as to cover defendant's device, while the final position taken is that said device does nothing that was not known before Berliner.

THE COURT DESCRIBES THE MACHINE.

The machine asserted to infringe scarcely needs explanation, but the court's understanding of it may be thus stated: the exhibit shows the usual revolving tablet capable of receiving a disc record of any commercial form; back of that tablet is a telescopic tube connected with and forming a part of the amplifying horn. That tube is actuated by a half nut seen in engagement with a revolving shaft bearing a screw thread corresponding in gauge to the cutting of the nut. When the shaft is revolved the telescopic tube is advanced into the amplifying horn, with which it is in frictional engagement only. Attached to the tube is seen the tone-arm, anteriorly connected with the tube by a universal joint, and terminating in the stylus resting in the groove of the disc record. The gauge of revolving shaft and half nut is 96 cuts to the inch, which is probably near the average gauge of commercial disc records, although the evidence shows them running from 72 cuts to 112.

The tone-arm of the machine has enough play through the universal joint to enable it to swing over about one-half of the ordinary commercial record; wherefore to cover the whole of such record the telescopic tube must advance toward the center of the disc, and thus compensate for the shortness of the arm. If the arm were longer the telescopic feature would be useless, if it were shorter the movement might require acceleration, but as shown it is of a length permitting the stylus to nearly reach the disc centre, when the tube has passed into the horn as far as it can go.

SCOPE OF THE BERLINER PATENT.

The inquiry as to just what is the scope of the Berliner patent might be greatly prolonged by quotations from numerous decisions, but it is certainly fair to defendant, and seems sufficient for the purposes of this case to adopt the definition of defendant's own expert, who gave it as his opinion that

"the main feature of the patent in suit (Berliner's patent) as to the reproduction of sound appears to consist in the provision of apparatus by which the reproducer is fed across the record by the record groove and independent of other mechanical means. That is to say, prior to the patent in suit it was customary to feed the reproducer across the record or feed the record past the reproducer by mechanical means, a common form being the so-called screw feed. As an improvement upon both of these methods Berliner dispensed with the mechanical feed and depended wholly and entirely upon the record groove as a means of feeding the reproducer across the record."

While not so elaborate, it seems to me that this view is entirely in accord with the exposition of Hazel, J., in the original case and with the subsequent efforts in the same direction. For the purposes of this litigation the important part of the above description of the scope of Berliner's invention is that he "dispensed with the mechanical feed and depended wholly and entirely upon the record groove as a means of feeding the reproducer across the record." Starting from this text the defendant by its expert asserts that in defendant's machine

"for the purpose of feeding the reproducer across the record a mechanical means is provided separate and independent of the record groove in the form of a screw shaft and half nut, the common type of the so-called screw feed. Under the action of this mechanical feed the reproducer once started in the usual manner to play a record is

positively driven by the feed across the face of the record, to the limit of the thread on the screw shaft, and thereupon the feed ceases to act and a positive stop comes into action holding the reproducer at this point regardless of the length of the record groove or its position on the record disc. To express it in another way, the screw feed in this machine will appear to be controlling and to afford a positive and certain means of propelling the reproducer across the face of the record separate and independent of the record groove. To provide for inequalities, differences in pitch of the feed screw and record spiral and other uncertainties the defendant * * * mounts the reproducer in a manner to have slight play or yielding action in order that it may adapt itself as may be required to the record groove while driven by the mechanical feed."

"MECHANICAL FEED" SUMS UP THE QUESTION.

It is thus asserted as a description of defendant's method, and the reasons for non-infringement, that the stylus of the machine pictured "is positively driven by the feed across the face of the record"; that the machine in question "affords a positive means" of so driving the reproducing stylus "separate and independent of the record groove"; and that the movement of the tone-arm is no more than a "slight play or yielding action" necessary to provide for inequalities, etc., while the reproducer itself is being "driven by the mechanical feed."

These last two words really sum up the present litigation —is the defendant's reproducer when in useful and intended operation actuated "by and in accordance with" the record, or is it actuated by the screw shaft and half nut and in (not in accordance with) the record groove? The words just used "useful and intended operation" are most important, for a positive actuation of the stylus when the machine is not producing sound in the manner intended by its makers and sellers, cannot be regarded as a "mechanical feed."

"USEFUL AND INTENDED OPERATION" CONSIDERED.

The Hoschke machine, with its spring constantly pulling at the tone arm, would propel (or rather draw) the stylus across the record face when the disc tablet was not in revolution; but that did not make the spring a mechanical feed, when the tablet was revolving and the machine doing what it was intended to do. So here, the screw shaft and nut shown will propel (that is push) the stylus across the disc when the movement of the tone arm is exhausted, and the tablet is not in revolution; the stylus is then "mechanically fed," but such feeding has nothing to do with the "useful and intended operation" of the device.

Defendant's machine is made to give forth recorded sound with the disc record turning around, and the tone arm free to swing (even without movement of the telescopic tube) as above stated; wherefore it is also beside the mark to point out (as has been done) that this machine will reproduce sound with a rigid tone arm, screwed or soldered to the tube, provided the stylus be loosely mounted to compensate for "drunkenness" in the record, and the gauge of the record be the same as that of the screw shaft (96 to the inch).

INFRINGEMENT NOT AVOIDED.

Such a device would be a true mechanical feed, for it would be by the actuation of the screw shaft alone, that means or power is provided for enabling the stylus to travel from periphery to centre of the disc record. But the argument seems idle, inasmuch as the question is not what a machine with a rigid arm would do, but what is done by this machine with a short swinging arm.

Similarly it is not useful to demonstrate that defendant's machine cannot reproduce from a record which begins at the centre rather than the circumference of the disc. This is because the arc of the tone arm's movement is all (or nearly all) to the left (looking at the exhibit) of the universal joint. Admittedly the complainant's well-known apparatus will reproduce from a disc with spiral record reading either way, because of the greater area of the swing of its longer arm; but if defendant's machine does the same thing in the same way reading one way as does complainant's, then infringement is not avoided as to that way—or method of operation—because the infringing machine is not as good or complete as the patentee's. Half an infringement is just as thoroughly an infringement (as far as it goes), as a slavish and complete copy.

VALIDITY OF BERLINER INVENTION ESTABLISHED.

It is necessary then to consider the normal and intended operation of the apparatus presented. What is it, that in machines covered (under repeated decision) by Berliner's patent is actuated "by and in accordance with" the record? And what is it that in undoubted mechanical feed machines (such as the Edison phonograph) is positively driven by a force wholly outside of, and unconnected with, the record? It is always the stylus; if that be mechanically driven past the irregularities of the sound groove it is mechanically fed; but if that stylus is not driven at all, but permitted by its wide radius of swing to follow a groove in a disc which is itself mechanically fed under the stylus, then the stylus is said to be "propelled * * * by and in accordance with" the record—a result and distinction reached in a line of cases now much too long to cavil at.

Applying this to any model of defendant's apparatus, it is apparent that the mechanical device, or feed contained

in screw shaft and nut, does not operate upon the stylus at all, but on the tone arm, and serves merely to position that part of the machine, and extend the area of its operation, but at any given movement of operation, the swinging arm and stylus is doing just what is described in Claims 5 and 35 of the patent in suit, and doing it in exactly the same way.

The truth of this seems easily tested. If the nut be disengaged, the machine will play until the tone arm's limit of movement is reached; if the revolution of the record be stopped, but the so-called mechanical feed continue in operation, the stylus does not stir until again its arc of movement is exhausted, and then it only scratches.

REPRODUCER NOT CONTROLLED BY MACHINE.

My conclusion is that the assertions made by defendant's expert are not borne out by the evidence; the reproducer is not positively driven by the feed across the face of the record, nor does the machine afford means of so propelling that reproducer separate and independent of the record groove. On the contrary the stylus when doing what the machine is sold to do, is always following the groove in its spiral path from circumference to centre, what makes it do so is the groove itself; the mechanical device (misnamed a "feed") attached to the apparatus is merely a moving pivot for the tone arm; the ninety-six gauge of nut and shaft is wholly unnecessary and unessential, it might be twenty, or it might be dispensed with altogether, and the telescopic tube pushed in with the finger—one push given when about half way through an ordinary record would be enough—the act would not disturb the stylus, would reposition the anterior end of the tone arm, and during the whole operation the reproducing point would continue to follow the groove just as does Berliner's.

Complainants may take a decree as prayed for.

E. E. Prarie, formerly with the National Phonograph Co., Orange, N. J., is now looking after the New York city trade for the United States Phonograph Co., Cleveland, O. He makes his headquarters at the recording laboratory, 662 Sixth avenue.

The Columbia agent at Terre Haute, Ind., sold a Grafonola Mignon to D. McLaughlin, president of the Vigo Ice Co., of that city, which will doubtless lead to other sales to prominent men in Terre Haute.

Salesman Wanted.

Retail Talking Machine Salesman Wanted.—Good outside man; location 25 minutes from New York City Hall; give references and experience. Address "VICTOR," Box 90, care Talking Machine World, 1 Madison Ave., New York.

Business Opportunity.

For Sale.—Edison Phonograph Jobber's Stock and good will, in smart New England city; excellent chance to add other lines. Address "JOBBER," care Talking Machine World, 1 Madison Ave., New York.

Store for Sale

In good Oil town, 5,000 population. Small clean stock of Edison and Victor lines. Small musical instruments and sheet music. Best location in town. Low rent. Good instalment proposition. Have pulled only 3 outfits in three years. Discount if purchased soon. Owner has two stores (one a jewelry) and cannot give proper time and attention to both. Will require a small capital.

A. C. THOMAS,
Sistersville, W. Va.

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.

Mr. Henry Russell, Director of the Boston Opera House, and Associate of the Metropolitan Opera House, is now Consulting Director of Opera for the Columbia Phonograph Company. This first official recognition is significant of the present status and future possibilities of the Graphophone as "the one incomparable musical instrument."



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

TIMELY TALKS ON TIMELY TOPICS

While the talking machine manufacturers are very much pleased with what President Taft had to say in his annual message to Congress—presented last week—about the cultivation of closer mercantile arrangements with foreign countries, especially the Latin-American people, they have lost no time in going after this business in the most practical way. Permanent agencies have been established by these companies in some leading city of prominence, and travelers have covered the entire territory of the South American country, not only establishing branch houses or distributors of their respective products, but also studying the musical tastes and preferences of the various peoples up and down the East and West coasts and in the interior. Then has followed the recording of the best known and most popular native artists, and even the Indians have been cultivated and laid under contribution to secure records that would appeal to every inclination of the natives and sell accordingly. Even dialect records have not been overlooked, and notwithstanding the keen competition of European manufacturers, whose goods run more to cheapness than quality, the American companies have held their own and continually made new ground and opened up new avenues of distribution. Grand opera selections are always in demand by the Latin-Americans, and in this regard the catalogs of our manufacturers present a fine list of the very highest and best works, which have also been a strong leverage in gaining and holding trade.

Besides what the President said relative to trade relations, he also strongly urged Congress to adopt suitable measures to encourage the establishment of local banks in South America and to provide for the creation of an American merchant marine and of more direct communication with the United States and those countries. This policy of the President thus foreshadowed has likewise the warm approval and endorsement of the talking machine trade. Though our manufacturers are firmly entrenched and fear no comers in that part of the world, at the same time were these recommendations of the nation's Chief Executive adopted they would reduce the expense and lessen the trouble of doing business there to a material extent and make their position still stronger if not unassailable. Were either the Gallinger bill in the Senate or the Humphrey measure enacted during the closing session of the present Congress it would redound to the glory of the United States and be of incalculable benefit to our merchants and manufacturers, who regard the South American market as one of the world's present-day commercial prizes.

Of the long connection of Edward D. Easton, president of the Columbia Phonograph Co., General, with the talking machine trade and its development, doubtless many are familiar. A great many interesting facts in connection therewith appear elsewhere in this issue of *The World*. Mr.

Easton's historical reminiscences, in the light of present-day progress, read almost like a romance. The career of the Columbia Co.'s distinguished president—first as an editor in his teens, then as stenographer in the United States Senate and before government boards, finally being admitted to the bar—shows what industry and a fixed purpose will accomplish. But all these paths were forsaken to take hold of the talking machine invention in its rudimentary stages, investing his modest fortune on the cast of the die to make it commercially successful, and the ultimate brilliant attainment of his ambition in this respect cannot help but awaken an admiration for this typical American wherever the talking machine is known the world over.

The fifteen-cent indestructible cylinder record promised for the holiday trade failed to materialize. Its projectors, speculating on certain impending trade conditions, were of the opinion a record at so low a price would command an immediate market. That remains to be seen. It is possible the promoters of the scheme may have run against snags which could not be overcome in time to meet the Christmas sales; and mayhap it will appear later. The year 1911 promises to be fruitful in the offering of new articles from several sources.

What has become of the combined disc and cylinder machine? At one time the trade were regaled with what great things this device would accomplish; but somehow it did not "catch on," as the street phrase goes. Possibly its cost—that is, of the interchangeable disc playing appliance, about the price of a reliable, standard machine—was a detrimental factor. Whatever the reason it may safely be classified as among the things of "great expectations but little performance." When this duplex—as it was called—machine was receiving some attention, William Pelzer, vice-president of the National Phonograph Co., was asked for his opinion, deeming he would be interested for several reasons, the reply was: "Let me tell you that when a man wants a disc machine he will buy that type; and the same also applies to the cylinder proposition. Appliances of this kind never have taken nor are they ever successful even from a so-called economical point of view."

On December 8 Hon. Charles H. Sherrill, United States Minister to the Argentine Republic, delivered an address before the National Association of Manufacturers at their quarters in the Hudson Terminal building, New York, on how to get South American trade. He spoke of the opportunities before the American manufacturers if they adopted the right methods, and outlined the chief obstacles to be overcome. Mr. Sherrill is considered one of the ablest men in the diplomatic service, and on this particular subject is not only an authority but enthusiastic as well. Daniel O. Mitchell, manager of the export department of the Victor Talking Ma-

chine Co., Camden, N. J., and Charles Ferree Lightner, their South American representative, were present. Mr. Lightner is making preparations to return to Buenos Ayres, his headquarters, next month. During his absence F. A. Pereira, his assistant, who spent some time at the factory to become thoroughly familiar with the Victor product, has been in charge.

General business with talking machine jobbers and dealers is universally conceded to have improved in a marked degree within the last ten days. The orders from dealers are being placed in their usual erratic way, often to the confusion and misleading of the jobbers, as has been so clearly and conclusively pointed out by J. Newcomb Blackman, of the Blackman Talking Machine Co., of New York. Distributors and jobbers, finding themselves likely to be in a position to handle more goods than anticipated earlier in the season, are visiting or advising the factories with a view of increasing their commitments. This week the orders have been pouring into the factories at a rate which has astonished the general and sales managers. The demand for high price goods is away beyond the mark reached last year.

ADVERTISE—DO IT FIRST.

Local Merchant, Right on the Ground, Should Combat Mail Order Publicity by Advertising in His Local Paper.

The catalogue 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 tomorrow to rectify the error of to-day. But he must get the attention of the buyer—and he must get that attention before the catalogue man does. The most effective way is through the columns of the local newspaper.

The Sonora Phonograph Co., 78 Reade street, New York, announce a "manufacturers' sale" of their goods in the Sunday daily papers for the "holidays only." They quote one-third off their retail price list for their entire line.

G. H. Schubert, Chicago, Ill., manufacturer of the interchangeable shelves for making the Schubert Extensible Record Rack, reports an increasing demand for his specialty throughout the country.

The talking machine sales force of Grinnell Bros., Detroit, Mich., were the guests of the heads of the house at a banquet at the Hotel Charlevoix on Dec. 6.

NEW EDISON ARTISTS.

A Number of Valuable Additions to Their Staff of Well-Known Artists and Something of Their Professional Histories—Singers of International Fame Secured—Victor Herbert to Continue to Supervise Recording of Instrumental Numbers.

Some acquisitions to their list of entertainers were recently announced by the National Phonograph Co., Orange, N. J., which indicate what their recording department is doing to keep the Edison catalogs up to date and sparkling with all that is attractive and desirable in vocal and instrumental numbers. In the grand opera lists the names of Lucrezia Bori, soprano; Aristodemo Giorgini, tenor; Selma Kurz, soprano; Marie Rappold, soprano; Maria Galvany, soprano; Carolina Longone-White, soprano; Carlo Galeffi, baritone, already appear or will soon be announced. Of these excellent artists Marie Rappold is best known in this country by reason of her successes at the Metropolitan Opera House, where she is now singing, as is also Galeffi, whose first appearance this season vindicated all the nice things that had been said about him. Lucrezia Bori is the singer with the meteoric career who recently scored such a tremendous success in Paris as the heroine of Puccini's "Manon Lescaut." She is conceded to be a truly great artiste—a sweet, charming little girl, but a consummate actress with a voice of the finest timbre and cultivation. Carolina Longone-White, a regally beautiful woman, American by birth, is another brilliant actress with a splendid voice, a great favorite in Italy, who is expected to visit this country during the present season.

Selma Kurz has been for years the favorite soprano of the Imperial Opera House at Vienna, but her reputation is by no means confined to the Austrian capital; she is known and esteemed all over Europe, where she is considered the logical successor of Sembrich. Giorgini's fame has been won in Italy, Russia, France and Spain, where his beautiful lyric tenor voice has been heard in a varied repertoire. His voice is said to lend itself readily to phonograph reproduction. Maria Galvany has sung in most of the large musical centers of Europe and South America, and in addition to a soprano voice of phenomenal range and sweetness, is accredited with a most charming personality. In addition to the artists mentioned, it is said that the National Co. have a number of other stellar operatic lights under contract whose names will be announced in the near future.

Among the artists recently secured for the domestic catalog, the one of whom the most is expected by the company, is Elizabeth Spencer, who well-known mezzo-soprano. Miss Spencer, who has hosts of admirers among the patrons of vander-ville, also enjoys a splendid reputation in concert circles, and will be a regular contributor to the Edison catalogs beginning with the February lists. Her voice is a rich, full mezzo-soprano of an unusually sympathetic quality, her vocal style is pleasing in the extreme, and her enunciation is delightfully distinct; all of which equips her in an unusual manner for record making. The National experts are delighted with her work and regard her as a rare "find"—so much so that they have secured her for a number of years under an exclusive contract to sing only for Edison records.

Frank Ormsby, tenor, who is associated with Miss Spencer in duet work on the concert platform, is another artist who has recently identified himself with the Edison catalog. Mr. Ormsby is an intelligent singer, with a voice of tremendous range, great sweetness and robust quality. He will be heard in some of the best numbers from his extensive repertoire.

Leon Rice, a tenor with an international reputation in concert and church work, and who is well known by reputation at least to the majority of music lovers, is also singing for the Edison records. So, too, is Reinald Werrenrath, the favorite baritone, the first of whose records for the Amberol catalog will be announced with the February list. Mr. Werrenrath is perhaps the most popular baritone in the country to-day outside of the operatic stars. Still another recruit is Berick

von Norden, tenor soloist of the Temple Emmanuel, the leading Jewish Synagogue of New York city. Mr. von Norden, one of the leading oratorio and concert singers of the present day, is best known to music lovers of this country through his tour with Calve in 1905-1906. The Weber Male Quartet, each of whom is an artist doing church and concert work, were also recently engaged for the Edison catalog.

Eight Amberol records by Alexander Heinemann, the famous German baritone "lieder" singer, have been secured by the National Phonograph Co., Orange, N. J., which will be shipped with the February advance list to all jobbers in any one territory at the same time and may go on sale as soon as received.

The selections are carefully culled from his extensive repertoire, and include not only favorite German folk songs, but many of standard quality. Mr. Heinemann has sung in every important European city and made his debut in New York at Mendelssohn Hall, November 5, before a large and enthusiastic audience. These records are fine examples of skilful recording and artistic singing.

Victor Herbert will continue to supervise the recording of instrumental numbers for the Edison catalog and will also contribute the exclusive services of his incomparable galaxy of artists in the rendition of his tuneful compositions and other works of standard quality. Charles Daab, the premier bells and xylophone artist, whose services are also exclusive for Edison records, will add to the brilliant and popular list of numbers he has already given to Edison records. Some notable additions to the present list of instrumental artists will be announced shortly, among them Carmen Stanzione and Adolph Finkelstein, whose ability as flute and clarinet artists are well known in the musical world. Future Edison records will no doubt offer many pleasant surprises.

WORTH READING AND DIGESTING

Is the Important Announcement Made by the U. S. Phonograph Co. in This Issue.

The trade are again cordially invited, via this issue of The World, to read carefully and as carefully digest the frank and candid statement made by the U. S. Phonograph Co., Cleveland, O., on pages 12 and 13. Prefacing their "double spread" with the arresting announcement, "The Lion's Share of 1911 Profits Comes to the Dealer Who Handles the U. S. Line," the company plunge into a strong and telling argument regarding their line, the U. S. Combination Phonograph and the U. S. Everlasting records. It is unnecessary to repeat the story, because every line is interesting, especially in connection with the illustrations of their machines, including the concealed horn cabinets shown therein.

RETURNS FROM EUROPE TO-DAY.

Paul H. Cromelin, vice-president of the Columbia Phonograph Co., General, who has been in Europe since early in October, arrives from abroad to-day (December 15) on the "Mauretania," of the Cunard line. His trip was undertaken to look after the new British copyright bill, which is inimical to talking machine trade interests in its proposed form. The proroguing of Parliament and the general elections, now under way, interfered to some extent with this purpose of his visit. Another object was to obtain official copies of certain Austrian decisions in the Petit duplex patent, the validity of which is now in the course of adjudication in the United States courts.

Because a competitor is wideawake, and by judicious, honest advertising is showing the public that he not only keeps talking machines, but sells them, do not sulk in your tent and allow him to get all the "persimmon," but get out of your Rip Van Winkle habiliments and get after some yourself.

Sixty-one dictaphones were sold last week to be installed in the freight claim department of the Union Pacific Railway Co. at Omaha, Neb.

SONORA

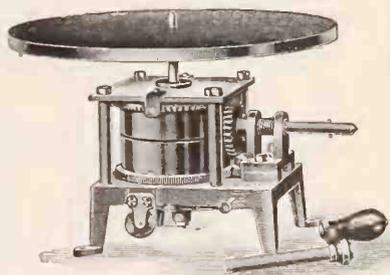
Highest Class Talking
Machines and Records

The Lastest  and the Best



Style F. List \$100.

The most magnificent
Talking Machine Case
made.



The most
Powerful Motor
ever used in a Talking Machine.

Special Features contained
in Sonora Machines:

- Magnificent Tone Quality and Design.
- Mechanical Feed.
- Automatic Stop.
- Invisible Horn.
- Absence of Needle-Scratch.
- Sapphire Attachment.
- Tone Moderator.

Machines: \$25, \$40, \$50,
\$60, \$75, \$100, \$200 list.

Record Tables: \$10 list.

Record Cabinets: equipped
with most convenient filing
system: \$30 and \$50 list.

Sonora Phonograph Co.
78 Reade Street, New York

Here's the best 10 cent

It tells its own
story on this side

(and here's the story:)



The purpose of this record is to demonstrate the Columbia Double-Disc Record. It is not offered for sale.

