The best-known trademark 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 Weekly.
ZON-O-PHONE
Double Record Discs

10 inch—65c.
12 inch—$1.00

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

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

The greatest care is exercised in combining the selections, each side of the disc presenting the latest and best in popular music or standard compositions. No extra charge for copyright selections.

ZON-O-PHONE INSTRUMENTS
from $20.00 to $75.00

$50.00, $60.00 and $75.00 Machines all equipped with Wood Horns.

Zon-o-phone Records will stand comparison with any make. A trial will convince you.

Fourth and Race Streets

PHILADELPHIA, PA.

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

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

CONNECTICUT
Bridgeport—F. E. Beach, 603 Main St.

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

ILLINOIS
Chicago—W. H. Sajewski, 1031 Milwaukee Ave.
Chicago—Trench, Farn & Co., 72 Fifth Ave.

KANSAS
Topeka—Enoch G. Spiegelman, P. O. Box 419
Kansas Ave.

MARYLAND
Annapolis—Chesapeake Piano Co.
Baltimore—C. S. Smith & Co., 441 W. Baltimore St.

MINNESOTA
St. Paul—W. J. Dyer & Bro., 218 W. 10th St.

MICHIGAN
Detroit—J. E. Schmidt, 229 Gratiot Ave.

MISSOURI
Springfield—Morton Lines, 223 Rocheville St.
St. Louis—Knight Mercantile Co., 311 N. 12th St.
St. Louis—D. K. Myers, 1106 Finley Ave.

NEW JERSEY
Hoboken—Eclipse Phonograph Co., 102 Washington St.

NEW YORK
Brooklyn—B. G. Warner, 1213 Bedford Ave.

OHIO
Akron—Geo. S. Dales Co., 128 S. Main St.
Cincinnati—J. E. Poorman, Jr., 603 Main St.

PENNSYLVANIA
Allentown—J. H. Heim, 601 Ohio St.
Philadelphia—Harmonia Talking Machine Co., 1825 Arch St.

PENNSYLVANIA
Pittsburgh—C. C. Mellor Co., Ltd., 214 Fifth Ave.

TEXAS
Beaumont—K. B. Pierce Music Co., 614 Pearl St.

WISCONSIN
Milwaukee—C. H. Eichbold, 523 11th St.

CANADA
Toronto—Whalley, Royce & Co., Ltd., 327 Yonge St.
Winnipeg, Man—Whalley, Royce & Co., Ltd.
The Talking Machine World

Vol. 7. No. 2.

New York, February 15, 1911.

Price Ten Cents

ARE DEALERS DEVELOPING TRADE PROPERLY?

An Analysis of the Situation in New York Demonstrates that a Great Number of Them Are Not Taking Full Advantage of Their Opportunities for Developing Trade in the Greatest Market of the World—This Statement Based Upon Practical Experience—Only Few Talking Machine Dealers Alive to the Necessity of Attractive Stores, Recitals and Advertising.

In any line of business, whether it be the selling of shoe-string or the selling of locomotives, the main factor in ensuring success is the manner in which the individual performs