Columbia Double-Disc Records! Music on both sides! A different selection on each side! Two records at a few cents above the price of one. They may be played on any disc machine, the Columbia Graphophone or the Victor talking machine, and they give you double value for your money plain as daylight. The music of Columbia Double-Disc Records is the music itself, not merely our idea of what we can make the people think music ought to be.

You are assured of as perfect a record on each side of the disc as you ever bought before under any name at any price; perfect in surface; perfect in tone, and extraordinary in durability. The Columbia Double-Disc Record will unfailingly outwear any other disc record. This statement has been proved over and over again, and it is easy enough for you to prove it for yourself. The Columbia process of recording, as developed especially during the last two years, produces a naturalness and roundness and perfection of tone that is positively unequalled in any other.

The SINGING voice, as recorded in the Columbia laboratory, is the living voice of the artist—clear, flawless and natural; and from

the simple, brassy notes of the bugle:  to the delicate tone-shading of the

violin:  Columbia recording of INSTRUMENTAL music is marvelously true.

Note the ringing clarity of the orchestra bells: 

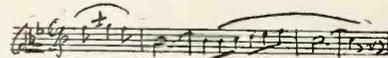
The pure golden tone of the cornet: 

The dulcet blending of the flute and the violin:



The bird-like warble of the piccolo: 

The stately sonority of the trombone: 

The reedy sweetness of the clarinet: 

And now the splendid ensemble of the full orchestra.

Columbia Double-Disc Records—double discs—double value—double wear—double everything except price. Don't put your record money into any other.

DEMONSTRATION Columbia

You

C

To

Co

Han

nts you ever invested

65 cents' worth of music
on this side



(you need it in your business)

We are ready to put in your hands the strongest trade weapon you could possibly use. We have made a *Special Demonstration Double-disc Columbia Record*. We shall make the charge to you *10 cents* for each of these 10-inch Columbia Double-disc Records—this charge being meant to cover only the cost of handling. You will be authorized to use this record for demonstration in your store, and to give it away *free* to every owner of a talking machine whose name you can secure by advertising or by canvassing. ¶ This record must not be offered for sale, except that you may make a charge of 10 cents if you wish, with the understanding that this charge covers only the cost of handling and delivery. ¶ On one side of this record is the story, printed in the opposite column. On the other side is a musical selection which will *alone* be worth 65 cents to any owner of a talking machine. It carries no spoken or other advertising matter at all, but is designed to present fair evidence of the quality of Columbia vocal music. Every attempt has been made to produce a record which should be in itself a genuine proof of the superiority of Columbia recording. Everyone who tries out the record will be, supposedly, the owner of a talking machine and disposed to criticize and analyze and *compare*—which is precisely what we want to invite. ¶ *This is a big thing*—and big in possibilities; yet *not a thing that requires you to plunge*. You can feel your way very easily.

WRITE TO YOUR COLUMBIA JOBBER FOR FULL PARTICULARS OF THE PURPOSE OF THESE RECORDS AND OUR DEALERS' PLAN OF USING THEM, OR ADDRESS

**Columbia Phonograph Company, Gen'l
Tribune Building, New York**

bia Double-Disc Record

A MOVE OF GREAT IMPORTANCE.

The Alliance of Henry Russell, the Celebrated Operatic Manager and the Columbia Phonograph Means Much to All Interested as Well as to the Cause of Musical Art—Mr. Russell's Distinguished Career in Europe and America—What the Columbia Co. Are Aiming at.

The recent announcement by the Columbia Phonograph Co., General, that they have associated with themselves Henry Russell, director of the Boston opera, in a consulting capacity, has not only furnished much food for interesting comment throughout the trade, but is worthy of more extended notice in these columns. For the end aimed at in this new arrangement between the Columbia Co. and Mr. Russell is in the highest degree admirable from the standpoint of art in voice reproduction, and is likewise an exceedingly important business move.

As is well-known, Henry Russell is at present the director of the Boston opera and an associate director of the Metropolitan Opera in New York. The purpose of his association with the Columbia Co. is to act in an advisory capacity as to the future selection, recording and reproduction of operatic music. The Columbia Co. realize that sound-reproducing mechanisms can have no greater usefulness than in carrying to every part of the world accurate autographs of the great voices which can only be heard, in person, by those who are able to attend opera in the relatively few cities where it is given. And they have realized with equal vividness that the task of producing a complete, well-rounded and representative list of perfectly recorded operatic selections, sung by great artists and reproduced with all the necessary incidentals, constituted a task requiring the expert supervision of one to whom the whole matter of grand opera was thoroughly familiar. For this reason the association of Mr. Russell with so eminently worthy an undertaking is an event of the greatest importance, primarily to the Columbia Co. and their agents, but also to the whole art of sound recording.

It is Henry Russell's dearest wish to have the music of great operas familiar to every home where a sound-reproducing machine can penetrate. And not only this, but he recognizes clearly the absolute necessity for the most careful supervision of such work, alike in the selection of voices, and accompanying musicians and in the actual recording.

The distinguished director of the Boston Opera will, in the future, take an active interest in the preparation of the Columbia Grand Opera records and will give to the company the inestimable value of his experience and sincere criticism. He is well equipped, both technically and temperamentally, for the work he has so enthusiastically taken up, as the following slight sketch of his career will sufficiently indicate: Henry Russell was born in London. His father was an eminent song writer, among whose works are the ever popular "Cheer Boys, Cheer," "Woodman Spare That Tree," "A Life on the Ocean Wave," besides nine hundred other popular songs. His mother was Spanish by birth, so that although born in England, Mr. Russell is essentially cosmopolitan, both by inheritance and education. His grandfather was a distinguished painter, and when only ten years old Mr. Russell showed sufficient talent to justify his parents in having him study painting. As he grew older, however, his tendencies leaned towards the study of science and at the age of sixteen Mr. Russell decided to make the medical profession his life work. But destiny ruled otherwise. A severe

illness resulted in a permanent injury to his eyes, and it was this that proved a turning point in his career—he decided to study singing.

Mr. Russell became a student at the Royal College of Music in England, where his knowledge of physiology and anatomy of the throat proved of great assistance to him. In an incredibly short space of time he evolved a completely new method of teaching, and at the age of nineteen he already had a small following of pupils. A year or two later he came to be recognized as one of the greatest authorities on the subject of the voice.

Mme. Melba was one of the many great artists who sent pupils to Mr. Russell in the beginning of his career. Mme. Nordica was accustomed to pass hours in his studio long before she ever thought that she would sing under his direction. Such well



HENRY RUSSELL.

known singers as Ben Davis, Kennerly Runford, Marie Tempest and Florence St. John were among the many early pupils of Mr. Russell. Well known actors and actresses came to his studio for assistance and finally he was invited to become a professor in Rome, where he met Eleanora Duse, whose voice at the time had failed her. Through reawakening the voice of the great actress Mr. Russell attained international fame. Alice Nielsen, Mary Garden and innumerable other singers benefited by his assistance as a teacher.

It was in 1903 that overtures were made to Mr. Russell to direct a season of opera at Covent Garden Opera House, London. After considerable hesitation he accepted this offer and secured Caruso for a season, which he opened with Puccini's "Manon Lescaut." His profound knowledge of the voice stood him in good stead in the formation of his company. He selected Campanini, who was then unknown in America, as his conductor, and he discovered to the world such singers as Sammarco, Anselmi, Bonci, Delucia, Boninsegna, Amato, etc.

After two successful seasons in London, Mr. Russell decided to visit the United States with his company, and the Boston Opera House is a living testimony of the results of his work in this country. After a brilliant and successful season in the new home for opera Mr. Russell was unanimously elected advisory associate to the Metropolitan Opera House. Mr. Russell is the brother of Landon Ronald, the well-known conductor of the London Symphony Orchestra, and president-elect of the London Royal College of Music.

In consideration of all these circumstances of the kind of man that Mr. Russell is and of the well-known enterprise that has always distinguished the Columbia Phonograph Co., General, it is safe to assume that the future will hold a large number of surprises, and pleasant ones at that, for Columbia dealers, and that the future of art recording in America will benefit immensely from the active co-

operation of a distinguished and technically expert impresario, with the great scientific, manufacturing and distributing organization which has secured such valuable services.

DEATH OF FRANK STANLEY.

The Well-Known Baritone, Whose Records Are Familiar the World Over, Died on Monday at His Home in Orange, N. J.

After a brief illness, Frank C. Stanley, who in private life was Mr. Grinstead, died at his home in Orange, N. J., December 12, aged about forty years. In addition to his musical attainments the deceased was an Alderman of his home town and a member of the local lodge B. P. O. Elks.

Mr. Stanley, with his rich baritone voice and attractive personality, was one of the best known and most esteemed of the record artists, and to this line of specialty singing he had given fourteen years, being engaged by all the manufacturing companies. His services as a soloist were always in demand, his other laboratory combinations, besides that of the Imperial Quartette, being Stanley & Burr, Stanley & Stevenson, Stanley & Harlan and Stanley & Morgan, the records of which are familiar to the trade, no matter whose lines are handled. In addition, as a singer in church choirs he enjoyed a high reputation, and only surrendered this interesting work when his numerous engagements in the record laboratories compelled its relinquishment. Mr. Stanley's list of records cover a large number of selections, with a strong leaning to the better class of music.

The deceased leaves a wife and four children. The funeral services, held to-day (December 15) at Mr. Stanley's late home, will be in charge of the Elks, with an elaborate musical program, as the ceremony will be attended by all the record artists and many friends in the trade and the dramatic profession.

VICTOR-COLUMBIA INFRINGEMENT SUIT.

(Special to the Talking Machine World.)

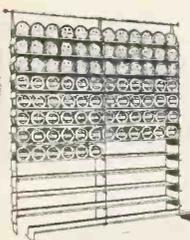
Norwich, N. Y., Nov. 28, 1910.

The case of the Victor Talking Machine Co., Camden, N. J., against the American Graphophone Co. (Columbia Phonograph Co., General), New York, was argued here to-day before Judge Ray, Circuit Court of the United States, southern district of New York, the issue being an alleged infringement of the so-called Johnson-eut record patent. The invention, of recent date, in suit is that of Eldridge R. Johnson, president of the Victor Co., and is its first appearance in court. The motion for a preliminary injunction was noticed for a hearing in New York to-day, but when the case was called Judge Ray happened to be sitting in this city, and therefore counsel came here. Horace Pettit appeared for the complainants, and C. A. L. Massie for the American Graphophone Co. Decision was reserved.

EDISON WINDOW DISPLAYS.

"The work of organizing our department of window display and interior arrangement is progressing very nicely, and it looks now as though we will be in a position to make a definite announcement of the inaugural window in January," says the National Phonograph Co., Orange, N. J. "Mr. Rinehart, manager of the department, has had a staff of assistants steadily at work for the past six weeks whipping his ideas into shape, and results obtained thus far justify the prediction that Edison windows will meet with the enthusiastic approval of the trade. It is a matter of regret that the first window cannot be placed in the hands of the trade for use during the holidays, but the time has been altogether too short to prepare one such as we would like to have considered a standard by which to judge succeeding efforts."

One man says you have succeeded because you have located at a certain place at the right time. Another says you have succeeded because you have had the opportunity. Abraham Lincoln said: "Don't whine about the lack of opportunity. There are opportunities for every one who is able to convince the world by his industry that he is worthy of success."



GOOD PROFITS

Are Made Handling the Schubert Extensible Record Racks, for keeping Cylinder Records in the Home.

Patrons can start rack with as few or as many shelves as may be needed at first, then, as records accumulate, add more. Simple, Neat, Convenient and Cheap.

Price, 35c. Nearly 100% Profit to Dealers. Send for Special Instalment Offer No. 8.

G. H. SCHUBERT
818 Madison St. Chicago

The Columbia Grafonola "Regent" (library table type) at \$200—nothing like it on the market. The Columbia Grafonola "Mignon" at \$150—the first hornless instrument at a hundred-and-a-half. The Columbia Grafonola "Favorite" at \$50—\$25 under the price of its cheapest rival.



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

AMERICAN GRAPHOPHONE CO. WIN SUIT

Circuit Court of Appeals Reverse Lower Court in Suit Brought by Victor Co. in Which Fine of \$1,000 was Imposed for Contempt of Court—The Judges' Decision in Full.

What is known as the "stenciled record" case—Victor Talking Machine Co. against American Graphophone Co. (Columbia Phonograph Co.)—in which the defendants were adjudged guilty of contempt of court and fined \$1,000 for an alleged violation of the Berliner patent in the Circuit Court of the United States, southern district of New York, was reversed by the Circuit Court of Appeals, second circuit—Judges Coxe, Ward and Noyes—December 13. This is a final adjudication of the suit. The opinion, written by Judge Ward, follows:

The Judges' Decision.

The complainant, the Victor Talking Machine Co., is licensee under the Berliner patent for a talking machine called a gramophone. It obtained an injunction in a suit against the defendant, the American Graphophone Co., which the court below has held to have been violated. Claims 5 and 35 of the patent were sustained for the process of reproducing sounds and the apparatus for doing so, being a combination of the Berliner reproducing stylus with sound records which were old.

"5. The method of reproducing sounds from a record of the same which consists in vibrating a stylus and propelling the same along the record by and in accordance with the said record substantially as described."

"35. In a sound reproducing apparatus consisting of a traveling tablet having a sound record formed thereon and a reproducing stylus shaped for engagement with said record and free to be vibrated and propelled by the same, substantially as described."

The American Graphophone Co. is the owner of U. S. Letters Patent to Jones (No. 688,739), for the production of the sound records now in universal use. It obtained an injunction in a suit against the Universal Talking Machine Co., one of the Victor Co.'s subsidiary companies, June 3, 1907, the Victor Co. and the American Graphophone Co., with a view to composing differences and of conferring mutual licenses, entered into an agreement which recites that the Victor Co. has a license "to manufacture, sell and deal in gramophones and gramophone goods" under the Berliner patent and the American Graphophone Co. is desirous of operating under the said patent; also that the American Graphophone Co. is owner of the Jones patent and the Victor Co. is desirous of operating thereunder, and then confers by implication upon each the right to "operate" under the patent of the other with three reservations, viz.: *First*, that neither party shall counterfeit nor copy any record owned or controlled or first produced by the other, nor deal in nor handle such copies if made by others; *Second*, no right is conferred upon the American Graphophone Co. to use the word "gramophone" nor upon the Victor Co. to use the word "graphophone"; *Third*, the rights conferred are non-assignable. The agreement further provided:

"13. It is further agreed as to all patents adjudicated or to be adjudicated as valid, that the party owning or controlling such patent or patents will with due diligence actively proceed against all infringers of said patent or patents, to enjoin such infringing parties from said infringements, and for an accounting, when requested in writing to proceed against any such alleged infringers by the other party hereto.

"14. Each of the parties hereto shall, through their counsel, when requested by the other party, assist such other party in prosecuting infringements of said patents, when sustained, when so requested in writing, each party bearing the expense of its own counsel, it being understood that the direction and control of said suits shall be entirely in the hands of the party bringing the suit and controlling the patent."

The American Graphophone Co. obtained an injunction on final hearing against the Leeds & Catlin Co., for direct infringement of its Jones patent for sound records. The Victor Co. obtained and maintained a preliminary injunction against the Leeds & Catlin Co. as contributory in-

fringers of the Berliner patent because they sold sound records knowing and intending that they were to be used in and for the reconstruction of the American Gramophone talking machine.

Before this injunction was finally affirmed Leeds & Catlin sold a large quantity of these records to various jobbers which the American Graphophone Co. took off the hands of the jobbers in exchange for their own records made under the Jones patent. Some of these records it subsequently sold and it was for this the circuit court held it to be a contributory infringer.

The order is sought to be sustained on the ground that selling these records was a violation of articles No. 13 and 14 of the agreement of June 3, 1907. Conceding, without admitting this to be so, the act would be not a contempt, but a breach of contract, to be remedied in an action at law.

Indeed, the act of buying the Leeds & Catlin records would seem to be in direct suppression of contributory infringement of the Berliner patent. It remains to inquire, whether the American Graphophone Co., having bought the records, was within its rights in selling them. The Victor Co. contends that the "right to operate" under the Berliner patent gives the American Graphophone Co. only the right to manufacture and sell products manufactured by it. But Clause 35 of the patent covers the apparatus, and presumably the American Graphophone Co. has the right to make and assist others to make the combination of stylus and record which constitutes the apparatus.

Why is it confined in so doing to records manufactured by itself? There is no express limitation of the license other than the three reservations above mentioned. And it is fair to infer from the reservation that neither party shall deal in nor handle counterfeit records made by others that they may deal in records made by others which are not counterfeit nor direct infringements. The Leeds & Catlin records are not counterfeits of the Victor record nor direct infringements of the Berliner patent.

Furthermore, we cannot see that the Victor Co.'s business is any more or any differently injured by the American Graphophone Co.'s selling Leeds & Catlin records than it is by that company's selling its own records. On this point it is suggested that the Leeds & Catlin record is an inferior one. If so, not being sold as the Victor Co.'s the business of that company is less likely to be injured by that sale than is the American Graphophone Co.'s business.

The order is reversed with costs.

Richard N. Dyer and C. A. L. Massie appeared as counsel and Ralph L. Scott as attorney of record for the American Graphophone Co.; Horace Pettit, counsel and attorney of record for the Victor Talking Machine Co.

LANDAY BROS. STORE REMODELED.

Fifth Avenue Premises Fitted Up in Elaborate Manner—Some of the Details—Son and Joy.

The very elaborate remodeling of the store of Landay Bros., 400 Fifth avenue, New York, was finished this week. The street entrance has a series of mirrors reaching from the floor to the ceiling, and the elegant wall decorations give a striking effect. Additional room for demonstrating booths are also secured on the main floor, and here a great deal of excellent taste has been exhibited. The display window is along Louis XV lines, and with the gilt candelabra and the fine arrangement of the Victor's finest products, is likewise admired by the many visitors. The firm are doing a splendid business.

James B. Landay was made happy by the arrival

of a boy on November 30. The Brith-Milah was held December 7 at his home in Far Rockaway, L. I., where a merry party gathered to celebrate the event. Max Landay was about as much delighted as his brother. A sleighing party wound up the festivities.

C. H. WILSON ON BUSINESS.

C. H. Wilson, general manager of the National Phonograph Co., Orange, N. J., in chatting of prospective business conditions, said: "To be frank I do not look for any great improvement. Not until the cases—Standard Oil Co. and American Tobacco Co.—now before the Supreme Court of the United States, are decided do I think business affairs will change for the better. We are busy; in fact, are being pushed to supply goods, the demand for Amberolas being especially strong."

NATIONAL PHONOGRAPH CO. SCORE.

Win Suit Against Harry Weinberg, a Second-Hand Dealer—To Proceed Against Others.

The National Phonograph Co., Orange, N. J., have won their suit against the Philadelphia second-dealer, Harry Weinberg, which has been pending for a long time in the United States Circuit Court of Philadelphia, Pa. This case has been bitterly contested on behalf of the defendant, and the decision now made by Judge Holland is rendered on final hearing on further pleadings and proofs, including the testimony of a large number of witnesses.

H. H. Dyke, of the legal department of the National Phonograph Co., who represented them in the case against Weinberg, in speaking of the suit said: "We are greatly pleased to note that the Weinberg case has been decided in our favor. I have not seen the decision yet, but have received a telegram from the clerk of the court saying that we had won the case. As soon as a copy of the decision comes in, we will get right after all the second-hand dealers we can find and make a thorough clean-up."

The December issue of Wanamaker's Opera News, devoted to current and future musical events, is the brightest number yet issued. Louis J. Ger-son, manager of the "talker" departments in both the New York and Philadelphia stores, who edits the crisp little monthly, with the special purpose of exploiting the goods, states the Opera News has proven very beneficial.

Benj. Switky, 9 West 23d street, New York, who has one of the handsomest stores in the city, is doing a fine holiday trade. His location in the Fifth Avenue building is second to none, being in the center of the retail shopping district.

While Mr. Slowpay is better than Mr. Nopay, the less one has to do with either of them the better. Old Spotcash is a good fellow to cultivate. One does not lose all the profits in chasing him up for his money.

THE VICTOR CHRISTMAS WINDOW DISPLAY

The stock window displays originated by the Victor Talking Machine Co., Camden, N. J., have proven a boon to their dealers. Their practical worth and value are admitted by everybody who have placed them in their store. In sending out the "Victor Christmas Window Display, No. 22," the company fittingly say:

"December is without doubt the most important month of all so far as show windows are concerned. At no other time of the year are so many

funny looking Jack-in-the-box is our old Victor friend, Nat Wills, and the bright looking Scotchman with his bagpipe reveals the kind, merry face of Harry Lauder. To the chain of highly colored paper rings are attached photos of our most famous singers and entertainers, each artist's name appearing on a link. A large Christmas ornament attached to the chain tells 'that there are no weak links in the chain of Victor artists.'

"At the bottom are arranged cut-out pictures



people looking for suitable presents, or is the mission of the window so apparent. Thousands and thousands of people walk around town with no other purpose than to gaze at show windows, and to decide that all important question, 'What to buy for Christmas.' And the dealers with the most enticing windows are the ones, of course, who will reap the greatest harvest of profit."

Then of the display itself, of which the accompanying illustration is a faithful reproduction, the following detailed description is given: "With the object of giving to Victor dealers a display that will at once bring forth the best selling possibilities of their windows, our Mr. Hansen has designed this unique and startling holiday display. A large Christmas tree loaded down with wonderful toys, candles and ornaments immediately attracts the attention of the passers-by, and by going into the details they will notice that every one tells an interesting Victor story. The smart looking French dolls are Blanche Ring and Nora Bayes. The

showing Pagliacci, Chantecler and dance records. The tree is lithographed in beautiful colors, true to nature, and affords you a most gorgeous and timely center attraction for the holiday window. But the tree is not all—the display includes ten artistically air-brushed record stands with holly leaves and berries, to which are attached record and record rings. Fastened to the rings are figures of girls dressed in heraldic garb, and suspended from their herald's horns are flags of different nations. On the record stands and in the language of each nation we have written the greeting 'Have a Merry Christmas with a Victor.' This interesting manner of calling attention to our foreign records is sure to make a great impression; not only on the foreign population, but on Americans as well. It shows the tremendous scope of the Victor in a concise, easily understood form. Undoubtedly this window will be in great demand by dealers throughout the country." Live dealers have already taken advantage of this opportunity.

BLACKMAN CO.'S GOOD REPORT.

Satisfactory Demand for Both Edison and Victor Goods from the Dealers with Prospects of a Lively Holiday Business—Specialties Increasing in Demand—Some of the Blackman Methods for Improving Business.

J. Newcomb Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, when seen by *The World* stated that business with his concern in both the Edison and Victor lines was in very satisfactory shape and that the indications were that there would be close to a record demand for talking machine goods during the holidays. Judging from the orders sent in by the dealers there is a strong demand for machines and records of the higher grades and this tendency is steadily becoming more pronounced. The various Blackman Co. specialties, including the Playrite and Melotone needles, Place record brushes for both cylinder and disc machines (which are referred to on page 35 of this issue) and the Blackman folding trays, with Rapke labels, for cylinder

records continue to gain ground and find increasing favor with both the trade and the talking machine owners.

A feature of the Blackman method of doing business that appeals to the dealer is the various suggestions offered for the improvement of the retail business, which suggestions are carefully thought out and their value proven before they are submitted to the dealer. Then, too, the Blackman Co. are continually making improvements in their own methods of doing business to the end that the dealer may secure better and more rapid service wherever possible.

KEEPING IN TOUCH WITH DEALERS.

J. C. Roush, manager of sales for the Standard Talking Machine Co., the well-known jobbers and distributors of Pittsburg, Pa., doesn't let the dealers in the territory covered by that company forget for a minute that the Standard Talking Machine Co. is ready to fill all orders. Letters are sent out to the dealers weekly, dwelling on some particular point, such as suggestions on the selling of cab-

inets, how to handle the holiday trade, etc., each letter being prefaced with a live story or anecdote as an introduction to the main point of the argument. In a word, every paragraph of the letters talks right out loud for itself.

THE O. K. HOUCK HOLIDAY CAMPAIGN.

(Special to *The Talking Machine World*.)

Memphis, Tenn., Dec. 9, 1910.

The talking machine department of the O. K. Houck Piano Co., of this city, in charge of A. L. Owen, is getting after the holiday business in lively fashion and has sent out through the mails to prospects much literature that should result in sales of outfits before the rush is over. They have been paying special attention to the Edison Fireside outfit, which they offer on free trial for two days before the initial payment is made. The various Victor and Edison outfits are also listed in a separate folder with the several features and the cash and instalment prices printed in detail. Though the holiday campaign is young, excellent results have already been noted.

SONORA PHONOGRAPH CO. REPORT.

Matters at the Sonora Phonograph Co. plant, 78 Reade street, New York, seem to be going on serenely. The firm appear to be comfortably weathering the various storms that are from time to time reported as threatening their course. In a recent interview *The World* was told that the Sonora machines continue to speak favorably for themselves, if increase of business among the trade and flattering comments from private owners are dependable indications.

General Manager Hoschke said: "At the Sonora laboratory important changes are taking place. There have been additions made to its governing personnel and also certain improvements in the methods of producing sapphire records, which are to make our discs one of the most important factors in the musical development of the phonograph industry, while the mechanical portion of our machines, for the most part produced by Pailard, of a century's music box fame, and favorably known throughout the world, already stands undeniably—or at least abreast—of the highest types produced anywhere. Our \$25 Sonora hornless phonograph certainly represents remarkable value, and the recently added type F, \$100, solid mahogany machine, is of unique and most handsome design."

DOLBEER ATTENDS WESTERN MEETING.

F. K. Dolbeer, sales manager of the National Phonograph Co., Orange, N. J., who went West to call on the Edison jobbers, will not be back East until nearly Christmas. There will be an annual meeting of the company's Western salesmen in Chicago on December 20, when matters for the coming year will be taken up.

A LIVE BROOKLYN DEALER.

J. D. Freedman, proprietor of the Disc Talking Machine Co., 371 Stone avenue, Brooklyn, N. Y., although having been in business on his own account for only nine months, reports a most satisfactory volume of sales with prospects that the present month will set a pace hard to beat. Mr. Freedman handles the Victor line exclusively and carries a full assortment of machines and records. He has been in the talking machine business in Washington and New York for the past eight years and before opening his present store was for three years manager of the talking machine department of R. H. Macy & Co., the big department store.

The Harrity Furniture Co., Savannah, Ga., referring to the Grafonola Favorite, in writing to the Columbia Phonograph Co., say: "We received the Grafonola 'Favorite' yesterday and must say that we are more than pleased with this machine. We believe this will be the biggest seller of any machine that has ever been put out by the company. We think so much of it that you can send us — more, with the concert reproducer."

UNDERTAKERS, ATTENTION!

Representative of a Paper in the Undertaking Trade Discovers the Fact That Graphophones May Be Used to Advantage at Funerals—Interviews R. R. Souders, Manager for the Columbia Phonograph Co., in Dallas, Tex.

Some time ago one of the leading trade papers in the undertaking line published an account of a funeral service in which the graphophone was used to advantage. The representative of the Southwestern Casket News, of Dallas, Tex., discussed this feature with R. R. Souders, manager in that territory for the Columbia Phonograph Co. Mr. Souders says:

"The undertaker of all men in the world must be prepared for emergencies. His clients don't usually give him notice when they are likely to require his services. This unavoidable feature often occasions some difficulty in carrying out the obsequies in a befitting manner. When he is required to arrange for suitable sacred music, he finds the available local talent cannot be obtained and there is no time to communicate with a neighboring town.

"This has proved another opportunity of showing the unlimited uses of the talking machine. With the aid of a Columbia Graphophone the undertaker can render musical selections by a choir quartette, trio, duet or soloist, produced by the finest talent of the musical world. What more beautiful could be imagined or desired than a Columbia rendering of 'Abide With Me' as a baritone solo sung by George Alexander? The instrument can be completely hidden with flowers or by other suitable means and the effect is in no way mechanical or inappropriate to the solemn nature of the occasion. That the value of the instrument for this purpose has been recognized is evidenced by its use on several occasions."

Posted on the wall in the factory of a manager who believes in mottoes is this: "A mistake avoided is better than a mistake patched up."

TALKING MACHINES AND OPERA.

How the Page Announcements of the Victor and Columbia Companies in the Program of the Boston Opera House Tend to Further the Cause of Good Music in the Home.

In keeping with the movement to place talking machine music on a higher plane worthy the attention of people of cultivated musical taste, it is interesting to note that both the Victor Talking Machine Co. and the Columbia Phonograph Co. are well represented in the elaborate program of the Boston Opera House, where the annual season of grand opera is now under way. The former company have their products exploited in page announcements by both the Henry F. Miller & Sons Piano Co. and the Eastern Talking Machine Co., while the Columbia Co. use a page for calling attention to the Grafonola. There is no question but that such publicity, aside from the direct results obtained through the medium of sales, is of great benefit to the cause of the talking machine at large, placing talking machine reproduction on a par with the work of the grand opera artists in the flesh. The reader is bound to be impressed when he realizes that the voice of the singer he hears at the opera is recorded on talking machine records, and that he can hear the same voice as often as desired and in his own home at slight cost. It is simply a case of striking while the iron is hot.

SHIPPERS SEEK REPARATION.

Claims Growing Out of Missouri River Rate Cases Aggregate \$100 000.

(Special to The Talking Machine World.)

Washington, D. C., December 5, 1910.

Reparation claims aggregating more than \$100,000 growing out of the Missouri River rate case have been filed with the Interstate Commerce Commission, and more are coming in.

On June 24, 1908, the commission directed the carriers operating between the Mississippi River

and the Missouri River to make a reduction in freight rates between these points on traffic originating east of the Mississippi River. The railroads got out an injunction and carried the case to the Supreme Court, which several weeks ago sustained the commission and the lower rates were then put into effect. However, for a period of nearly 18 months, the rate decided by the commission as too high prevailed and the shippers now seek to collect the difference between the rate directed by the commission and the higher rates of the carriers. The commission will hold a special hearing in Chicago on December 21 to hear all these cases together.

ANENT THE PETIT DUPLEX PATENT.

November 26 Judge Ward, United States Circuit Court, New York, in the case of the Victor Talking Machine Co. against the American Graphophone Co. (Columbia Phonograph Co., General) for alleged violation of the Petit duplex record patent, signed the order denying the motion to admit certified copies of two decisions of the Austrian courts annulling that patent. The memorandum was filed the previous Wednesday. In denying the motion the court said: "The Austrian decisions are of value only as far as the reasons on which they are founded recommend themselves to the courts. The complainant being fully possessed of this reasoning can present it to the court at the argument." In other words, the order permitted the defendants to renew the motion at the final hearing, the date of which is not involved and which will come on in due course. Ralph L. Scott appeared for the defense.

TOLSTOI AND EDISON.

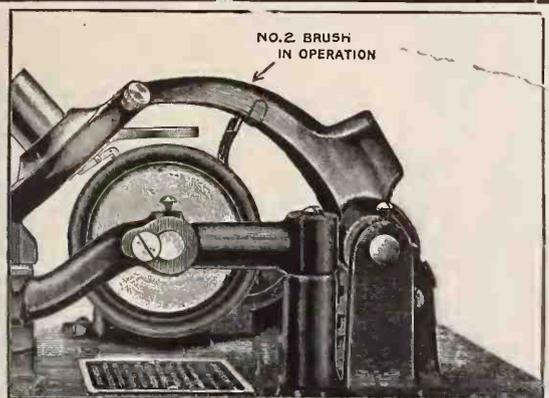
A cable to the New York World says that among the papers left by Tolstoi were found many letters from Thomas A. Edison, the American inventor, doubtless of great interest. The letters have been deposited with Tolstoi's closest friend, Prince Tschertky.

SAVE THE LIFE OF YOUR RECORDS

BY USING **THE PLACE AUTOMATIC RECORD BRUSH**

FOR EDISON PHONOGRAPHS AND VICTOR TALKING MACHINES.

PATENTED September 25 and October 2, 1906 and September 10, 1907.



NO. 2 BRUSH IN OPERATION



PRICE, 15 CENTS

CAN BE USED ON ALL PHONOGRAPHS

Removes lint and dust from record automatically. Saves Sapphires from wearing flat and prevents rasping sound. Insures a perfect playing record. It is equally as efficient when recording. It is too cheap to be without.

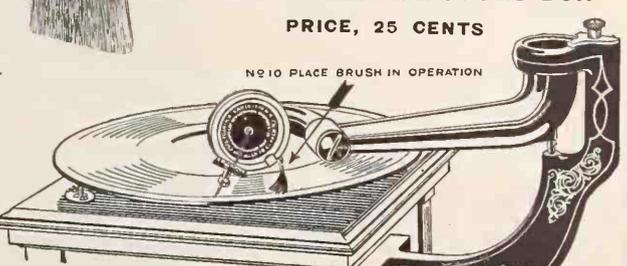
No. 1 fits Triumph No. 2 Standard and Home No. 3 Gem and Fireside

THE PLACE No. 10

DISK RECORD BRUSH

FOR VICTOR EXHIBITION SOUND BOX

PRICE, 25 CENTS



NO. 10 PLACE BRUSH IN OPERATION

PRESERVES THE LIFE OF DISK RECORDS

Automatically cleans the Record Grooves and gives the needle a clean track to run in. Insures a clear Reproduction and prevents Record getting scratchy. Makes the Needle wear better. Dust and dirt in the Record grooves wear the record out quickly and grind the Needle so it cuts the Record.

SAVE THE LIFE OF YOUR RECORDS.

FREE SAMPLES will be sent upon request to any Jobber or Dealer who don't handle them.

Write Now

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

MANUFACTURED BY **BLACKMAN TALKING MACHINE CO.**

97 CHAMBERS STREET, NEW YORK

J. NEWCOMB BLACKMAN
President
"The White Blackman"

LIVELY TRADE IN PITTSBURG.

Holiday Business Showing Up in Most Satisfactory Manner—Dealers Much Worried Over Danger of Stock Shortage—Reports of the Various Houses—The New Frederick Department—What the Dealers Are Doing.

(Special to The Talking Machine World.)

Pittsburg, Pa., Dec. 9, 1910.

The general business in the talking machine trade of this city, both wholesale and retail, is reported as being excellent and the only complaint seems to be that it is impossible to get machines, especially of the hornless models selling at the higher prices. The shortage in the new styles of Victrolas is keenly felt in this section and the dealers are fervently praying that they may receive shipments before the end of the holiday season.

The W. F. Frederick Piano Co., this city, are the latest concern to enter the talking machine field in Pittsburg and have opened a large and attractive department in their store on Smithfield street, where they handle the Victor line exclusively.

George Balsdon, the dealer in the Fifth avenue arcade, is working hard to handle the present volume of business coming to his store.

The Henry Co., at 619 Penn avenue, report the best holiday business they have had since starting in business, and their only worry is that their stock of Victrolas is getting very low, with slight prospects of replenishing it before Christmas.

The Kaufman Department Store are again devoting considerable attention to their talking machine department and are getting excellent results.

Keely Phonograph Co., 5936 Penn avenue, are enjoying increased sales, and expect to dispose of thirty-five Victrolas between now and Christmas.

The Keystone Talking Machine Co., 44 Sixth avenue, report a growing demand for talking machines, particularly among the German element of Pittsburg, they making a feature of this part of the trade.

C. C. Mellor Co. are handling a very satisfactory holiday business.

Spear & Co., Penn avenue, state that their talking machine mail order business is the best in the history of the company.

Boggs & Buhls, Northside, Pittsburg, have just opened up an attractive Victor department, and are agreeably surprised at the progress they have made in the two weeks the department has been doing business.

Henry Braun, 520 Federal street, N. S., report a very satisfactory holiday business.

Enterprise Phonograph Co. claim that their business is double that of last year.

John Reibling, 1212 Carson street, S. S.; Philip Rothleder, 1303 Carson street, S. S., and Wm. Sahner, Mt. Oliver street, all report that their business is entirely satisfactory this fall.

TRADE IN THE QUAKER CITY.

November Business Exceeds Expectations of the Dealers—Columbia Goods Popular—Recent Visitors of Note—Bellak's Sons Featuring Talking Machines—What the Other Houses Are Doing—Shortage of Stock a Worry to Jobbers and Dealers These Days.

(Special to The Talking Machine World.)

Philadelphia, Pa., Dec. 9, 1910.

The talking machine business in Philadelphia during the month of November was very large. It was better than any of the dealers had expected it would be, and about the only fault to be heard anywhere is the shortness of stock. On some few of the more popular styles the dealers have been having great difficulty to get any instruments, and from all appearances at present during the next three weeks there is going to be a pretty general clean-up on this market.

Thomas K. Henderson, manager of the Philadelphia branch of the Columbia Co., reports an exceptionally good business. The trade in Grafonolas of every type and grand opera records is growing day by day.

William H. Furbee, of the Furbee Piano Store,

Victor

¶ Why say more?

¶ Come to the
real headquarters
for VICTOR and
EDISON goods.

¶ We give you
everything any
other jobber will
—and then some.

¶ Service too
good to mention.

Standard
Talking Machine
Company
PITTSBURG, PA.

Edison

Wilkes-Barre, spent Monday at the Columbia headquarters selecting additional stock. The recent opening of his Grafonola department was a pronounced success and Mr. Furbee is to be congratulated on having the finest talking machine department in his city.

Among the professional people who visited the Columbia store last week were Bert Williams, Billy Reeves and a number of Ziegfeld's "Follies of 1910" company, who enjoyed themselves listening to the records which Mr. Williams made for the Columbia Co. E. F. Hawley who, with his talented wife, were headliners at Keith's, spent a couple of hours in the store and purchased a handsome instrument for shipment to their Michigan home. Frank Coombs, who makes records exclusively for the Columbia Co. and who is appearing in Philadelphia at present with "Hans, the Flute Player," made frequent visits to the Columbia headquarters.

George W. Lyle, general manager of the Columbia, was in Philadelphia last Saturday. He said that the Columbia firm are in receipt of a number of letters from dealers complimenting them upon the new operatic records and new machines.

Another recent visitor to the Columbia store was Lee Goldsmith, of Joseph Goldsmith & Co., Harrisburg, Pa., extensive handlers of the Grafonola line and records, who reports 100 per cent. increase in their business over last year. The new demonstration record which the Columbia are putting out has made a great success and they are getting lots of orders for them.

James Bellak's Sons will feature talking machines after the holiday season. They have handled these instruments, along with pianos, for some years, but never gave them much attention. They expect to build on the first floor of their store several very nice "hearing rooms," and will carry a full line of machines and records.

It is said that the Estey Co. are about to make arrangements to handle talking machines extensively in their new home at 17th and Walnut streets, where they expect to move about the first of June.

H. A. Weymann & Sons have been doing a very excellent Victor and Edison business all through November. In the new arrangement of their department they have found things much more convenient. They are meeting with some trouble in getting goods fast enough, and on several lines they could have made a number of more sales than they did had they been able to supply the stock. The high priced records seem to have the call, says Manager Doerr. From observation they believe that it looks as if the Christmas business was going to be phenomenally large.

The new manager at Heppes reports that they are having an excellent Victor business at the present time. They are short on their records and machines. Their business is 50 per cent. larger than it was last November.

Representatives of the National Phonograph Co. have been in Philadelphia calling on the trade and looking over the stock of the two-minute records which the men have on hand. It is thought that it is with a possible recall of all the two-minute records on the market and the substitution of the four-minute records for them.

Louis Buehn & Bro. report the largest November business they have ever enjoyed. They are short of stock in certain Victor styles, but they feel that they will be able to get all the instruments they require. They have been doing very well with their Edison business phonograph department, since they have brought it under the same roof and can give it their personal attention.

The Edison wagon proposition in Philadelphia has turned out fairly satisfactory. They expect shortly to get this new proposition in excellent hands and that the returns will be most satisfactory.

The Penn Phonograph Co. report an unusually large sale of Amberola records, and they have been selling generally of their entire line. The many improvements they made in their warerooms during the summer and early fall has stood them in good stead in handling the large business of the fall and early winter, and they are very optimistic regarding the future.

**The Columbia "Demonstration"
Double-Disc Record is a demonstration
and no mistake. At the cost of just 10
cents to cover the expense of handling
—it is better than a business-getter;
it's a business-maker.**



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

AN INTERESTING LIFE STORY.

Connection of Edward D. Easton with the Development of the Talking Machine Made the Basis of an Article by James B. Morrow in the Boston Globe—How He First Became Interested in the Talking Machine—Began Business in Back Room in Washington, D. C.—A Story Worth Reading.

In a recent issue of the Boston (Mass.) Globe, James B. Morrow contributes an interesting article about the birth, growth and development of the talking machine, and especially the connection of Edward D. Easton, president of the Columbia Phonograph Co., General, one of the first to witness the first inventions of this kind, and has taken a prominent part in the permanent establishment of the business on a successful commercial basis.

The life of Mr. Easton, says Mr. Morrow, is full of incident. At the age of 18 he was assistant editor of the Hackensack (N. J.) Republican, and his beautiful estate of "Agricola," his home, is on the outskirts of that place. Subsequently Mr. Easton became a stenographer in Washington, D. C.; and afterward graduated in law from the Georgetown (D. C.) University. On being asked where he first heard of the talking machine, Mr. Easton said:

"While working around the Capitol in Washington, several stenographers, Andrew Devine [afterward vice-president and senior director of the American Graphophone Co., since deceased—Ed. T. M. W.], especially, told me of a talking machine that they had seen in Graham Bell's laboratory. . . . Returning from Paris with \$10,000 in cash, given him as a prize, Graham Bell equipped a laboratory for the purpose of inventing a machine that would record and reproduce sounds. I suppose music was in his mind at the time. The work was carried on by Dr. Chichester Bell—a relative of Graham Bell—and Charles Sumner Tainter, a mechanical expert of Watertown, Mass. It was the Bell and Tainter machine that I heard Devine and other stenographers talking about.

"Later, I was invited to the laboratory and saw the machine in operation. I found that, while I had spent years in learning quickly to put human speech on paper by means of signs, the machine could beat me easily and do the work better and more accurately. In my diary, that night, I wrote that I meant to get as large an interest in the invention as was possible. My connection with the subsequent development of the talking machine, therefore, was not accidental. The supposition was that the machine would make the dictation of letters in business offices to stenographers unnecessary. The musical possibilities of the invention were not then apparent. I employed it right off, being the first stenographer to do so in government work. I dictated my shorthand notes into the machine, and had my typist write them out on paper.

"About that time, it was in the year 1887, I accompanied the newly created interstate commerce commission on its first trip of investigation. We were gone seven working days, during which period I made \$3,500. My salary was only \$100 a month,

but I received 10 cents a page extra for transcribing my stenographic notes and was permitted to supply all the persons in interest with full copies of the testimony taken at the different hearings. Well, I put my \$3,500 into the talking machine business.

"I did more than invest my money," Mr. Easton continued. "I gave two years of my time to the company without any salary. I had been earning a large salary as a government stenographer. I abandoned a good business in the belief that the talking machine ultimately would pay me far better, a judgment that was justified in every respect.

"My friend, Andrew Devine, also became an important share owner. James G. Blaine, William Walter Phelps, of New Jersey; R. R. Hitt, of Illinois, long a member of the House of Representatives and chairman of the committee on foreign relations; Senator Allison, of Iowa, and Senator Morrill, of Vermont, bought stock. Years afterward Wu Ting Fang, the Chinese minister, came into the company as an investor.

"Scientists in different parts of the world had been trying for more than 100 years to catch and hold the sounds of human voice," Mr. Easton went on to say. "The Imperial Academy of St. Petersburg offered a prize in 1779 for an instrument that would talk. Experiments were later made in Paris and Vienna. Faber, an Austrian, produced an apparatus in the year 1850 that gave some impetus to modern inventors, and he was followed by Leon Scott and finally by Edison, along in 1877. After Edison abandoned his investigations nothing was done for several years by anyone, so far as I can learn.

"Then came the announcement that Bell and Tainter had invented a practical machine that could actually talk. Moreover, their records could be removed, repeatedly used, kept indefinitely and transported by mail or express. They had worked for five years in Graham Bell's laboratory. When I first saw the machine they were unwilling to make their invention known until it had been further developed. My idea was to strike while the iron was hot, a view they accepted with some reluctance.

"We retired to a back room on a side street in Washington and began business. Our first factory employed six men and its capacity was three machines a day. Now we are manufacturing two machines a minute. In a little while we moved to a better building, where the rent was \$300 a month. It was a risky undertaking, we thought. However, by that time we could reproduce simple songs, banjo playing, and band music, and had slot machines that would sing or talk for a nickel. We assumed the financial obligation of \$300 a month with fear and trembling. The slot machines, much to our surprise, paid the first month's rent in three days and there was money enough left for our electric lighting. Stores were quickly established in all the principal cities, and in each instance, though we rented rooms in the thick of business, the slot machines paid all the expenses. In the meantime we were selling talking machines and keeping our factory busy.

"We (the Columbia Phonograph Co.) have a laboratory in China and the records of 400 Chinese

songs, which were given up by the best Mongolian artists. The music may sound something like a chicken eating corn off a pine board, but that is because we cannot understand or appreciate it. Laundrymen in this country are large purchasers of Chinese records, thus getting songs from home in their own language to cheer them as they iron our shirts and collars.

"The manufacturers of American talking machines are doing business everywhere—in Japan, Turkey, Africa, Egypt and the islands scattered up and down the earth, from Australia to Greenland, and then to Madagascar. More than \$20,000,000 is invested in the industry, and thousands of persons are given steady and pleasant employment."

EXPERIENCING BUSY TIMES.

New York Talking Machine Co. Report Sales Ahead of This Season Last Year.

Throughout the fall, trade with the New York Talking Machine Co., 81 Chambers street, New York, has never slackened; and notwithstanding the removal to the present premises, which was carried on without a perceptible halt in business, their sales are going far ahead of last year. A great demand developed for the newer lower-price Victrolas, and while the Victor distributors have sample lines, it now looks as if the factory would be unable to supply goods in sufficient quantity to cover the holiday sales. All Victor dealers will probably be in the same predicament.

The satisfaction of undertaking a difficult task and accomplishing it successfully is the greatest incentive to good work.

**Makes a Phonograph
Sound Life-Like**

THE MORSE Clarifier is a device which placed in a tube between reproducer and horn of any standard make machine renders the sound clear, loud and distinct. Many of the intense vibrations that before caused the phonograph to sound metallic and mechanical are overcome. Also defects in records due to recording such as blasting and splitting of high notes are largely eliminated.

**THE MORSE
CLARIFIERS**

are selling fast

Advertised in
standard magazines

**BIG PROFITS FOR JOBBER
AND DEALER**

FREE SAMPLE of Clarifier will be sent to the jobber or dealer who writes us on their business stationery

MORSE BROS., 442 Lumber Exchange
MINNEAPOLIS, MINN.

Pat. Applied For



FROM OUR CHICAGO HEADQUARTERS

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

Some Comments Upon the Campaign of Pre-Holiday Advertising Carried on by the Talking Machine Houses of Chicago—Recitals Prove Most Satisfactory and Trade Compelling Form of Publicity—A Model Program Which Recently Came Under Observation Printed on This Page—Sympathy for Mr. Goodwin—Expansion of the Schmelzer Arms Co.—Columbia Progress Emphasized in Various Directions—Wurlitzer Victrola Advertising—Talking Machine Co.'s Striking Announcement in This Issue—Fibre Needle and Its Future—Louis F. Geissler a Recent Visitor—November Trade a Record Breaker—December Trade Proving Equally Satisfactory—Aeolian Co. Have Thrown Open to the Public Their Beautiful Talking Machine Department—Other Items of General Interest to the Trade.

(Special to The Talking Machine World.)

Chicago, Ill., Dec. 10, 1910.

The pre-holiday talking machine advertisements in the Chicago dailies are numerous and for the most part "sehr gut." Reviews and excerpts of some of them are here given. Although *The World* will reach its readers during the final windup of the ante-Christmas trade, dealers may still reap some benefit from the perusal of the subjoined matter, as it will come to them at a time when they will be rushed, with little time to prepare new copy, and they may, therefore, gain some good suggestions for the preparation of their own announcements.

On November 18 there appeared in the Chicago Tribune what was probably the most remarkable talking machine advertisement ever appearing in a Chicago daily. It was by Lyon & Healy and occupied an entire page. About two-thirds of the page was devoted to the Victor, under the caption "A Victor talking machine to suit every taste and purse." Every type of Victor machine was illustrated and described, including the new style Victrolas. The text was for the most part original, including even the description of the Victrolas. We quote in part:

"The Victor talking machine is the ideal home entertainer. With its capabilities limited only by the number of records obtainable, and there are thousands of them, embracing practically every subject susceptible to sound reproduction, including the cleverest vaudeville offerings, monologues, comic and popular songs, instrumental music and arias from the grand operas, it is without doubt one of the world's greatest pleasure giving instruments. For the business or professional man, exhausted by the day's exacting duties, the Victor talking machine offers a real opportunity for full relaxation combined with genuine entertainment. The Victor is alike popular in the home, concert hall, at the dance, in the sick room, and wherever clean, wholesome entertainment is appreciated."

Extended space was also given to the Edison phonograph, with an excellent introduction and descriptions of all the types. "The Edison language outfit" was also exploited. Cuts of an Edison machine, equipped with a Cygnet horn, and an Amberola, were also presented.

The Talking Machine Shops had a Thanksgiving ad that suggests something similar for the Christmas holiday season. The gist of the argument was as follows:

"Decide to have a Victrola Thanksgiving. If you have been putting off the purchase of a Victrola, Thanksgiving will be a good excuse for deciding now. Some music or song you play on that day will so intimately fit the sentiment of your home gathering, all will remember it. You can see all Victrola styles at either Shop," etc., etc.

A distinctively Christmas advertisement by the Talking Machine Shops urged the desirability of ordering Victrolas early. This significant sentence appeared in a "box" extending clear across the advertisement:

Please Mark Your Christmas List "Shops" for Victrolas.

Good Mixed Program.

Dealers giving talking machine recitals before a "mixed" audience or asked to give suggestions for a program are often at a loss to compile a list of records which will result in pleasing different tastes and yet maintain a fair degree at least of the interest of the entire audience. John Otto, of the retail talking machine department of Lyon & Healy, gave a recital last evening for the benefit of the Sunday school of the Reformed Church of Irving Park. He succeeded in preparing a program which contained offerings gratifying to the musical elect and the musical would-be elect, interspersed with numbers for the kids, which tickled the musical elect as well. It will be noticed by the program which follows that he avoided "popular" songs entirely. The light numbers were so exceedingly light that they did not presume to be music and therefore did not offend the critics. It was a big success in every way and, as *The World* man considers it quite a model program, it is here reproduced:

PART I.

1. Coronation March (Le Prophete).....Pryor's Band
2. Gems from the Red Mill.....Victor Light Opera Co.
3. No News, or What Killed the Dog.....Nat Willis
4. Sweet Bird that Shunn't the Noise of Folly...Melba
(Flute Obligato.)
5. Contes d'Hoffman (Oh, Night of Love).....Farrar and Scotti
6. Largo (from Xerxes).....Gilbert
7. Down in Turkey Hollow.....Golden and Hughes
8. Dinorah (Shadow Song).....Tetrazzini
Reading by Miss Elizabeth Matthews

PART II.

1. Symphony in B minor (unfinished) "Shubert".....Pryor's Band
2. Lucia—Sextette—Act II.....Sembrich,
Caruso, Scotti, Journet, Severina and Daddi
3. Uncle Josh Keeps House.....Cal. Stewart
4. Lucrezia Borgia (It is better to laugh than to
sigh).....Schumann-Heink
5. Mignon (I know a Poor Maiden).....Geraldine Farrar
6. Darkey School Days.....Golden and Hughes
7. Valse Lente.....Caruso
8. Trovatore (Prison Scene).....Alda and Caruso
9. Home, Sweet Home.....Sembrich

A good point to be noted is that the titles are invariably given in English. The accompaniment to the Caruso "Valse Lente" was played most acceptably on the piano by Grace, Mr. Otto's fourteen-year-old daughter.

Death of C. E. Goodwin's Father.

The trade will regret to learn of the death of the father of C. E. Goodwin, which occurred this morning at his son's home at Orange, N. J. Mr. Goodwin, Sr., was a distinguished artist, a man of keen intellectuality, and an unaffected, genuinely courteous gentleman of the elder school. He is survived by his widow, also an artist of distinction, two sons, C. E. Goodwin, manager of salesmen of the National Phonograph Co., Clarence N. Goodwin, the well-known Chicago attorney, and a daughter. The cause of the death was bronchitis.

Schmelzer Expands.

The Chicago office of *The World* has received the following self-explanatory communication from A. A. Trostler, manager of the talking machine department of the Schmelzer Arms Co., Kansas City, Mo.: "For your information we wish to say that the Schmelzer Arms Co. have consummated a deal whereby they have taken over the entire stock of talking machine goods of the Smith Phonograph Co., Oklahoma City, Okla. In addition to this they have secured the Victor jobbing agency and will now be known as the Schmelzer Arms Co., Oklahoma City, Okla., jobbing both Victor and Edison goods. We have leased a three-story, 50 x 140 building, where we will build up the finest talking machine parlors in the West.

"We feel that Oklahoma is the coming country and a good live jobber is needed there to exploit both Victor and Edison goods. We are having an excellent business in Kansas City; it has been bigger than for some years past, and we feel that by the first of the year we shall find that we have sold more goods than ever before in the history of our talking machine business."

Columbia Items.

George W. Lyle, general manager of the Columbia Phonograph Co., is expected in Chicago Tues-

day and will have an opportunity of inspecting the Chicago headquarters of the company at Wabash avenue and Washington street, as they will then be in a practically completed condition. The retail department will be in full operation there at that time and the wholesale department will be moved from the present location, 210 Wabash avenue, a week later. As previously stated in *The World*, the present location will be maintained until after the holidays, at any rate, as a branch retail, thus giving the company a strong double header for the Christmas trade.

District Manager W. C. Fuhri moved his office to the new quarters several weeks ago and has been supervising the remodeling of the big store and the construction of the excellent series of booths along the lines roughly indicated in last month's *World*.

C. F. Baer, manager of the Chicago office, speaks in enthusiastic terms of current business, both from wholesale and retail viewpoints. Some days ago they received here a sample of the new Favorite \$50 hornless graphophone, and that it will prove a winner is evidenced by the orders already booked.

A. D. Herriman, retail manager, has returned from a two months' sojourn in the South, richer in both health and wealth as a consequence.

F. C. Cass, credit manager, is projecting his winsome and convincing personality into the Southwest. He will return shortly.

Well Illustrated Publicity.

The Rudolph Wurlitzer Co. are doing some advertising in the Chicago dailies that depends largely for its unquestioned force upon the character of the illustration. They are devoted almost exclusively to the Victrola. One of the illustrations represents a beautiful woman rocking a cradle, with her husband standing behind her chair, smoking-jacketed and pipe in mouth. In front of this imposing family group is a Victrola, while above the instrument, materialized from the tones issuing therefrom, is a vision of Marguerite at her spinning wheel. Another advertisement introduces Salome. The vision is that of the dancer in the act of taking from the hand of the executioner, appearing through the dungeon trap-door, the platter containing the head of John the Baptist. The manner in which the scene is worked out is admirable. The head of the Baptist is only dimly lined out. The semi-nudity of Salome is only suggested. There is nothing unnecessarily repulsive in the artist's conception. The Victrola, of course, is again in evidence and the expression on the faces of the auditors is appropriately tragic.

Stop!

The advertisement of the Talking Machine Co. in this issue will be found to be one of the most forceful of the now famous series. The stalwart policeman, mounted on a veritable Bucephalus, looms out of the picture very dramatically. He (the policeman, not the horse) has a very pertinent message for the talking machine dealer. Read it.

Fibre Needles by the Million.

The *World* knows positively that the Victor Co. are literally turning out fibre needles by the millions. They are just coming on the market in a large way in the new packing bearing the imprint of the Victor Co. There is no question that under the new auspices the fibre needles are to be pushed and given a country-wide and even a world-wide distribution, the contemplation of which must fill the heart of the inventor, Mr. Hall, with unlimited joy.

The *World* representative had the privilege recently of listening to a "recital" in a home where the Victor had been ensconced for a year and nothing but fibre needles had been used on the records. Not a single steel needle had ever entered this home. The records were in perfect condition and the musical effects beyond all criticism.

(Continued on page 40.)

STOP



One Minute, Please,
Gentlemen, before
you turn this page!

The greater percentage
of our Dealers have a
stock of Machines
on hand for their
Christmas business.

We haven't been able to
fill all the orders that we
have been flooded with,
but our old line regular
trade has been taken care of.

These times of immense busi-
ness and immense demands on
the factory, prove your Dis-
tributor.

Write us today—sign a contract
with us—forget the freight but
GET THE GOODS.

THE "WHOLESALE" DISTRIBUTOR

The
Talking Machine
Company

72-77 Wabash Avenue, Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS.
(Continued from page 39.)

Geissler a Visitor.

L. F. Geissler, general manager of the Victor Talking Machine Co., spent last Sunday with his son, Arthur D. Geissler. The senior Mr. Geissler was returning from the Coast, where he reported present trade and the outlook good, indeed.

There Are Now Three "Shops."

The Talking Machine Shops, George and Cecil Davisson, proprietors, are now triplets instead of twins, as heretofore. The new shop occupies a good-sized store at 220 Michigan avenue, on the ground floor of the Congress Hotel building, and, it is expected, will sell a whole lot of Victrolas during the present joyous holiday season.

Fine Aeolian Department.

The beautiful remodeled and reboothed talking machine department of the Aeolian Co., occupying the entire mezzanine floor of their building, is now

completed. A full description, embellished with illustrations, will appear in the January issue of The World.

Trade.

November is reported by local jobbers as being a record breaker. The emphasis is largely on high grade goods. December is going to prove a wonder, providing the factories are able to meet the demand, but that is a grave question. Local retail trade with the high-grade downtown stores is excellent. Business with the stores and departments catering mainly to the cheaper trade, together with many of the outlying stores, suffers somewhat on account of the great garment workers' strike.

Lyon & Healy Service.

A convincing straight-from-the-shoulder talk on the wholesale Victor and Edison service, which has built the talking machine business of the Big House to such immense proportions, will be found elsewhere in this issue and should prove very interesting to dealers everywhere.

"Is he interested in anything that relates to the product—in his social, business or sporting life?—and a hundred other questions can be piled up on top of these as fast as you can write them.

"Don't write a line of copy until you know the merchandising policy of the house whose product you are trying to sell. Not that that policy is always right, but it is usually nearer right than the first wild guess of an outsider, and we are taking it for granted in this case that, as far as we are concerned, the policy is settled. You are pretty safe in assuming that, too, because it usually is settled. And if you want to see a graphic caricature of a dehorned, blind billygoat trying to butt an alleyway through the Palisades of the Hudson, just watch any one of half a thousand ambitious advertising writers trying to force an O. K. on to copy that conflicts with the Policy of the House.

"And don't hand over a line of the copy you have written until you have got right into the clothes of the man you are trying to get hold of and asked yourself if you have said anything that will stop him and hold him a minute and put a distinct conviction into his head. Find fault. Put yourself in a mean, cold-blooded frame of mind and go over that copy with a harrow."

MUST CUT EXPRESS RATES.

Commerce Commission Orders Reduction In New England.

Several New England towns, their commercial associations and manufacturing interests received notification Dec. 8, that the Interstate Commerce Commission had decided favorably on their protest against the recently raised rates of the Adams Express Co. The proceedings were started by the W. L. Douglas Shoe Co., whose lead was followed by many other companies in Brockton, Whitman, Taunton, Rockland, North Attleboro, and Pawtucket. The decision, according to Richard J. Donovan, attorney for the complainants, means that the express company will be obliged to restore its previous rate of 75 cents for a hundred pounds between these points and New York.

WHY THE SALESMAN FAILED.

He wasn't neat in his appearance.
He lacked dignity in his bearing.
He used no tact in introducing himself.
He was late in keeping his appointment.
He had a conceited and arrogant manner.
He did not believe in his own proposition.
He disgusted his prospect with gross flattery.
He didn't know the fine points of his own goods.
He offended the prospect by undue familiarity.
He made a bitter attack upon his competitor's goods.
He openly ridiculed his prospect's ideas and methods.
He made no preliminary study of his prospect's case.

He relied on bluff instead of solid argument based on facts. He got lost in the forest of details and couldn't stick to essentials.

He had been out with the boys the night before and showed the effects.

He talked too much. He gave his prospect no chance to explain his needs and position.

He couldn't answer questions and objections intelligently, concisely and convincingly. He tried to close his prospect before he had worked him up to a point of conviction.

He lost his nerve because the prospect presented such an unyielding front, forgetting that battles are won by hard rallies at the finish.

He didn't know his business when he made the approach; didn't talk clean-cut business after he got in; didn't make it his business to fight all the way through and didn't do business before he left, says the Bankers' and Brokers' Gazette.

TAKE ON THE COLUMBIA LINE.

The Rhodes-Mahoney Furniture Co., Chattanooga, Tenn., have taken on the Columbia line, the stock, of a substantial size, being supplied from the branch of the Columbia Phonograph Co.'s store at Atlanta, Ga.

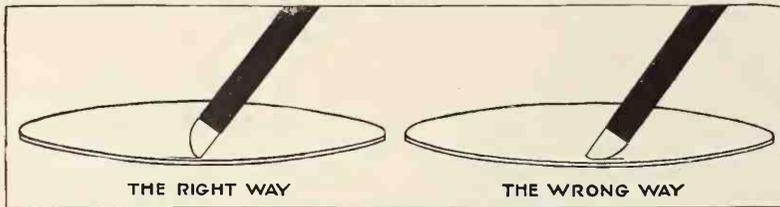
THE PERMANENT JEWEL NEEDLE.

Some "Pointers" on How It Is Adjusted to the Disc Record—The Jewel Needle Is Constantly Growing in Favor.

(Special to the Talking Machine World.)

Chicago, Ill., Dec. 10, 1910.

There is always a right and a wrong way of using a good thing. The accompanying illustration shows clearly the manner of adjusting the permanent jewel needle to the disc record. As explained repeatedly in this paper the permanent needle consists of a finely-ground garnet set in a



HOW TO ADJUST PERMANENT JEWEL NEEDLE.

metal shank, which fits into the needle arm of a disc machine in the same manner as the ordinary steel needle.

The Permanent Needle Sales Co., 14 State street, Chicago, control the sales for this needle and are the possessors of abundant tangible proofs that the public appreciate the elimination of the necessity of changing the needle. Furthermore, they have hundreds of letters from dealers and others expressing their appreciation of the tone and musical effects of the permanent jewel. The World representative was shown substantial orders from dealers and jobbers all over the United States and from foreign countries as well. Dealers would certainly do well to investigate this proposition at once. A wonderfully comprehensive letter regarding this needle is reproduced elsewhere in this issue.

tisement—yourself. And if that self cannot give an impress of life, vigor, confidence, conviction, accuracy, thoroughness and sincerity—you are in the wrong business. Anybody can tabulate the selling claims of a food product, for instance. Only a live man can get those claims under the skin of indifference of that other live man who is to be made to desire your merchandise more than the hard-earned and double hard-saved money in his pockets.

"If there were such a thing possible as an arbitrary rule of copy construction I believe it would be based on this plan: A forceful, hammer-headed foreword, and a climax at the end. And your illustrations ought to be considered a part of your display. The forceful introduction can be secured by the illustrations as well as by the words.

"Analyze the Product—The Market—The Probable Purchaser—The Policy of the House—The Finished Copy.

"Don't write a line of copy until you have satisfied yourself that you know the product it represents—what it's for, whom it's for, who makes it, who sells it, how it is sold, what it's made of—these being only a suggestion of the hundred vital points that you must bring up and check off.

"Don't write a line of copy until you can first write a lucid outline of the market the product has and should have. Is it a new idea or an established article? What are competitive conditions? Are retail prices maintained? Is it to be pushed in a new territory? What is the attitude of the retailer and jobber? Are you to concentrate mostly on immediate sales? or build for future good will? or both?—and a hundred other questions will suggest themselves to you.

"Don't write a line of copy until you can get a clear mental picture of the individual who represents the average of the class of purchasers you are appealing to. Then write your copy to him—have him in front of you every minute. Is he man, woman or child, or a composite of all three? If he is a man, is he a man of family or an irresponsible spendthrift?

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

OHIO DEALERS' ANNUAL MEETING

Held in the Southern Hotel, Columbus on November 9 with a Record Attendance—Many New Members the Result of Reduction in Fees—New Officers Elected—Interesting Papers Read at the Meeting—Several Jobbers Among the Guests—Some of the Features of the Meeting.

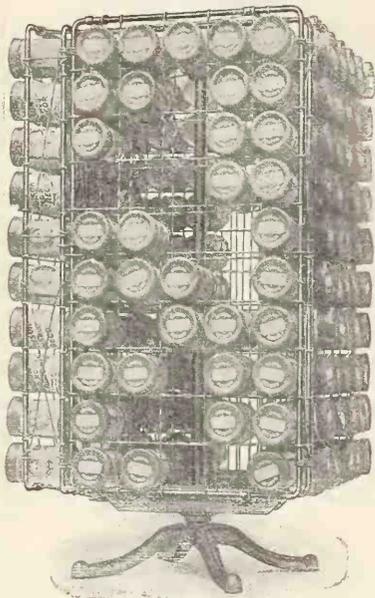
The regular annual meeting of the Ohio Association of Talking Machine Dealers was held in the assembly room of the Southern Hotel at Columbus, November 9. The meeting was one of the most successful in the association's history. A large membership was present and a number of the live dealers of the State were enrolled as new members. The recent change in the by-laws, by which the admission fee was lowered from \$10 to \$1 and the annual dues from \$5 to \$1, was of material assistance in securing new members.

President CaJacob opened the meeting by a

UNQUESTIONABLY A BIG WINNER

Everybody who sees, buys,
and every dealer who buys,
sells

THE MONARCH MIDGET



This little "Monarch" can be placed on the counter, and will hold about 8 months' records in compact and convenient space.

The clerk can thus choose records without losing the customer's attention for a moment. Very convenient and effective when you are playing the new records of a month, because you face the customer all the while.

No matter how many racks you have, you need this little counter-size revolving "Monarch" Baby.

Write your Jobber or to Us.

Syracuse Wire Works

University Ave.
SYRACUSE, N. Y.

masterful review of the work the association had accomplished and closed with a tribute to the Victor and National companies for the hearty co-operation and assistance they had given the association. After the dispensing of the regular order of business the following officers were chosen for the ensuing year: President, Martin G. Chandler, Chillicothe, O.; vice-president, W. H. Snyder, Columbus, O.; secretary, A. C. CaJacob, Wapakoneta, O.; treasurer, C. A. Williams, Zanesville, O. At this time visiting jobbers were invited to the assembly room and a good discussion was held on the papers given by the members. "Selling Plans," by Martin G. Chandler, brought forth much discussion on the methods of exploiting the goods. The record exchange proposition by Henry Goldsmith brought out quite a number of good talks, some of rather an acrimonious character.

The feature talk of the day was "Selling of High Class Machines and Records," by J. Frank

a cut out list, but a business bringer and that properly exploited it would prove a boon to the dealer. Eight reasons were given for the adoption of the present exchange, and a careful perusal will convince most dealers that the National Co. have the best interests of the dealer at heart. As tabulated by Mr. Dolbeer they were as follows:

"First. That the exchange of records with consumer had long been demanded by the trade. Second. That the list if properly drawn to the attention of the public will quicken their interest in the line. Third. That the opportunity to interest your customers in the newer product is thus made possible. Fourth. That the losses imposed on all the dealers, the jobbers and the manufacturers are eliminated. Fifth. That the jobber and the dealer both make a small margin of profit under the present plan. Sixth. That the plan makes it possible to create new business without disrupting our present selling system. Seventh. That each transaction with the public reduces the stock of specials in the hands of the trade. Eighth. That it will result eventually in a reduction of the numbers in the 2-minute catalog and finally that the success of the plan rests with the dealer himself, and dealers were strongly advised to give it the utmost general publicity." Mr. Dolbeer's paper was roundly applauded.

At the conclusion of this paper George D. Ornstein, sales manager of the Victor Co., took the floor and gave the dealers one of the best impromptu talks that they had listened to for some time. This was Mr. Ornstein's first meeting with the Ohio association and the warmth of his reception brought forth from him a helpful discussion of many of the new products of the Victor Co. and of the efforts that were being made to help the dealer in exploiting their product. Mr. Ornstein at the conclusion of his talk was deluged with questions, all of which he answered to the satisfaction of all present.

Several of the visiting jobbers were then called upon and interesting talks were given by Percy B. Whitsit and J. C. Roush, secretary of the National Jobbers' Association. One of the most interested visitors was Lewis H. Clement, of the Whitney-Currier Co., of Toledo, and president of the National Association of Piano Dealers. Several other jobbers spoke and the meeting closed to meet next year at Toledo.

CORPORATION TAX BLANKS.

Confusion Noticed Last Year Avoided by Additions to the Form.

The Internal Revenue Department sent out last week to corporations doing business in this city the blanks on which they are to make returns of their net receipts for the current year, the returns to figure as a basis for assessing the corporation tax provided for under the act approved August 5, 1909.

The government's experience with the blanks furnished last year demonstrated that they were deficient in several minor details, chiefly with reference to data concerning interest payments. Additions to the form make this clear, and are expected to prevent confusion such as resulted last season.

Item 4, which previously called for a statement of all maintenance expenses, now specifies that all expenses "exclusive of interest payments" are wanted, a separate item for "interest" having been provided.

In order to have the seals of officers who swear to the accuracy of the statements in a uniform position a blank space for that purpose has been provided and marked by brackets. Returns must be made to the Internal Revenue Collector before March 1, 1911.

Long visits, long stories, long essays, long exhortations, and long prayers seldom profit those who have to do with them. Life is short. Time is short. Moment's are precious. Learn to condense, abridge and intensify. Learn to be short. Lop off the branches; stick to the main facts in your case. If you speak, tell your message, and hold your peace; if you write, boil down two sentences into one, and three words into two.



MARTIN G. CHANDLER, THE NEW PRESIDENT.

Mahret. This gentleman's all-round experience, both as retail salesman and as traveling representative of the Victor Co. for a time, has given him a wide knowledge of the business and his talk, which was listened to with rapt attention, appears in full on page 47 of this issue of The World. At the conclusion a number of questions were asked of Mr. Mahret and a good discussion opened by several of the members. All felt that Mr. Mahret's discussion of the selling points of the high grade goods had been worthy of attention and the association thanked him cordially for his efforts. At the conclusion of Mr. Mahret's talk the association adjourned until the evening session, which was opened by a banquet.

F. K. Dolbeer, of the National Phonograph Co., was unable to be present but sent a very able paper, which was read by Mr. Hug, the Ohio representative of the National Co. interests. "Just think of it," said Mr. Dolbeer, "approximately



RETIRING PRESIDENT CAJACOB.

eighteen million families in the United States and only two million phonographs. Imagine the suspense of the other sixteen million families, who are willing and anxious to buy Edison phonographs, but who cannot obtain them owing to the limited stocks now in the hands of the trade." Mr. Dolbeer's paper then took up the Edison record exchange proposition and gave a very clear account of the circumstances which led up to its adoption. While many dealers were dissatisfied with it he felt that it was to the best interests of all concerned that it be given a fair trial. He characterized the list of 500 records as not being

ACTIVE TIMES IN CLEVELAND.

Holiday Trade Opens Up Early in Both Wholesale and Retail Lines—Only Cloud Is the Possibility of Stock Shortage—Daily Papers Give Serious Consideration to Talking Machines—What Prominent Men in the Local Trade Have to Report.

(Special to The Talking Machine World.)

Cleveland, Ohio, Dec. 8, 1910.

In both wholesale and retail lines the holiday business has opened up most propitiously, and it is confidently predicted by dealers that trade will largely exceed that of last season. The demand at present is for the more expensive machines and the higher-class records.

Retail trade improvement is favorably reflected in the wholesale business, which for the past three weeks has been steadily increasing. With nearly every dealer in the city, the last month of this year opened most satisfactorily. The only discernible cloud is the fear that not enough goods can be obtained to meet their needs. Evidently a more satisfactory understanding between the manufacturers and jobbers ought to exist. The adjustment as to supply and demand, in the opinion of the jobbers, reverts to the manufacturers. Orders placed and accepted early in the fall and bills dated the 1st of December would unquestionably solve the problem.

The daily press have quit ridiculing and slurring the talking machine when they have occasion to mention it. Of late the papers favorably mention the phonograph and the new records as they appear monthly, commending them these shut-in evenings, when home amusement must be provided for those who do not care to go out much. One of the dailies, noticing the latest records, had this to say: "What better amusement can be found than first-class music? One does not have to go away from home to hear selections from some of the finest operas. Some of the best records are of selections from 'Olivette,' the old but tuneful light opera, and 'Our Miss Gibbs.' Then there is a movement from the great, pathetic, unfinished symphony of Schubert, to say nothing of scores of records of new popular songs, including two by Harry Lauder. The range of selection is almost infinite, and the records grow better from month to month."

W. H. Buescher was on a visit to the Victor factory, December 2, ordering more goods and endeavoring to hasten orders already placed.

"The business situation, from the viewpoint of a Victor distributor, is all right," said Mr. Towell, of the Eclipse Musical Co. "The demand locally and from contiguous territory shows that dealers are increasing their trade and doing well. The demand for both machines and records is fine, and manifestly the holiday business will surpass that of a year ago and generally prove eminently satisfactory."

Phil Dorn, the always busy manager of the talking machine department of Collister & Sayle, stated: "The new-style Victrolas are making a hit. The prices at which they are being sold are attracting customers whom the other styles have not heretofore pleased, and are bound to bring in a large amount of business. The holiday trade has opened most encouragingly and is daily growing as the season advances."

Prosperous business is evident in the daily receipt and shipment of goods from the Columbia store of the G. J. Probeck Co. "The past month," said Mr. Robertson, "closed a very satisfactory fiscal year's business with us. The demand for all our goods, Grafonolas as well as the medium and lower priced machines, is constantly on the increase and growing in popularity. The new series of special Blue Label records are making a very favorable impression with the record-buying public. We look for a heavy holiday trade, already in evidence, and a good winter's business."

Conditions as to trade are reported very satisfactory by W. H. Buescher & Sons, the only trouble experienced being the inability to procure a sufficient supply of Victor machines. "Business," said I. H. Buescher, "has been fine right along and still is good. We have taken a number of orders

for Christmas delivery, and from the present outlook expect a large volume of holiday trade. We are making large sales of the December records. On a recent visit at Akron, Ohio, I had the pleasure of meeting Eyan Williams and spent an interesting afternoon with him, chatting about his own and others' records. There are countless admirers of his operatic productions, and most purchasers make selections from his repertoire."

The talking machine department of the May Co. is a busy place these days, and their big stock is being cleaned out rapidly. The manager reports making daily sales of Victor and Edison machines and a big demand for records. Harry L. Tinker, who has been in charge of this department, has resigned and gone to Ft. Wayne, Ind.

A. E. Friedlander, manager of the talking machine department of the Bailey Co., takes an enthusiastic, active interest in the business, and is always on the alert for new trade or a prospect. He makes liberal use of the daily papers, setting forth the unusual facilities and his desire to demonstrate machines and records of all grades and prices. "Business," he said, "is increasing as the holidays are approaching. While the demand is good for the different styles of machines, it is especially so for the Victrola XIV, the \$150 machine. It is proving very popular; we have sold quite a number and can't get enough to supply the demand. I have got a large number of fine prospects on file."

A novel music emporium, doing an enormous business, is that of Charles I. Davis, music publisher and jobber, who controls fifteen different stores. When opening his store in Cleveland he installed a complete line of Victor and Edison machines and records, and the business of this department, he says, has far exceeded his expectations. A large space on the ground floor is devoted to the department, but Mr. Davis is now equipping, in most attractive style, an Edison sales-room in the basement, entrance to which is by a wide marble stairway from the store.

In connection with the piano trade, the talking machine business is reported very good with the Goodman Piano Co. Sales of both Victor and Edison goods were said to be very satisfactory.

John Reiling, the exclusive West Side Columbia dealer, is building up a good, prosperous business. He said the demand for records was excellent, with good sales of machines. He is especially pleased with the prospects of a large holiday trade, having many good prospects in view. He carries a very complete line of Columbia goods.

S. A. Mintz, manager of the Talking Machine Co., successor to the B. L. Robbins Co., Brown Bros., Flesheim & Smith and the Aldrich-Howey Co., who handle Columbia goods, report good sales of machines and records.

The Hippodrome and Prospect Theater have been equipped with an apparatus for showing motion pictures in daylight. The device is the invention of S. L. Rothafel, of Forest City, Pa. Peculiarly ground lenses and the treating of the screens with a secret preparation is the basis of the invention.

AN ELABORATE WINDOW DISPLAY.

M. W. Waitt & Co. Equip Entire Office in Show Window in Exploiting Edison Business Phonograph—Secure Good Results.

(Special to The Talking Machine World.)

Vancouver, B. C., Can., Dec. 7, 1910.

One of the most interesting and attractive windows seen in this city for a long time was that recently prepared in the store of M. W. Waitt & Co., Ltd., who handle Edison, Victor and Zonophone talking machines and records. The display was made for the purpose of exploiting Edison business phonographs and as the window space is very large it offered the opportunity of fitting up an entire business office, desks, files, benches, etc., with a wax figure representing a stenographer seated at the typewriter desk and transcribing notes from the Edison business phonograph. The figure was very lifelike in appearance and was borrowed from a ladies' outfitting establishment.

Holiday greetings to readers near and far.



At this season of the year it's very important to remember that we ship all orders the same day they are received.

What can we do for you?

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.

83 Chambers Street

New York



SPREADING KNOWLEDGE OF GAELIC.

Talking Machine Used by Gaelic Society in St. Louis to Aid in Studying Ireland's Ancient Tongue—Only Possible to Learn Language Through Having Words Actually Pronounced—Gives Access to 1,000 Years of Irish History—How Instruction Will be Carried Out.

Armed with the phonograph and the modern method of using it in learning language, the Keegan Gaelic Society of St. Louis, Mo., is rallying the forces of Ireland from the fourth century A. D. to date in carrying on the Gaelic revival begun in Ireland by Douglas Hyde and his helpers.

As a result of their work, the mails now carry letters in Gaelic from St. Louis and bring them back from all parts of the country. The language of Brian Boru may come by mail from Louisiana and Texas or from the shores of the lakes, written in the ancient alphabet of the Gael. What is still more to the purpose, it comes direct in its sounds from the horn of a modern phonograph, speaking the same tongue in which Ossian and St. Patrick held their famous conversations.

The phonograph is saving St. Louis as a Gaelic center. Under the methods of Brother Bernardine, of the Christian Brothers College, and the Gaelic League, the city has more than recovered the ground lost since Gaelic ceased to be the native language of about twenty square blocks in which Yiddish and Sicilian are now contesting for supremacy.

Thirty years ago, it is likely that more people could speak Gaelic north of Franklin avenue in St. Louis than in all Dublin. It was the language of statesmanship and diplomacy as well as of common life.

Beginning the work of a new season this year with about 200 members, the Keegan Gaelic Society of St. Louis can now do easily what was impossible thirty years ago. Then, though many spoke Gaelic in St. Louis by inheritance from their parents, the language seemed doomed in St. Louis and did come almost as near being one of the dead languages as in the Dublin of that day.

The method of the phonograph postpones grammar and dictionary until the sounds of the language are learned by ear and connected with the written or printed words which represent them. The first lessons are always in the living Gaelic of the present day.

As in the case of English, the language in which these old masterpieces is written, can be approached only through the sounds of the living Gaelic speech.

Between the English or the Gaelic or of the present and that of 500 and 1,000 years ago, there are differences which seem too great at first to be mastered. Difficulties disappear as any one who has learned the living sounds of either language works back, century after century.

In this way the use of the phonograph in teaching the sounds of Gaelic opens up the Gaelic literature of over 1,000 years. From Ossian, the earliest, to Carolan, the last of the Irish bards, the Gaelic geniuses who made Gaelic literature immortal are literally waiting back of the phonograph for those who use it to reach them.

It is believed by some that as Irish was written between the time of Ossian and Carolan, those who wrote it knew more of the reality of Latin as a living tongue and learned more from Latin than is generally known now. Some think that the Gaelic revival which leads back of Carolan to Ossian in St. Louis will lead back of Ossian to Virgil and Horace and back of them to Homer as masters who taught the early Gael the music of the most melodious songs of Europe.

For those who do not expect to go far back of the present, the methods of the Gaelic Society make it easy to master the language as a living speech. The most modern method and the very oldest are combined.

The very oldest is illustrated in Fry's "Pantographia," a book published in the eighteenth century and long out of print. A copy owned in St. Louis shows a machine used in "British schools" 1,500 years ago. The lesson was cut or written on a smooth stick. It was generally a short sentence such as "The weapon of the wise is reason." The teacher repeated the sentence aloud. The pupils repeated it after him and studied it as written on the stick until they could spell and pronounce it. To save time half a dozen of these smooth sticks were set in a frame, with sentences on both sides, so that they could be turned over. With a blackboard used instead of a frame, the spelling of sentences whose sounds are given by the phonograph is shown to the eye. The student learns to spell, to read and to speak the language, turning back the phonograph as often as he needs to make sure, in the same way the slots were turned back in the old Celtic reading frames.

Circles of students are formed to use the phonographic method together. At the meeting of the Keegan Society, with Brother Bernardine and others present, speaking Gaelic as its masters, there is no need of the phonograph.

The league meets every Thursday at 3830 Olive street, with Patrick Taylor McGovern as its presi-

dent and a distinguished executive committee of 24 Gaelic revivalists, divided evenly between the sexes under the motto "A Dhia Saor Eire." They transact business by ballot, but the Gaelic "masters" transact all the questions of Gaelic pronunciation and grammar.

The phonograph pronunciation, supplied with a "course" of some 30 cylinders from a Gaelic college in Pennsylvania, is warranted good Gaelic. It is also warranted to teach anyone Gaelic with ease, without grammar, dictionary or any sort of tribulation whatever. It does all this according to schedule until the Gaelic revivalist is ready for Brother Bernardine and the other masters. His method is not grammarless, as the revivalist soon finds.

All must reach the stage finally where Brother Bernardine takes hold of them. Otherwise they will never get into the Tir Nan Og or land of enchanted Gaelic literature back of the horn of the phonograph.

But, meanwhile, Gaelic-speaking phonographs are scattering in St. Louis and in wider circles out from it. Except by those who sell the phonographs in Pennsylvania, it is all done, not for money, but for love of Gaelic and of Ireland.

"Our text books," Brother Bernardine says, "are the recognized standard publications of the Gaelic League, such as Dr. Henry's Handbook of Modern Irish, O'Growney's Lessons and the Bothwick readers. The method is known as the direct method. It is similar to the well-known Berlitz system of teaching the modern languages. Our teachers are skilled in this method and employ it exclusively in the earlier lessons of the course."

In explaining samples of correspondence, some of the letters beautifully written and all in Gaelic, Brother Bernardine added that they were received from members of the now widely spread "Friendly Society of the Gael," who correspond with each other in Gaelic. College men, clergymen and learned professors are members of the Friendly Society, as well as those who are just beginning to study the language. These, if they please, may have all the advantage of corrections which would be given them for pay in a modern correspondence school.

But though the work takes the same lines as that of the best correspondence school, it is done for love, not for pay. It means that the Gaelic revival is to go on until it may reach millions of Americans with Gaelic names, who will learn what their names mean and stand for in one of the great literatures of the world.

FARRAR LISTENS TO OWN RECORD

On Recent Visit to Aeolian Hall—Holds Impromptu Reception.

Geraldine Farrar, one of the leading prima donnas of the Metropolitan Opera Co., took occasion to visit Aeolian Hall, accompanied by her mother, recently, and after inspecting the instruments on the various floors stopped off at the Victor talking machine department on the eighth floor. Here she listened to a reproduction of one of her own records in which she sang the role of "Miami" in "Madama Butterfly." Several people in the Victor department at the time recognized the singer and she was the center of an admiring group for some time, appearing well pleased with the impromptu reception.

MULTUM IN PARVO.

It will pay to delay the sealing of envelopes until the very last thing before mailing. Possibly there may be just another word to add, or an additional item to inclose.

Show your most courteous face to the customer who buys though it may be only ten cents worth of goods. He may run that into many dollars before the end of a year.

Cultivate a close acquaintance with your goods. Happy is the salesman who knows; who does not have to guess.

You need the Edison Business Phonograph in your business

Edison jobbers and dealers using the Edison Business Phonograph on their own correspondence have found out, from their own experience, what a great help it is in any business office—cutting the cost of letter writing in two and doubling the amount turned out. And realizing that what the Edison Business Phonograph is doing for

them, it will do for other business men in every kind of business, they are already bringing home life-sized profits in this new and unplowed field.

The Edison Business Phonograph is the liveliest selling proposition of the age. You need it *in* your business and *for* your business. Write us today for full particulars.

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

The Columbia Grafonola gets the money of the man who would "never have a talking machine in the house"; and then sells him a rackful of high-priced records.



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

LIVELY TIMES IN BALTIMORE.

Talking Machine Dealers Busy Handling a Large Holiday Business—Christmas Buying Being Done Early—An Artistic Window Display—Hammann & Levin in New Store—Department Stores Pushing Talking Machines—General News of the Month.

(Special to The Talking Machine World.)

Baltimore, Md., Dec. 9, 1910.

Previous predictions by those engaged in the talking machine business in this city are beginning to be realized, with the result that the dealers are a busy class of people just at present. Several societies throughout the city have made urgent requests of Christmas buyers—and in fact have kept the agitation constantly before the public—to do their holiday shopping early instead of waiting until the last minute and rushing the store girls and clerks off their feet the week preceding Christmas, as has usually been the case in former years. The requests have been complied with quite promptly thus far, so that many of the dealers, especially those in the shopping district, have started to keep open at night to meet the demands of those buyers who cannot get away from their business or home duties until after supper.

There have been many good sales already in the shape of Christmas presents, while most of the dealers announce that they have a big batch of promising prospects which they expect to convert into real sales within the next two weeks.

Manager Albert Bowden, of the Sanders & Stayman Co., has arranged an artistic window display of Columbia and Victor machines and records of all styles and prices, which has attracted the attention of a vast number of Christmas shoppers. The display has evidently had a good effect on those inclined to give away talking machines and records as holiday remembrances, for many of those who have been seen to stop and look at the display have wandered into the store and ordered machines and records for friends and relatives.

Hammann & Levin, who handle the Victor and Edison machines, are in their new store at 416 North Howard street and are ready to look after the Christmas buyers. They have much more floor and storage space and can handle customers with greater ease. The firm have a handsome new sign over the top of the main entrance which has proven quite an attraction. It is of gold letters on a black background.

H. R. Eisenbrandt Sons are among the liberal advertisers in the daily papers these days. They have large display ads. announcing a full line of Victors and also play up the various Victor departments that they have in their new store for the proper handling of the public. The company's Victrola department especially is recognized as one of the best in the South. The firm report excellent prospects for the present month.

A particularly noticeable development in local talking machine circles is the great prominence that many of the department stores are giving to this branch of business. While it has been announced from time to time by the distributors of the various lines of talking machines that they have

succeeded in getting the department store managements interested in the popular musical instruments in a small way, it has developed recently that the business has proved a winner in the large stores. Many of these stores have set aside quite a large amount of floor space for talking machine departments, while they have been advertising to a large extent in the daily papers. The heads of the talking machine departments of these large stores make similar encouraging reports concerning the condition of trade, as do the local dealers and agents.

Manager Roberts, of E. F. Droop & Sons Co.; Manager Laurie, of the Columbia Phonograph Co. and Manager M. Silverstein, of Cohen & Hughes, were all a busy lot of individuals when The Talking Machine World representative made his usual calls, but they were a unit in declaring that the Christmas prospects looked awfully encouraging to them.

CATCHING HORSE FLIES IN OHIO.

Wonderful Story of a Bright Farmer Who Used Talking Machine as Chief Feature of Trap.

Anyone who desires to learn just how much of a piker Baron Munchausen really was should read the following story, which comes from the great State of Ohio: "Calvery Pook, a farmer living near Cleveland, during the past summer devised a novel method for ridding his farm of horse flies. For over a year horse flies had been so numerous at his farm that the young stock was stunted and work animals became so emaciated that they couldn't work. Automobiles passing had their tires punctured by the vicious insects. After trying all known methods he finally evolved a new plan. Borrowing a phonograph and blank cylinder he secured a record of a colt whinnying for its mother. That night he drove all the stock over to a neighbor's farm. On the following day, when the flies became so hungry that they attacked the poultry, Mr. Pook attached the phonograph horn to his vacuum cleaner and started the instrument. The first call of the colt brought the hungry flies by thousands and as they approached the phonograph they were sucked up by the cleaner. After drowning them he fed them to the chickens, but as they imparted a horsey odor to the eggs he has since used them as fertilizer."

THE VALUE OF PICTURES.

"It is always well to show pictures of the goods in one's ads, whenever practical," says an experienced advertiser. "It is equally advantageous to create an interest in those goods by showing how they may be used or how they may bring pleasure to the users; but, to my mind, no illustration whatever is better than one that fails to connect directly with the article advertised.

"I believe in illustrations—not, however, in mere pictures. Not only does the irrelevant picture fail to add to the pulling power of the advertisement, but it actually detracts from it by distracting the attention of the reader from the subject in hand. Better cold type than meaningless pretty pictures."

"The Good Book doesn't say 'Open thy store and sit thee down and the Lord will send thee customers,'" says the experienced merchant. "You have got to go out and find them. Be fair with those with whom your lot is thrown and your profits will be biggest."

"THE TEXAS TALKERS" GROWING.

Latest Organization of Talking Machine Dealers and Enthusiasts Proves Popular—The Unique Application Blank.

(Special to The Talking Machine World.)

Dallas, Tex., Dec. 7, 1910.

One of the latest organizations of talking machine dealers and owners is that formed in this city in September, under the name of "The Texas Talkers." The new association was the idea of Lester Burchfield, of Victor fame, and at the first meeting a number of local dealers were in attendance for the purpose of finding out just what the scheme was. At the opening session J. O. Elliott, of the Dallas Talking Machine Co., was elected supreme recorder in order that there might be some one to receive applications and to attend to communications, and the other offices were held over until a later date, when the entire membership will have an opportunity of signifying their choice. The association is growing steadily and is drawing its membership from all over the State. The application blank in itself is quite original, and is worded as follows:

The Texas Talkers. "We never quit." For the promotion of the talking machine. To promote good feeling and fellowship among talking machine dealers everywhere. Application for membership. I hereby make application for membership in The Texas Talkers (who never quit), and hereby pledge myself to a cheerful compliance with all rules, regulations and by-laws of said association. Be it known to all men by these presents, that I am sound in members and finances and I further certify that I am either connected with the talking machine industry or own a machine or know someone who is connected with the talking machine business or owns one or knows someone who knows someone who owns or sells talking machines. If elected to membership in this august association, I hereby and hereon truly and duly pledge myself never to quit.

Either sex is eligible for membership and a special space is provided in the application for signifying "brands preferred."

SHORT BUT MEATY.

Think you a window trim, in which all the goods are dusty and dirty, in which is displayed no tasty arrangement, will breed confidence? Never!

The big thing about an advertisement is that it should ring with honesty: that it should, on the face of it, mean what it says.

The man who has the clean, well-kept, well-arranged store seldom has his orders held up by the credit department of the jobbing house.

WITH THE TRADE IN ST. LOUIS.

Talking Machine Business Very Active—Strong Demand for Higher Priced Outfits—New Styles of Machines Prove Popular—Thiebes Piano Co. Take on Columbia Line—Items More or Less Personal—What the Various Dealers Have to Report Ament General Conditions—In Sainly City and Territory.

(Special to the Talking Machine World.)

St. Louis, Mo., Nov. 29, 1910.

The talking machine business is very active here and in this territory, and all trade reports are of the best. Two of the leading piano houses here have just taken on talking machines and established very attractive departments for this line. The high priced goods are selling the best.

Manager E. B. Walthall, of the Columbia Phonograph Co., closed a big deal with the Thiebes Piano Co. whereby they will carry every disc machine the Columbia people make, ranging from \$17.50 to \$250, and every disc record in the catalog. This

is probably one of the largest transactions ever made in the West.

W. C. Fuhri, Western district manager of the Columbia Phonograph Co., and F. A. Cass, of the credit department of the Columbia Phonograph Co., Chicago, were visitors here recently on their way to visit the Hollenberg Music Co., of Little Rock, Ark.

Manager Walthall, of the Columbia Phonograph Co., reports business very active with him, and that heavy orders are coming in from from Columbia dealers on the special double disc demonstration record, just announced by the Columbia Phonograph Co. This is expected to be a great business producer.

Mr. Walthall has just closed a nice deal with the Lehman Music Co., of East St. Louis, Ill., for Grafonola machines and records.

Miss Lillian Biest and Chas. Kauffmann, traveling salesman, both of the Columbia Phonograph Co., visited friends in Chicago on Thanksgiving Day.

The local store of the Columbia Phonograph Co. received six of the new oak hornless "Favorite" \$50 machines recently and sold all of them the day they were received. They are very popular.

From the enthusiastic reports and figures received from the Victor department of the Aeolian Co. this firm's business during October has been immense.

The series of Victor recitals at Aeolian Hall, given under the direction of Ernest John, of the Victor Co., have created quite an interest in musical circles in St. Louis. The new and novel Victor publicity scheme, which embraces a miniature theater with appropriate scenery and equipped with "real play-house" lighting effects, made quite a hit with the audiences and exceptional interest was manifested.

L. A. Cummins, traveler for the Victor department of the Aeolian Co., secured several large new accounts in southwestern Missouri recently, and found the old dealers hustling with a view of breaking all records this year.

Harry B. Levy, formerly connected with the R. Wurlitzer Co. at Cincinnati, is now connected with the Victor department of the Aeolian Co. Visiting dealers at Aeolian Hall during the past month were: William Hinspeter, Evansville, Ind.; C. H. Hawk, Pocahontas, Ill.; G. C. Hawkins, Decatur, Ill.; John Winkler, Mascoutah, Ill.; F. Meyer, Carlinville, Ill.; J. T. Welling, Germantown, Ill.

Ernest John, of the Victor Talking Machine Co., spent several days here recently.

M. I. Mayer, formerly with the Thiebes Piano Co., has been appointed manager of the piano and talking machine departments of the J. H. Buettner Furniture Co.

The A. F. Mengel Music Co. report trade in their talking machine department as being quite active.

Miss Mabel Carty has been appointed manager of the talking machine department recently installed by the F. G. Smith Piano Co. They are doing a nice business.

Miss E. A. Vandeventer, manager of the talking department of the Bollman Bros. Piano Co., reports business very good and especially so on high grade instruments.

The Thiebes Piano Co. are having an excellent business in their talking machine department, especially on the best goods.

The O. K. Houck Piano Co. are putting in new talking machine booths at their Little Rock store costing \$1,500. They are duplicates of the elaborate ones they just recently put in their store at Memphis.

The Koerber-Brenner Music Co. report trade of the best with them, with the best of future prospects. W. A. Brenner, secretary of this concern, returned November 2 from a two weeks' Western trip.

D. K. Myers, the well-known Zonophone jobber, reports business very good. J. K. Savage, traveler for Mr. Myers, who has been on a several weeks' trip through Oklahoma, had a very good trip.

Lee Gilbert, of the Victor Talking Machine Co., New York, was a recent visitor here.

Marks Silverstone, of the Silverstone Talking

Machine Co., reports wholesale and retail trade good. J. H. Allgaier, traveler for this firm, returned recently from a month's trip through Illinois and reports having had a fine business.

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., Dec. 8, 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:

NOVEMBER 14.

Arica, 4 packages, \$409; Callao, 10 packages, \$411; 2 packages, \$193; Cape Town, 8 packages, \$192; Colon, 3 pkgs., 239; Demarara, 17 pkgs., \$528; Guayaquil, 3 pkgs., \$109; Limon, 5 pkgs., \$229; London, 61 pkgs., 5,650; 13 pkgs., \$175; 152 pkgs., \$6,224; Puerto Barrios, 7 pkgs., \$915; Rio de Janeiro, 54 pkgs., \$5,521; 17 pkgs., \$220.

NOVEMBER 21.

Berlin, 49 pkgs., \$1,465; Buenos Ayres, 20 pkgs., \$276; 166 pkgs., \$11,609; 20 pkgs., \$507; 29 pkgs., \$585; Christiania, 6 pkgs., \$101; Gothenberg, 6 pkgs., \$210; Hamburg, 13 pkgs., \$357; Havana, 7 pkgs., \$212; Iquique, 4 pkgs., \$160; Liverpool, 1 pkg., \$142; London, 13 pkgs., \$1,131; 133 pkgs., \$5,020; 7 pkgs., \$712; Para, 34 pkgs., \$1,660; Rio de Janeiro, 21 pkgs., \$2,246; 8 pkgs., \$798; Sydney, 145 pkgs., \$1,046; Tampico, 25 pkgs., \$494; Valparaiso, 5 pkgs., \$132; Vera Cruz, 42 pkgs., \$1,302; Yokohama, 13 pkgs., \$964.

NOVEMBER 28.

Acajutla, 9 pkgs., \$265; Berlin, 20 pkgs., \$680; Bremen, 2 pkgs., \$125; Hamburg, 21 pkgs., \$225; Havana, 10 pkgs., \$1,256; 24 pkgs., \$1,314; Havre, 1 pkg., \$150; London, 44 pkgs., \$2,095; 13 pkgs., \$5,417; Melbourne, 489 pkgs., \$3,211; Milan, 8 pkgs., \$135; Monte Cristo, 1 pkg., \$128; Montevideo, 77 pkgs., \$8,632; Para, 10 pkgs., \$717; Port au Prince, 5 pkgs., \$146; Rome, 3 pkgs., \$180; Valparaiso, 5 pkgs., \$1,062; 16 pkgs., \$1,088; Vera Cruz, 47 pkgs., \$5,998.

DECEMBER 5.

Antwerp, 6 pkgs., \$269; Arica, 4 pkgs., \$369; Berlin, 80 pkgs., \$1,628; Bolivar, 6 pkgs., \$349; Bremen, 2 pkgs., \$120; 2 pkgs., \$200; Brisbane, 13 pkgs., \$292; Buenos Ayres, 41 pkgs., \$322; Callao, 12 pkgs., \$520; Colon, 6 pkgs., \$131; Guayaquil, 18 pkgs., \$941; 9 pkgs., \$436; 3 pkgs., \$150; Gothenberg, 15 pkgs., \$297; Havana, 4 pkgs., \$106; Havre, 7 pkgs., \$250; London, 26 pkgs., \$2,936; 307 pkgs., \$5,837; 19 pkgs., \$3,148; Mollendo, 3 pkgs., \$214; Para, 38 pkgs., \$1,026; Rio de Janeiro, 9 pkgs., \$443; Rotterdam, 2 pkgs., \$100; Santos, 22 pkgs., \$2,802; Santiago, 4 pkgs., \$171; Savanilla, 2 pkgs., \$104; Tampico, 19 pkgs., \$600; Vera Cruz, 75 pkgs., \$2,230; Vienna, 19 pkgs., \$568.

JOIN NATIONAL JOBBERS' ASSOCIATION.

The R. S. Williams Co., Toronto, Can., and R. L. Penick, of Montgomery, Ala., are recent accessions to membership of the National Talking Machine Jobbers' Association.

The reason that more clerks do not become salesmen is just the same reason that more men do not become successes. They do not try. Success is in most men, probably in all men in some degree, if they would but try to get it out.

This is Our Number 100 Disk Cabinet

OAK or MAHOGANY



SIZE

Height 38 in., Width 19 in., Depth 19 in.

Holds 182 12 in. Disks.

PRICE **\$6.75** EACH

Same Style with Continuation Tops
to Match the Victor Machines
\$1.00 Extra.

WRITE FOR OUR LIST OF NEW
CABINETS AT LESS THAN

JOB LOT PRICES

S. B. DAVEGA CO.
126 University Pl. New York



**PROFIT
FOR
YOU!**

The Hays Stop For Disc Playing, Talking Machines
JUST WHAT YOU'VE BEEN LOOKING FOR
SIMPLE - PRACTICAL - DURABLE
Your Jobber has them or write to List \$1.50 each
The HAYS SPECIALTY CO. Dept. B Cleveland, O.

SELLING HIGH GRADE OUTFITS.

Interesting Address on the "Selling of High-Grade Machines and Records," Delivered Before the Ohio Retail Talking Machine Dealers at Their Recent Annual Meeting in Columbus, by J. Frank Mahret—Views of an Experienced Man.

The following interesting address on the "Selling of High-Grade Machines and Records" was delivered by J. Frank Mahret, of the R. Wurlitzer Co., Cincinnati, O., at the annual meeting of the Ohio Retail Talking Machine Dealers, held last month in Columbus:

"About 35 years ago, as a schoolboy, I had the pleasure of hearing a talking machine—the first that I had ever seen, and my interest was aroused. It was the old type Edison machine, with large mandrel and crank and used tin foil, on which the tones were recorded. You are all doubtless familiar with it, so I will not burden you with further description of same.

"At the time my surprise was indeed great; that surprise has since grown into amazement as step by step the progress in the art of recording and reproducing sound has at last culminated in the practically perfect instruments of to-day. My next experience in talking machines was in a commercial way over 15 years ago, when we purchased 500 of the B X Graphophones selling at \$12, followed almost immediately by the A T or \$25 machine, to which I transferred my allegiance. These first machines were naturally bought as a novelty and almost everyone viewed them in that light and predicted that in a year or two the novelty would wear off.

"That prediction became a fact—the novelty did wear off, but the gradual improvement in these entertainers has kept the interest alive. We know the business is very much alive to-day, and no doubt there are skeptics even among you dealers who wonder as to how long this business will keep up. Personally, I believe the talking machine has come to stay, that it will live as long as the human race can hear.

"No musical instrument can take the place of our perfected sound reproducing machine of to-day; an instrument to supersede it must of necessity have variety of tones, and such an instrument would naturally be a sound-producing or talking machine. Convince yourselves that the talking machine has come to stay and you can more readily convince others. It is the classes who place their stamp of approval on styles and vogues and it is the masses who follow suit.

"To-day we are driving the entering wedge in firmly placing the talking machine on a higher plane by interesting the classes, and that they are vitally interested is evidenced by the large number of high-grade sound-reproducing instruments sold and being sold. A number of ideas to interest the more exclusive (by that I mean the more musically inclined and the wealthy) in these high-grade instruments is by advertising, by special invitation to attend your daily concerts in your stores, the giving of concerts in churches, schools, lodge rooms and in the homes.

"Sending a high-grade instrument to the home on approval, with a choice selection of music, will go far toward convincing them of the ability of these instruments to entertain satisfactorily, and will also impress them with the advisability of securing one of these marvelous entertainers and educators. These instruments are doing more to instill a love of the classics than any other instrument ever made.

"Sound reproducing instruments of to-day in their practically perfect condition are without a doubt the greatest musical instrument, the greatest musical educator, the most versatile entertainer ever made—and the refining influence its hearers are subjected to is apparent to all who believe that 'music hath power to sooth the savage breast.' There is very little difference between selling a low-priced talking machine and one of the higher grade. Two of the most important points to be considered are, gaining the confidence of your customer and your own intense enthusiasm and absolute sincerity throughout.

"Before a sale can be made you must secure the



SOLID WOOD (NOT VENEERED)

Mr. Dealer!

WHO has ever heard melodious music from a tin violin or a piano with a veneered wood sounding board?

A horn is the sounding board of a Talking Machine, and amplifies the tones of a record, the same as a violin body and the piano sounding board amplify the tones from the strings.

You have not heard a Talking Machine reproduction at its best until you have heard the Music Master (Solid Wood) Horn.

WHY not have one sent on approval?

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 entirely satisfied with the merits of the Music Master, you can return them to us for credit.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

confidence of your customer. This is best obtained by dealing frankly with him; confine yourself to facts, adhere strictly to the truth; know what you are talking about, and so enthuse yourself over the instrument in question and its reproductive powers that your customer will likewise become enthused. Moods govern our likes and dislikes, and it is just as essential to cater to your customer's mood as it is to endeavor to make the sale. Your knowledge of a customer's mood is obtained by his greeting, his actions, facial contours so apparent to a close observer, and his preference for certain selections. If an instrument is worth listening to, it is worth owning.

"As all articles are purchased by comparison, either consciously or otherwise, so it is well to use comparisons in the sale of these high-grade instruments. In comparison with any high-grade musical instrument of an equal or greater price, you have an instrument with but one tone. Take a hundred homes in which such an instrument is owned and I'll show you 99 per cent. of these homes where not over a dozen selections are played

properly. With the high-grade sound-reproducing instruments we have all tones, by the world's greatest artists, rendered with all the warmth and color characteristic of the original, and indorsed by the leading colleges of music in the country—in fact, they are being used by many of these institutions for comparative instruction. Think of it, written testimonials from the faculties of the leading colleges of music, the only automatic instrument ever so honored.

"The selling of high-grade records is best accomplished by proving in a comparative way that the high-grade or classical records are those of which they do not tire, as is the case with the cheap class; further still, the more one hears the classics the more they admire them, whereas, on the other hand, the more one hears the popular class the less they are liked. The sending of records out on approval induces a great many sales which would otherwise not be made. Of course, the persons to whom these records are sent should be responsible parties and the records not desired must be returned within 24 or 48 hours. This

clause should be insisted upon. See that every owner of an instrument receives the monthly supplements; keep after them by 'phone, inviting them to your evening recitals of the playing of the latest records. Center such care upon each individual customer as to make him feel as if he is the most favored one.

"When you allow your customer to feel as if he knew more about these instruments and records, just so soon will you lose that dominating influence necessary between salesman and customer. Don't confuse dominating and domineering—the former is the word. The day is not far distant when almost every place of penal servitude will include one of these marvelous entertainers and educators as part of their working paraphernalia, and I am quite sure that the refining influence will leave its impress on those unfortunate inmates."

EDISON INVENTS AIRSHIP.

Too Busy to Take Active Interest in Aviation, but Has Patent Pending on New Heavier Than Air Machine.

According to a recent interview published in a daily paper, Thos. A. Edison, "the wizard," does not intend to take an active interest in aviation for a long time to come at least, holding that he has too many other affairs to attend to as it is. Mr. Edison, however, let drop the fact that he had invented an air flying machine on which a patent is now pending. The machine is recently described as consisting of a basket hung on a vertical shaft, on the upper end of which revolve box kites, or other form of aeroplanes, at sufficient speed to lift the whole affair. Its chief merit is that the center of gravity is low, which keeps the machine in automatic balance.

A WATCH THAT TALKS.

Phonographic Timepiece Recently Invented by Swiss Watchmaker.

A Swiss watchmaker has invented a watch which speaks the time through the medium of a tiny talking machine. A very small hard rubber record, upon which certain words have been recorded, is actuated by clockwork so that at a given time the machine makes any announcement previously recorded with strength enough to be heard twenty feet away. It is expected that the new watch will have a high sentimental value, as with such a watch

a man can listen to the voice of his wife or child at any time during the day when he is away from home.

NATIONAL CO.'S WINDOW DISPLAY.

Plans as Inaugurated by O. E. Rinehart Will Be Introduced in the Trade After Holidays.

The inauguration and satisfactory equipment of the National Phonograph Co.'s new department of window display and general interior decoration, under the experienced management of Ora E. Rinehart, has been unavoidably delayed, and therefore the first example of his work, which it was anticipated, would be ready for the holiday trade, will be postponed until a later date. The company are averse to placing anything on the market until it is complete in every particular, and as this stage of the new product, due to the installation of the new department, is not up to their high standards, the initial sample will be announced in due time.

TALKING MACHINES IN NOVA SCOTIA.

(Special to the Talking Machine World.)

Washington, D. C., Dec. 4, 1910.

Alfred J. Flemming, the U. S. Consul at Yarmouth, N. S., writing to the Department of Commerce and Labor, says:

"From statements of four dealers in talking machines in Yarmouth, based upon actual receipts and sales, it is estimated that there are now in use here over 500 machines.

"Some of these machines are quite old, but fully 75 per cent. have been purchased within two or three years. These figures cover the three chief machines, all American. Probably half averaged in cost less than \$20; 30 per cent. are of a better grade, averaging \$30 to \$50 each, and the remaining 20 per cent. include the best machines, with the best cabinet music arrangements. These 500 machines, at an average of \$50 each, total a snug sum for the American manufacturer for talking machines for one consular district. Dealers say that machine owners average 40 to 50 records each, some having 200. These cost 35 cents for 2-minute (Edison's) and 65 cents for 4-minute, while operatic and other specials cost \$1.85 up to \$4. There is at least as much money invested in records, if not more, than in machines. Few imports of these goods are made directly into Yarmouth, local dealers being almost entirely supplied from Halifax and St. John."

1866 **NYOIL** 1910

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.

Now Sold Everywhere By All Hardware Men

WILLIAM F. NYE
NEW BEDFORD, MASS.



NEW VICTOR RECORD CATALOG.

Listing All Records Up to and Including November Supplement—What the Company Have to Say of the Catalog and Suggestions for Its Distribution.

Recently the Victor Talking Machine Co., Camden, N. J., mailed to their distributors and dealers their comprehensive November catalog, listing all Victor records up to and including the current month's supplement. In connection therewith was despatched a circular letter in which they say:

"Again we want to impress upon you the fact that this is without doubt the best printed, the best arranged, best classified and the most convincing record catalog ever issued. The legibility, the illustrations, the matter descriptive of each record, the intelligent and comprehensive method of indexing, all tend to make this catalog of inestimable value to you in increasing your Victor record sales. Because of this fact, we believe it is to your interest to exercise the greatest care in its proper distribution to the consuming public.

"Very satisfactory results were obtained by dealers who distributed the January edition according to the methods at that time suggested by us, namely, that a letter be written to your customers telling them that you are reserving a copy of this catalog for them which they can obtain by calling at your store. We would recommend that this method be again employed in distributing the November edition and that you make this catalog serve as an inducement to bring Victor owners to your store."

CAPITAL STOCK OF \$2,500,000.

The American Multinola Co., Cleveland, O., have been incorporated with capital stock of \$2,500,000, to manufacture, sell, deal and trade in talking machines of all kinds.

PHONOGRAPHS FOR SOLDIERS.

The governor of the Chubut Territory, Argentina, has just distributed a large number of American phonographs among the remote army garrisons and post offices in his district, many of which are among the Andes. They are fully equipped with new records.

DON'T PUT IN TOO MANY GOODS.

The window dresser who tries to put too many articles in a window at a time is like the fellow who endeavors to eat enough in one day to sustain him for two weeks. It's wrong, decidedly wrong. You never catch an up-to-date hardware or department store dumping a van load of goods in one window!

To have done one's best is the best one can do. That one who can say, "If I have done my best I do not know it," is to be congratulated.



No. 434. Disc Record Cabinet.
Holds 170 12-inch Records. Made in Oak only.
Can also be had with horizontal shelves.

Just so sure as you put one-half dozen Udell Cabinets on your floor they will move promptly at a good profit and make satisfied customers.

The above statement we make advisedly.

The accounts we sell repeat orders to prove that Udell Cabinets are Money-Makers for the dealer handling them.

Get into the Cabinet end of the Talking Machine business! Talk them when you sell a Machine! The outfit is not complete without the Cabinet in which to keep the Records filed so that you can lay your hands instantly on any Record. Furthermore, a Cabinet keeps the Records from becoming lost or broken and getting dirty.

Write for prices and illustrations.

THE UDELL WORKS, Indianapolis, Indiana

AROUND THE WORLD WITH A "TALKER"

H. L. Marker, of the Columbia Phonograph Co., General, Returns from Tour of the Orient—He Secured Records in Many Dialects and of Particular Value—Accompanied by John H. Dorian—Found the Columbia Graphophone Strong in That Section of the World—Some Interesting Experiences—Chinese Opera and Music in General in the Celestial Kingdom—As It Appeals to the Occidental—Chiefly Gong Playing and Shrieking.

H. L. Marker, of the Columbia Phonograph Co., General, New York, who has recently returned from a trip through the Orient, has secured recordings from the most important countries that he visited. John H. Dorian, far eastern executive for the company, accompanied him on his trip. Through his efforts and intimate knowledge of the people, many recordings were arranged for which would otherwise have been impossible to secure.

Talking machine exporters know only too well that the most insignificant nations will buy talking machines if they can hear records made by their own people. A cannibal would flee from a record of Cavalieri, but would go almost insane with delight at hearing his own tongue emerge from the horn of a machine. And, so, the companies send their own men, experts in record making, to every part of the globe. Native talent is secured and the people are given the music and songs which they love best. Mr. Marker secured in the Japanese, Chinese, Philippine, Siamese, Arabic and many other dialects five thousand different records. And this gives merely an inkling of the work involved.

On reaching Tokio, Japan, Mr. Marker and Mr. Dorian found the Columbia graphophone remarkably strong with the people and set about making records which would even increase this demand. The instructor of the children of the Empress, a man of considerable prestige in Tokio, made several records. Every mother of ambition in Japan wants her daughter to hear the words of this great wise man, who has the ear of the Empress, and naturally enough these records sell rapidly. On a previous visit recordings of the voices of eminent statesmen were secured. Among these several records by the late Marquis Ito were made.

The best of the Japanese songs were sung for the graphophone by the leading actors and singers of the Empire. And did the geisha girls sing? Well, they certainly did. There is a prevailing impression among untraveled people that geisha girls are nothing but dancers and tea servers. That is entirely erroneous, says Mr. Marker. They are

skilled in the art of entertainment, fascinating in conversation, not too wise and not too demure, and they can discuss with equal facility politics of State with a minister of foreign affairs or the latest topical news. Many of these girls are wonderful actresses and others have delightful voices. They



CHINESE ORCHESTRA RECORDING IN HONG KONG.

blushed demurely when led into the recording room and did their best in record making. In Japan the machines are sold in many shops and there are even instalment houses.

Going from Japan to China Messrs. Marker and Dorian spent a year divided between Peking, Shanghai, Hong Kong and Tein-Tsin. One of the first things that strikes the foreigner when he travels about the Chinese Empire is the lack of homogeneity. This is particularly noticeable in the languages. There is the Peking dialect and the Canton dialect, and so many others that only a skilled linguist can distinguish them. It would not be so bad but the residents of one province cannot understand those of another, so in making talking machine records it is necessary to have actors in all the dialects of the provinces where the goods are to be sold. The language of the Peking court—the mandarin dialect—is used by the aristocrats

all over the empire, but it cannot be understood by the lower classes. Records were made in the Pekinese, but the greater part of the recordings were made in the Cantonese dialect. Trips were made also to Amoy and Swatow, where many fine records were secured.

When Mr. Marker got to Hong Kong he had to send over to Canton for a troupe of actors and musicians to make further records. There were gong players and banjoists, sing-song girls and baritones, and they all camped out in Hong Kong at the expense of the Columbia Phonograph Co., which not only had to pay their transportation, but their cost of living while in Peking. The expense bills they sent in were amazing, including everything from tiffin and chop sticks to san suey, Chinese rice wine, shark fins and opium. "Of course, the talking machine companies do not favor the use of opium, but if the actors insist on smoking it and will not sing until they get it, what are we to do?" observed Mr. Marker.

Some of the actors who sang for the graphophone are men who appear before the Emperor only. By ancient custom no one can secure the services of these artists except through the good offices of a member of the Emperor's personal household; and it speaks well for the standing of the Columbia Phonograph Co. that they were able to secure exceptional recordings. China has the oldest opera in the world, the weirdest scenically



COLUMBIA LABORATORY IN HONG KONG.

and the longest. It is not unusual for a performance to last anywhere from three to five months. The natives, inured to all sorts of torture, including the bastinado, which consists in beating the soles of the feet of the victim with leather thongs, can endure even worse attacks on their eardrums and go night after night and seem to thrive on it. They listen to operas which were written centuries ago. The singers learn their roles from infancy and do not use notes. When Mr. Marker learned that the operas ran easily along for more months than the graphophone record does minutes he was rather perplexed to know how he was going to get that music on the disc. It is there all right. Native experts decide just what are the chefs d'oeuvre of these "operas" and the singers render these selections.

The Chinese music is noisy, with the gong playing an important part. The gong player is a man with an iron wrist, who, after years of service, does not need cotton in his ears. He is playing most of the time, but must never hit the wrong note. Many of the singers have unusually fine baritone voices. The soprano of the song-girls is somewhat shrill. It is a sort of long drawn out shriek that strikes terror to the foreign ear, but gives unending delight to the natives. The Chinese insist that each instrument in the "band" be heard when it is reproduced by the graphophone, which is certainly easier said than done. Some of the singers, who came to the Chinese laboratories established by the Columbia Phonograph Co., traveled miles to get there.

(Continued on page 50.)



ORCHESTRA USED BY THE COLUMBIA PHONOGRAPH CO. IN THEIR RECENT RECORDING WORK IN HONG KONG, CHINA—THIS COMPANY HAVE ALSO MADE AN EXCLUSIVE LIST OF CHINESE RECORDS IN SWATOW AND AMOY DIALECTS—PHOTOGRAPH SHOWS HARRY L. MARKER, THE RECORDING EXPERT, AND JOHN H. DORIAN, WHO IS REPRESENTING THE COLUMBIA PHONOGRAPH CO. IN THE ORIENT—FURNISHED EXCLUSIVELY TO THE WORLD.

**The new Columbia Grafonola
"Favorite" at \$50 is about two years
ahead of the times. *There's* an abso-
lutely untouched field for you to
harvest.**



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

Around the World with a Talker.

(Continued from page 49.)

Despite the affections for the folk songs, the people welcome new compositions, and the Pekin, Tein-Tsin and other cities have small armies of native composers, all trying to outdo the efforts of the ancients.

From China Messrs. Marker and Dorian went to Manila, P. I., where records by the local musicians and singers were secured, among these many records by the Constabulary Band of Manila. This exceptional organization, under the leadership of Captain Loving, visited the United States to play at the inauguration of President Taft. A proposed visit of a few months was lengthened into more than a year by virtue of their remarkable popularity. Manila was the last place visited. Mr. Marker has now finished a catalog of recordings that covers China, Japan and the Philippines.

TRADE NEWS FROM INDIANAPOLIS.

Prospects Are That There Will be a Lively Christmas Business—Recent Trade Visitors—New Columbia Machines Prove Popular—What the Various Houses Are Doing to Get Business—Aeolian Co.'s Good Victor Display.

(Special to The Talking Machine World.)

Indianapolis, Ind., Dec. 8, 1910.

The holiday business in the talking machine line has not opened up as yet, but all of the dealers have been having a very satisfactory business, with good indications for a Christmas rush. The trend has been toward the higher priced machines. The pleasant weather in some ways has been an aid to the business and in other ways a hindrance. Usually the people of Indianapolis do not take to indoor entertainment until the cold days come, but at the same time, with the pleasant weather, expenses of the people in a general way have been less and they have therefore had more money for talking machines.

Marion Dorian, of the Columbia Phonograph Co., was a recent caller at the Indianapolis store. He reported that business was looking up generally and predicted a big winter season.

Manager Thomas Devine, of the Indianapolis store of the Columbia Co., is greatly taken with the Columbia "Favorite," which, in his opinion, is far and away the biggest thing ever offered to the public in the line of a hornless machine. He says it will be a world beater as a seller. Dr. T. Victor Keene, a well-known Indianapolis bacteriologist, who has been studying abroad for several months, has just returned. Dr. Keene is one of the most enthusiastic talking machine record buyers in the State. He says that Boninsegna, the soprano of the Boston Opera Co., was the big hit in Europe when he left. He was also in South America and said that the people in that country were talking machine crazy and that so far as he could see the Columbia Co. had a good foothold there.

The Kipp-Link Co. have been giving much attention to the Edison wagon proposition and are having great success with it.

The Wulschner-Stewart Music Co. have been putting out a number of the "40 and 10" contracts in the Victor line and the traveling salesmen of

this house report satisfying success. The house handles in a jobbing way both the Victor and the Edison line.

The Wulschner-Stewart Co.'s one drawback for the last month has been their inability to get the new style Victrolas in sufficient number to fill the demands of the salesmen. The special Edison Amberol records are being pushed and the business of the company has been highly satisfactory.

The Musical Echo Co. have been featuring a Verdi week and invited the public to their store to hear the numbers from this opera. This company have been showing a handsome Victrola instrument in their show window.

The Aeolian Co. will make a good display of Victors when the music section of the Indiana State Teachers' Association meets in Aeolian Hall during the holiday season. Henry Levy, formerly with the Wulschner-Stewart Co., is now with the talking machine department of the Aeolian Co.

It is said at the Aeolian Co. that the talking machine department of the store has been exceeding all expectations for the last month and that there has been a good demand for the high-priced Victors. There has been an unusually good demand for the \$100 and \$200 machines. There was an overflow crowd to listen to the concert last month by Mr. and Mrs. Wheeler, of New York, who make records for the Victor machine. Admission was by card only, but the crowd was so large that Aeolian Hall could not hold it.

The Aeolian Co. is getting ready for a big holiday business in the talking machine line. A handsome placard in the display window announces

some of the choice records now ready, among them being the Sixth Symphony by Pryor's band.

A rumor has been going the rounds for some time that another of the big piano stores is thinking of putting in a talking machine line. The report, however, is indefinite and could not be confirmed. Carlin & Lennox, dealers in pianos, some time ago dropped their talking machine business.

FEATURE TALKERS IN HOUSE ORGAN.

"Harmony Herald" Published by Eilers Music House Gives Employes Valuable News.

In The Harmony Herald, a house organ newspaper issued by the Eilers Music House in Portland, Ore., for distribution among and through their various stores and "promulgated each month for the music-hungry public in general, but particularly in the interest of Eilers Music House employes," special attention is given to news regarding talking machines and their development. In a recent issue views were printed of a corner of the talking machine department of the headquarters store of the company, as well as a large portion of the disc record room. They handle Victor, Edison and Columbia machines and records.

If there is a secret of successful salesmanship, that secret is courtesy. Courtesy has not a very scientific sound. It seems to incline more toward the opposite pole. The reason that it sounds wrong in that connection is that we confuse in our minds courtesy and politeness, two terms which are not interchangeable—not by a good, long shot.

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.

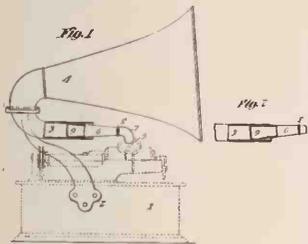
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

Washington, D. C., Dec. 8, 1910.

PHONOGRAPH. Walter H. Miller, Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 976,821.

This invention relates to phonographs and particularly to phonograph horns and means for supporting the same, and to an improved arrangement whereby a permanently positioned section of the horn may be connected with the movable reproducer. It has been common heretofore to project the horn forwardly from the machine and to support it movably upon a horn crane or equivalent device. In order to avoid the objections incident to this form of arrangement of horn and to permit the use of a horn sufficiently large to obtain the best reproduction, it has been proposed to mount a section of the horn rigidly or rotatively upon some portion of the machine or a bracket connected therewith and thus permit the horn to extend from the rear of the machine over the machine and in front thereof; but in all such devices of which it has been found necessary, in making connections between the horn so rigidly or rotatively mounted and the neck of the phonograph reproducer which in the phonograph and allied talking machines travels in a straight line longitudinally of the machine, to provide a telescopic connection or its equivalent so that the communication between the reproducer neck and the permanently positioned horn section may be maintained notwithstanding the movement of the reproducer. These telescopic or equivalent connections have been so arranged that bending and twisting stresses have been imposed upon the telescoping parts. In a device constructed in accordance with improvements all such bending and twisting and similar stresses are eliminated and the telescopic connection is enabled to perform its function without stresses or strain of any kind. This result is accomplished by rigidly and permanently connecting



a tube, preferably cylindrical in form and having the elements of its walls parallel to one another, in such a position that its longitudinal axis is parallel to the path traversed by the phonograph reproducer in its movement transversely to the record surface. One end of this tube communicates with the permanently positioned portion of the horn or megaphone while a tapered telescoping section is connected with the neck of the phonograph reproducer and travels within the cylindrical tube as the reproducer moves to and fro. Since the travel of the reproducer is in a line parallel to the principal axis of the fixed tube, the member connecting the tube to the reproducer neck simply slides back and forth in the said fixed tube in straight lines without creating any stress or strain of any nature. It is desirable that the hollow member which slides in the fixed tube be so arranged that it can be disconnected from the neck of the reproducer, and for this reason the said sliding hollow member is constructed in such a fashion that it is capable of universal motion with respect to the tube wherein it slides. Any form of construction which will secure this result may be used within the scope of this invention, but it is preferred to make the sliding member tapering in form, the smaller end being that communicating with the reproducer neck and having the edges around the opening in its larger end turned inward somewhat so as to form in this neighborhood what is substantially a ball joint.

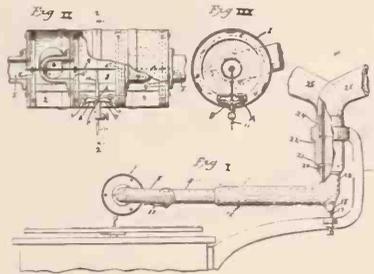
In the drawings, Figure 1 is a front elevational view, showing improved horn and connections applied to a phonograph, which latter is shown in dotted lines; and Fig. 2 is a detail sectional view, showing the slidable member for connecting the fixed tube and the reproducer neck in its raised

position in which it can be disconnected from the neck of the reproducer.

PHONOGRAPH SOUND BOX. Anton F. Schonwetter, Cleveland, O. Pattern No. 976,502.

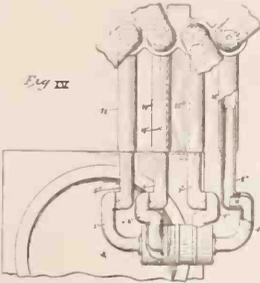
This invention relates to phonographs of the type having a plurality of diaphragms and horns. The object of this invention is to effect a duplication of the sound vibrations created by a single stylus or needle operated through a record, by causing the vibrations so created to act on a plurality—in the case shown, four—diaphragms, and vibrating them simultaneously in their respective sound chambers, and providing each individual sound chamber with a separate sound conducting tube.

This invention consists in a plurality of diaphragms mounted and operated in separate sound chambers connected together so as to vibrate in unison, and a single stylus mechanism so connected



that it will operate to vibrate all of the diaphragms, and in providing a separate chamber for each diaphragm, which constitutes its sound box, and providing also means such as tubes leading from said sound boxes respectively, to which may be attached horns if found desirable.

In the drawings, Figure 1 is a view in side elevation illustrating the construction of the sound carrying tubes and their relation to their frame and mountings, also showing the multiple sound box and the manner of mounting the same, and the ends of the tubes. Fig. 2 is a view partly in section, showing the internal construction of this sound box with the several diaphragms mounted therein, the manner of connecting said diaphragms to each other and the connection of the stylus with said diaphragms. Fig. 3 is a cross sectional view taken through lines 2-2 Fig. 2. Fig. 4 is a plan view looking at the apparatus from the upper side, and illustrating the assemblage of the different tubes and the manner of operation of the device



as a whole for the purpose of causing the stylus to follow the record without impairing in any way the vibrations.

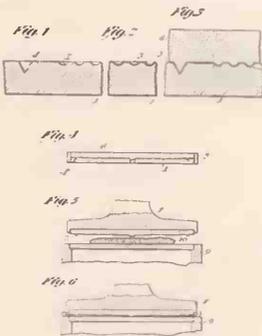
PROCESS OF DUPLICATING TALKING MACHINE RECORDS. Thomas A. Edison, Llewellyn Park, Orange, N. J. Patent No. 975,339.

This invention relates to an improved process for duplicating talking machine records of the disc type and preferably in which the record itself exists as a sinuous groove cut or otherwise formed in a wax-like material by the action of a suitable stylus actuated by sound waves and vibrating in a plane parallel with the recording surface. At present such records are duplicated by first coating the original master with extremely finely-divided graphite and electro-plating the same to form a matrix, which is then separated from the master and employed to impress a suitable hot plastic material which, during the pressing operation, takes the proper disc-like form. Such a process is objectionable on account of the expense of making the matrices by electro-plating and the uncertainty of that operation. Furthermore, in separating the ma-

trix from the master the latter is generally broken or its record surface injured, and since the life of the matrix is not long, the surface being in a short time affected by the hot plastic material, it becomes necessary, before a fresh matrix can be secured, to make a new master, which is expensive and tedious.

The objects of the invention are to provide a very cheap and effective process for the purpose, in which electro-plating is dispensed with, and a very superior and durable matrix is secured so that the resulting duplicates are of a high order. Furthermore, in the separation of the matrix, the surface of the master will not be injured in the slightest degree, so that the master may be preserved indefinitely and any desired number of matrices made therefrom.

Broadly stated the improved process consists in first coating a suitable master (obtained by recording upon a wax-like blank in any suitable and ordinary way) with an excessively thin layer of extremely finely divided material that is not greatly



water repellent, if at all, then in flowing over the record surface an emulsion of an extremely finely-divided cement, preferably Portland cement, then in allowing the cement to set so as to form a perfect matrix of the record surface, then in separating the matrix from the

master, and in finally obtaining duplicate copies from the matrix, preferably by impressing the same upon and into a suitable hot plastic material, as with the art as now practised with electro-plated matrices.

Figure 1 represents a section of a part of the master on a greatly enlarged scale; Fig. 2, a similar view on the same scale, of the same, showing the preliminary coating; Fig. 3, a similar view on the same scale, illustrating the cement material in position before separating the matrix from the master; Fig. 4, a similar view, on a much smaller scale, illustrating more clearly the casting of the matrix; Fig. 5, a similar view showing the matrix in position to impress the hot plastic material, and Fig. 6, a similar view after the impression has been effected.

Figure 1 is a bottom plan view of a phonograph reproducer constructed in accordance with the invention, and Fig. 2 is a section on line 2-2 of Fig. 1.

DIAPHRAGM FOR PHONOGRAPHS. Peter Weber, Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 975,377.

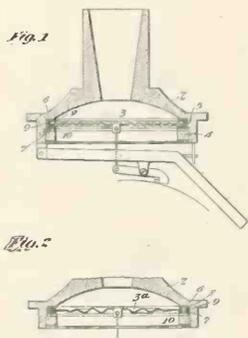
In order to secure the correct reproduction of sounds by means of a vibrating diaphragm, it is desirable that means be provided for putting the diaphragm to be vibrated under an initial tension. Various means, extraneous to the diaphragm itself, such as springs, weights and the like, have been resorted to for this purpose.

It has been discovered that very desirable results may be attained by so mounting the diaphragm in a sound box that it is kept in a state of tension due to the mode in which it is fastened therein, and without resorting to any extraneous vibrating devices.

An object of the present invention is to provide means for thus putting and maintaining the diaphragm under tension. One means which is found to be effectual is to so form the diaphragm that the clamping pressure will be applied to its opposite faces, at different distances from its center. A preferable mode of obtaining this result is to provide the margin of the diaphragm with a flange extending at an angle away from its general surface, so that when the edge of the diaphragm is clamped in place, clamping pressure will be applied on one face of the diaphragm at the outer margin of this flange and on its other face pressure will be applied at the base of the flange. Since the base of the flange is a short distance nearer the center of the diaphragm than its outer edge, this

results in a bending stress upon the diaphragm which assumes a position where the bending stress is balanced by the elastic reaction of the diaphragm, which is thus maintained in a state of tension in which it is extremely responsive to any vibration which may be imparted to it. To do away with vibrations not common to the entire diaphragm, said diaphragm is formed with concentric corrugations extending throughout all of its surface except a small space at its center, and the margin thereof. This corrugated portion is quite stiff and vibrates substantially as a whole. The bending of the diaphragm due to its being clamped on different concentric lines on its different faces, is thus confined to the outer portion and does not extend to the corrugated inner portion. Although a corrugated diaphragm is preferred, this invention may be applied to diaphragms of any form.

The material which has been found to be most desirable for use in a phonographic reproducer diaphragm is hard, rolled sheet copper about .0025 inch in thickness. To properly secure the diaphragm in place rubber gaskets are commonly used. As, however, the sulphur in the rubber is apt to attack and corrode the copper, gaskets of material are interposed which will not affect the copper,



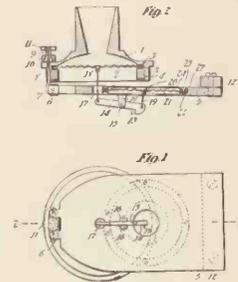
between the rubber gaskets and the copper diaphragm. It has been found that paper is well suited to this use. It has also been found that it is desirable to prevent the contact of the metal diaphragm with the metallic body of the sound box, as better results are obtained from diaphragms in which means are provided to prevent such contact. The paper gaskets are arranged in such a way that they not only prevent contact between the copper diaphragm and the rubber gaskets, but also insulate the copper diaphragm from the metal of the sound box body. A preferable way in which to attain this end is to make one of the paper gaskets of the ordinary ring form while the other is made with a marginal flange or cupped portion, this flange serving to keep the edge of the diaphragm from contact with the metal of the sound box body, while the flat portion is interposed between the diaphragm and the rubber gasket.

Figure 1 is a view in central vertical section of a phonograph reproducer embodying my invention, and Fig. 2 is a similar view of a modified construction.

PHONOGRAPH REPRODUCER, Thomas A. Edison, Llewellyn Park, Orange, N. J. Patent No. 975,340.

This invention relates to phonograph reproducers, more particularly of the type in which the stylus is carried by a lever pivotally secured to a floating weight, said lever being connected to a diaphragm carried by the sound box, and this invention has for its object the application of resilient means to said lever for the purpose of counterbalancing or opposing the vibrations of the said diaphragm, so as to eliminate false vibrations or overtones which pervert the quality of the reproduction, causing a harsh or metallic sound. Said resilient means is preferably in the form of a dia-

phragm similar to the sound box diaphragm, so as



PHONOGRAPHIC RECORD AND PROCESS OF DUPLICATING THE SAME. Edward F. Leeds, New York, N. Y. Patent No. 974,895.

This invention relates to phonographic records and to a new method of duplicating phonographic records or copying the same in solid resisting material, and has for its object the treatment of phonographic records and the production of duplicates or copies thereof superior to those heretofore produced.

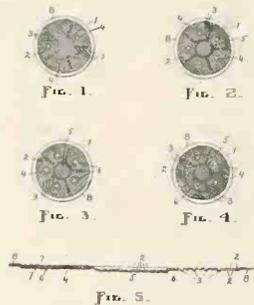
In the accompanying drawing forming part of this specification is a plan view of a phonographic record of lateral undulations and practically uniform depth made in accordance with this invention.

ACOUSTIC DIAPHRAGM. William W. Young, Springfield, Mass. Patent No. 975,596.

This invention relates to improvements in acoustic diaphragms, and more particularly to acoustic diaphragms for use in the sound boxes of talking machines, although by no means restricted to such use, and consists essentially of a perforated disc of suitable material which has irregular or broken surfaces and also has burs formed thereon, a thin covering or coverings of suitable material on such disc for the perforations therein, and a suitable coating of material or materials capable of being applied in solution, and then hardening upon said disc and in such perforations and said covering or coverings, the latter being permeable by such solution.

The above-mentioned coating should be of a nature which insures the required permanent unity between it and the parts to which it is applied while in solution, and which adds materially to the excellency, efficiency, and value of the diaphragm. By the term "solution," as herein employed, is meant any compound, emulsion, or any character of mixture of suitable composition to produce the hard, permanent and exceedingly advantageous or beneficial coating to which special attention has been called.

The object of the invention is to produce an acoustic diaphragm, of the above-indicated class, which possesses practically all of the desirable as well as the essential characteristics and qualities of a device of this kind, among which characteristics or qualities may be mentioned durability and stability, resiliency and resonance, capability of giving out clear, loud and distinct tones of great volume and depth, and of evenly distributing the sound



waves, and immunity from blasts and scratching sounds and other alien and discordant noises.

Figure 1 is a side view of one form of disc that may be used in the invention; Fig. 2, a similar view of a similar disc for a similar purpose, but slightly modified; Fig. 3, a side view of a finished diaphragm; Fig. 4, a side view of a slightly modified form of diaphragm, and Fig. 5, a greatly enlarged and exaggerated cross-section through the center of a diaphragm which embodies the aforesaid invention in a practical form, as do in part or in whole the other views.

METHOD OF MAKING DIAPHRAGMS FOR TALKING MACHINES. William W. Young, Springfield, Mass. Patent No. 975,668.

This invention relates to improvements in methods of manufacturing reproducing diaphragms for talking machines, and the method consists in a general way in thoroughly impregnating and permeating a suitable, more or less porous material with a compound, emulsion, or solution which possesses the necessary characteristics and qualifications, in imparting a proper surface treatment to such material, in hardening by subjecting the treated material to heat and pressure, and in raising a portion of or producing an integral protuberance on the material, the resulting diaphragm being exceedingly compact, hard and tough, although thin, and having smooth and even surfaces and possessing a uniform thickness throughout, excepting in the center, where the protuberance is located.

The reproducing diaphragms commonly used in talking machines are made of mica or sheet-metal, the mica diaphragms predominating, and owing to this fact it is not possible to obtain the best results from such machines, since neither mica nor simple sheet-metal discs used as diaphragms are capable of producing such results; moreover the

mica discs or diaphragms are extremely fragile and also expensive because of the waste incident to procuring discs of the proper size, and the primary object of this invention is to produce a substitute

for mica, sheet-metal and other kinds of diaphragms, which substitute possesses the necessary or desirable features outlined in the preceding paragraph, and in addition is resilient and resonant, is impervious to moisture and unaffected by climatic changes, and is capable of giving out clear, loud and distinct tones of great depth and volume, of evenly distributing the sound waves and quickly, completely and perfectly recovering its stable equilibrium, and of lessening to a great extent, if not eradicating altogether, 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 throughout the several views—Figure 1 is a side view of a cardboard disc perforated and ready for immersion; Fig. 2, a side view of a metallic plate which may be employed in compressing such disc; Fig. 3, a side view of a diaphragm complete, and Fig. 4, a cross-section, on a large scale, of said diaphragm.

THOS. A. EDISON HONORED.

(Special to the Talking Machine World.)

Washington, D. C., Dec. 3, 1910.

On the great, massive bronze doors for the western entrance to the Capitol ordered by Congress, the beautiful reliefs being typical of the country's progress, appears a statuette of Thomas A. Edison, among other men distinguished in the American development of scientific discovery and industrial and commercial advancement. These splendid works of art, for which the artist was awarded a prize of \$15,000 for his design, have been cast and are ready to be placed in position, but will be first exhibited at the Corcoran Art Gallery.

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RECORD BULLETINS FOR JANUARY, 1911

VICTOR TALKING MACHINE CO.

SINGLE FACE RECORDS.

No.	Title	Size.
31799	Arthur Pryor's Band (with Solo by Pryor). Pagliacci Selection.....Leoncavallo	12
31806	Scènes Napolitaines.....Massenet Reinold Wrennarth, Baritone (with orch.)	12
5809	Dreams, Just Dreams.....Berlin-Snyder	10
31803	Asthore.....Trotiere John Young, Tenor (with orch.)	12
5810	Two Little Brown Eyes.....Dana Joseph Phillips, Tenor (with orch.)	10
5806	All That I Ask Is Love.....Seldon-Ingraham Duet by Collins and Harlan (with orch.)	10
5807	Oh, That Moonlight Glide.....McCree-Al. Von Tilzer Billy Murray and American Quartet (with orch.)	10
5808	The Tangle of Jungle Joe.....Maloney-Morse Victor Light Opera Co. (with orch.)	10
31804	Gems from "Maritana".....Wallace	12
31805	Gems from "The Merry Widow".....Leon-Lehar NEW RED SEAL RECORDS. Jobanna Gadsby, Soprano. 12-inch, with orch.—In Italian.	12
88275	Nozze di Figaro—Porgi amor (Love, Thou Holy Impulse).....Mozart John McCormack, Tenor (with orch.)	10-Inch.
64153	Dear Little Shamrock.....Cherry	10
64154	My Lagan Love.....Harty 10-Inch. *Accomp. by George Falkenstein. Fritz Kreisler, Violinist.	10
64156	Variations (Kreisler Arrangement).....Tartini 12-Inch. Accomp. by George Falkenstein.	12
74196	Leibesfrund (Old Vienna Waltz).....Kreisler	10
74197	Caprice Viennois.....Kreisler Marcel Journet, Bass. 10-Inch, with orch.	10
64157	Sigurd—Marche Triomphale d'Hagan, "Au nom du roi Gunther" (In the King's Name).....Reyer 12-Inch, with orch.	12
74195	Philemon et Baucis—Couplets de Vulcain (Vul- can's Song).....Gounod-Journet Mischa Elman, Violinist. 12-Inch, accomp. by Percy B. Kahn	12
74186	Meistersinger—Prieslied (Prize Song).....Wagner Evan Williams, Tenor (with orch.)	12-Inch. In English
74198	Open the Gates of the Temple.....Knapp	10
74199	Oh, Dry Those Tears.....Del Riego George Hamlin, Tenor (with orch.)	12-Inch.
74201	Turn ye to Me.....Old Scotch DOUBLE-FACED RECORDS.	10
16682	It Happens in Many Families (Cameron-Flan- gan).....Billy Murray That Dreamy Baracolle Tune (Goetz).....Ada Jones	10
16683	Tickle Toes (Spencer).....Ada Jones	10
16684	I'm So Tired of Livin' I Don't Care When I Die (Sterling-Smith).....Arthur Collins	10
16685	Popular Medley No. 8—"Witmark Melodies"— "Meet Me Where the Lanterns Glow," "My Heart Has Learned to Love You," "Just for a Girl".....Pryor's Band	10
16687	Irish Hearts (Frantzen). March and Two-Step. William H. Reitz	10
16688	Stop, Stop, Stop (Love Me Some More) (Ber- lin).....Elida Morris	10
16681	Song of the Chippie (Liburn).....Nat. M. Willis Gritzley Bear (Berlin-Botsford).....Ada Jones	10
16694	Turkey Specialty—Introducing "Turkey in de Straw".....Golden and Hughes	10
16694	The Camel and the Butterfly (with piano)..... The Elephant and the Portmanteau (F. L. Nor- ton).....Henry Price	10
16695	The Tin Gee Gee (with piano).....Henry Price Silver Bell (Madden-Wenrich).....Ada Jones	10
16696	"That Girl" Quartet Honey, Love Me All the Time (Jerome-Schwartz) Lois Foz	10
16682	Secret Love Gavotte (Heimlich, Still and Leise) (Lincke).....Victor Orchestra	10

Apple Blossoms—Reverie (Kathleen Roberts)...	Pryor's Band	10
16688 Near the Cross (Doane). Mr. and Mrs. Wheeler Some Sweet Day, By and By (Crosby-Doane).....	Byron G. Harland Anthony and Harrison	10
16691 Mandy, How Do You Do? (Wenrich-Denmark)...	Ada Jones-Billy Murray	10
I'd Like to Be a Soldier Boy in Blue (Newton- Durand).....	Byron G. Harland Victor Orchestra	10
16696 Lullaby from Jocelyn (Berceuse) (Goddard).....	Vienna Quartet	10
Melody in F (Rubenstein).....	Vienna Quartet	10
16689 Without You (The World Don't Seem the Same) (Shackford-Wolfe).....Peerless Quartet	Peerless Quartet	10
My Bonnie Blue Bell (Ziegfeld).....Harry Tally	Harry Tally	10
16684 Hans, the Flute Player—Selection (Ganne) (Hans, Le Joueur de Flute).....Victor Orchestra	Victor Orchestra	10
Hans, the Flute Player—Valse Intermezzo (Ganne).....	Victor Orchestra	10
16690 The Trout (Eilenberg).....Victor Orchestra	Victor Orchestra	10
Scarf Dance (Chaminade) (Air de Ballet, Op. 37, No. 5).....	Vienna Quartet	10
35142 Largo from Fifth Symphony (Dvorak).....	Pryor's Band	12
Gazza Ladra Overture (Die Diebische Elster) (Rossini).....	Pryor's Band	12
35183 Minstrels, No. 17 (Introducing "Carrie from Carolina," "Happy Days in Dixie" and "That's How They Do in Balmoral").....	Victor Minstrel Company.	12
A Night's Frolic (Hermann) (Descriptive Fanta- sie on Drinking Songs).....Pryor's Band	Pryor's Band	12
PURPLE LABEL RECORDS. John Lemmoné, Flutist.		
60029 Distant Voices.....Lemmoné	Lemmoné	10
70026 Wind Amongst the Trees (Cadenza by Lem- moné).....Briccialdi	Briccialdi	12
70030 How Can They Tell that O'm Irish..... Nora Bayes (accomp. by Victor orb.)	Nora Bayes	12
Jack Norworth (accomp. by Victor orb.)	Jack Norworth	12
60030 For Months and Months and Months..... Norworth	Norworth	10
70027 Priere—Valse de Concert.....Hasselman	Hasselman	12

NATIONAL PHONOGRAPH CO.

EDISON AMBEROL RECORDS.		
580	Softly, Unawares.....	Sousa's Band
581	Love Dreams.....	W. H. Thompson
582	Every Little Movement.....	Miss Narelle, Mr. Potter and Chorus
583	Mother Machree.....	Will Oakland
584	Chanticleer Red and Jig Medley.....	Charles D'Almaine
585	Bonnie Sweet Bessie.....	Marie Narelle
586	The Musical Wizard and Bell-Boy.....	Irish
587	Amo-Intermezzo.....	Edison Concert Band
588	You're Just a Little Nigger, Still You're Mine, All Mine.....	Ada Jones
589	Tarry With Me.....	Anthony and Harrison
590	Silver Bell—Indian Intermezzo.....	American Standard Orchestra
591	Out on the Deep.....	Peter Dawson
592	Kerry Mills' Barn Dance.....	Collins and Harlan
593	Invitation to the Waltz.....	National (London) Military Band
594	The Girl of My Dreams.....	Harry Anthony and Chorus
595	German Yodle Songs.....	George F. Watson
596	Sweet Dreams of Home.....	Charles Daab
597	That's Yiddisha Love.....	Edward Meeker
598	Home, Sweet Home.....	Kuickerbocker Quartet
599	Moonlight in Jungledand Medley.....	New York Military Band
EDISON STANDARD RECORDS.		
10456	Farandole from "L'Arsienne".....	Victor Herbert and His Orchestra
10457	All That I Ask of You Is Love.....	Helen Clark
10458	You're Mine, All Mine.....	Ada Jones and Billy Murray
10459	Flanagans' Courtship.....	Steve Porter

10460	The Bell Gavotte.....	Charles Daab
10461	Dear Old Ma.....	Will Oakland
10462	Wonderful Words of Life.....	Anthony and Harrison
10463	Rag Baby's Gwine to Be Mine.....	Maude Raymond
10464	Cotton Time.....	Collins and Harlan
10465	Southern United States.....	Ideal Marching Band
EDISON GRAND OPERA AMBEROL RECORDS.		
30032	Pescatori di Perle—Mi par d'udir ancora (Bizet) Aristodemo Giorgini, Tenor	Aristodemo Giorgini, Tenor
30053	Trovatore—Vanne Lasciami (Verdi).....	Mario Rappold, Soprano
30034	Traviata—Di Provenza il mio.....	Karl Torn, Tenor
35012	Il Flauto Magico—Aria della Regina (Mozart). Ernesto Carrara, Baritone	Ernesto Carrara, Baritone
40037	Lobengrin—Gralserszählung (Wagner).....	Maria Galvany, Soprano
AMBEROL RECORD BY SARA BERNHARDT.		
35013	La Samaritaine (Act 1) La Samaritaine Recontre Jesus au Puits de Jacob.....	Sara Bernhardt

COLUMBIA PHONOGRAPH CO.

10-INCH DOUBLE DISC RECORDS.		
A932	Kid, You've Got Some Eyes (Ernest Bruer). Tenor Solo, orch. accomp.....	Walter Van Brunt
A934	I Feel Religion Comin' On (J. R. Robinson). Baritone Solo, orch. accomp.....	Arthur Collins
A933	Jim Bludsoe (John Hay). Dramatic Recitation. Edgar L. Davenport	Edgar L. Davenport
A934	In Bohemia (John Boyle O'Reilly). Dramatic Recitation.....	Edgar L. Davenport
A934	Senora (Jos. S. Nathani). Whistling Solo, orch. accomp.....	Guido Gialdini
A935	Song of the Wood-Bird (Waldvoglein). Whis- tling Solo, orch. accomp.....	Guido Gialdini
A935	Wonderful Words of Life (Philip P. Bliss). Tenor Solo, orch. accomp.....	Henry Burr
A936	Bear's Den (Somebody's Isle of S. Bearis). Vocal Quartet, Mixed Voices, orch. accomp. Columbia Mixed Quartet	Columbia Mixed Quartet
A936	I Know the Place Where We Will Rest (Kate Vannah). Tenor Solo, orch. accomp.....	Frank Coombs
A937	Weping Sad and Lonely (Henry Tucker). Tenor Solo, orch. accomp.....	Frank Coombs
A937	St. Louis Tickle (Barney and Seymour). Banjo Solo, orch. accomp.....	Vess L. Osman
A938	Silver Bell (Indian Intermezzo) (Percy Wen- rich).....	Prince's Military Band
A938	Love Dreams (Henriette Blanck-Belcher). Baritone Solo, orch. accomp.....	William H. Thompson
A939	Love's Lottery (Sweet Thoughts of Home) Ju- lian Edwards). Baritone Solo, orch. accomp. William H. Thompson	William H. Thompson
A939	Medley of Remick Hits. "Cotton Babes Rag," "Maybe you're Not the Only One Who Loves Me," "Shame Upon You, Nancy," "Cushy Head," "Cavalier Rustian Rag," "Cotton Babes".....	Prince's Orchestra
A940	Medley of Remick Hits. "Honolulu Rag," "Sugar Bloom," "Oh, You Spearmint Kiddo With the Wriggly Eyes," "Love Dreams," "I'm Afraid of You," "Mary, You're a Big Girl Now".....	Prince's Orchestra
A940	I Love It (Harry Von Tilzer). Baritone Solo, orch. accomp.....	Arthur Collins
A941	Madame Sherry (The Dublin Rag) (Pbil Schwartz). Soprano Solo, orch. accomp.....	Ada Jones
10-INCH DOUBLE DISC BLUE LABEL RECORDS.		
A941	Beauty's Eyes (F. Pano Tosti). Tenor Solo, orch. accomp.....	Reed Miller
A942	Forgotten (Eugene Cowles). Tenor Solo, orch. accomp.....	Reed Miller
A942	May, Dearest May. Vocal Quartet, Male Voices, unaccomp.....	Archibald Brothers' Quartet
A943	Hear Den Bells and Shapers (Chorus Com- poser of "Shepherds' Chorus" (F. R. Mur- ray).....	Archibald Brothers' Quartet
A943	Under the Yum Yum Tree (Harry Von Tilzer). Baritone and Tenor Duet, orch. accomp.....	Collins and Harlan
A943	Sweetness (Tom Lemonier). Vocal Quartet, Male Voices, unaccomp.....	Columbia Quartet
12-INCH DOUBLE DISC RECORDS.		
A5233	Oberon (Overture) (Weber).....	Prince's Band
A5234	Pomp and Circumstance March No. 1 (Edward Elgar).....	Prince's Band
A5234	Forever and Forever (Tosti) Contralto Solo, orch. accomp.....	Mrs. A. Stewart Holt
A5235	I Cannot Sing the Old Songs (Claribel) Con- tralto Solo, violin and piano accomp.....	Mrs. A. Stewart Holt
A5235	Ciribiribi Waltz (A. Pestalozza). Prince's Orchestra Neapolitan Echoes (Eco di Napoli) (Ch. Ar- mand).....	Prince's Orchestra
A5236	William Tell (Overture, Part 1, "The Dawn") (G. Rossini).....	Prince's Band
A5237	William Tell (Overture, Part 2, "The Storm") (G. Rossini).....	Prince's Band
A5237	William Tell (Overture, Part 3, "The Calm") (G. Rossini).....	Prince's Band
A5238	William Tell (Overture, Part 4, "Finale") (G. Rossini).....	Prince's Band
A5238	The Bohemian Girl (Then You'll Remember Me) (Balfe) Violin, Flute and Harp Trio... Messrs. Stehl, Stanzione and Schuetze	Messrs. Stehl, Stanzione and Schuetze
A5239	Wedding Dance (Waltz) (Paul Lincke)..... Prince's Orchestra	Prince's Orchestra
TWO-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.		
1444	Jack Tar March (Sousa).....	Band
1445	The Dublin Rag (Atteridge and Schwartz). So- prano Solo, orch. accomp.....	Ada Jones
1446	Sweetness (Creamer and Lemonier). Vocal Quar- tet, Male Voices, orch. accomp.....	Peerless Quartet
1447	Serenade Coquette (Bathelmy).....	Orchestra
1448	O, Jesus, how Art Standing (Adam Geibel). Baritone Solo, orch. accomp.....	James Harrison
1449	I Love It (Goetz and Von Tilzer). Baritone Solo, orch. accomp.....	Arthur Collins
1450	Last Rose of Summer (Paraphrase) (Arranged by Schuetze). Harp Solo.....	Charles Schuetze
1451	Ogalala (Bryan and Snyder). Baritone and Tenor Duet, orch. accomp.....	Stanley & Burr
1452	Roll on Silver Moon. Yodle Song.....	Geo. F. Watson
1453	St. Louis Tickle (Barney and Seymour). Banjo Solo, orch. accomp.....	Vess L. Osman
1454	There Is a Land Mine Eve Hath Seen (Rev. Gurdon Robins and Mary Crownshield). Baritone Solo, orch. accomp.....	James Harrison
1455	With Trumpet and Drum (A. F. Watson) Band FOUR-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.	James Harrison
3175	The Dollar Princess (Selections) (Leo Fall).....	Band
3176	Venetian Song (Stephenson and Tosti).....	Ethel and Mary Williams
3177	(a) Capzonetta. (b) Ave Maria. Violin Solo..... Stroud Haxton	Stroud Haxton
3178	Under the Yum Yum Tree (Sterling and Von Tilzer). Baritone and Tenor Duet, Collins and Harlan	Collins and Harlan
3179	Angel's Serenade (Braga). Harp Solo.....	Charles Schuetze
3180	Sunset (Burdsket Van DeWater). Vocal Quar- tet, Male Voices.....	Peerless Quartet
3181	Brotherly Love (Charles Blamphin)..... Ritte and Thornton	Ritte and Thornton

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- 3182 The Dawn of Love (Theo. Bendix).....Orchestra
- 3183 Tarry With Me (O. Nicolai), Tenor and Baritone Duet.....Anthony and Harrison
- 3184 Sweet Genevieve (Cooper and Tucker), Baritone Solo.....Stanley Kirkby
- 3185 Down South (Myddleton, arranged by A. Stanley), Banjo Solo.....Vess L. Ossman
- 3186 Put Your Arms Around Me, Honey (McCree and Von Tilzer), Baritone and Tenor Duet.....Collins and Harlan
- 3187 Bonnie Leszie Lindsay (Folly and Lauder) Comic Scotch Song.....Sandy CaeGregor
- 3188 If With All Your Hearts (Mendelssohn).....Philip Ritte
- 3189 Turkey in the Straw (Humoresque) (Bellstedt).....Clarinet Solo and Band

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 Zon-o-phone Concert Band.
- 5666 A—Madame Sherry Barn Dance or Schottische.
 B—Lock-Step Luke. Characteristic Two-Step.
 - 5667 A—Overture on Slavonic Melodies.
 B—King Carl March.
 - 5668 A—Venus Reigen Waltz.
 B—Marguerite March.
- VOCAL SELECTIONS WITH ORCH. ACCOMP.
 Ada Jones and Billy Murray.
- 5669 A—You're Mine, All Mine.
 B—My Little Candy Kid.
 Billy Murray.
 - 5670 A—Sweet Italian Love.
 B—Since Hiram Went to Yale.
 Ada Jones.
 - 5671 A—The Duhlin Rag.
 B—Mary (from Our Miss Gibbs).
 Frank C. Stanley.
 - 5672 A—A Mother's Love.
 B—Good-Bye Betty Brown.
 Frank C. Stanley and Henry Burr.
 - 5673 A—Honey, I Will Long for You.
 B—Norine Maurine.
 Henry Burr.
 - 5674 A—My Heart Has Learned to Love You, Now Do Not Say Good-Bye.
 B—When the Autumn Leaves Are Falling.
 Byron G. Harlan.
 - 5675 A—Think It Over, Mary.
 B—Toodles.
 Arthur Collins.
 - 5676 A—Stop, Stop, Stop. (Come Over and Love Me Some More).
 B—Superstition.
 Arthur Collins and Byron G. Harlan.
 - 5677 A—"Put Your Arms Around Me, Honey" (I Never Knew Any Girl Like You).
 B—Casey Jones.
 Harry Tally.
 - 5678 A—My Bonnie Blue Bell.
 B—Just for a Girl.
- Miscellaneous Selections.
- 5679 A—You're Gwine to Get Something What You Don't Expect.
 Billy Murray.
 B—Temptation Rag. Zon-o-phone Orchestra.

VICTOR CO. AND CHRISTMAS TRADE.

Special Letter Emphasizing Business Opportunities Sent to Trade.

(Special to The Talking Machine World.)

Philadelphia, Pa., Dec. 3, 1910.

Bearing on the Christmas trade specifically, the Victor Talking Machine Co., Camden, N. J., in their special letter of the 25th to dealers, say in part:

"In handing you the December supplement, we are again going to make an attempt to impress upon you the importance of getting after the record business with the same enthusiasm you display in selling a Victor or Victrola. We grant you that the handsome profit on the sale of the instrument is a great magnet to attract the attention of every

salesman to sell machines, but you must bear in mind that the possibilities of record sales to each owner of a Victor are anywhere from three to five times as great as the profit on the sale of an instrument. But this handsome profit will not be realized by simply sitting down and waiting for the customer to buy records.

"Previously we told you that there was no asset more valuable to Victor dealers than the machines now in the homes of your city. But to make these machines dividend paying assets requires systematic and intelligent work. It is never too late to begin a good system, and if you will buy a little memorandum book, or better still, a set of index cards, and enter thereon every purchase of ever customer, not in dollars and cents, but such information as will tell you just exactly what records each customer owns, and will utilize this memoranda to further your own interest, you will surprise yourself with the result. Now is the particular opportune time. The golden days of the Victor selling season are right on top of us and your opportunity is before you."

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SIGNOR DADDI.

and the export department of the company is also anticipating heavy sales for this artist's work in the Latin-American countries. They are listed in the "blue label" series, and may be placed on

sale as soon as received by the dealer. The Columbia Co. have an exclusive contract with Daddi.

The export department commenced sending out this week their first complete catalog of grand opera records for the foreign trade. It is a very handsome publication and contains fine portraits of the world-celebrated artists whose records stand so deservedly high in the critical estimation of professional musicians and music lovers generally. The list of Cuban records for January will probably be ready for distribution next week.

A DOUBLE RESPONSIBILITY.

"Every merchant," remarked one of them, "takes it for granted that his employes are honest. The fact that he has them in his store is an evidence of that fact; if he had reason to suspect one of them, he would get rid of him at the earliest opportunity.

"This trust too often leads to loose methods on part of the employe, is a bad thing for the men, because of that fact. It is too apt to lead them into temptation. No man can object to proper safeguards, and it is no reflection on the help when they are introduced. A merchant owes it to his help as well as to himself that a proper check is placed on every dollar as it passes through the store."

Don't sit on the back porch and expect Providence to spade your garden. Providence doesn't spade gardens, but Providence will make your garden grow and give you 400 per cent. on your investment if you do the preliminary work properly.

Throw the lime light on your own shortcomings as often and as vigorously as upon those of your fellows. You will get to be a pretty good fellow after awhile—almost as good as you would like to see all others be.

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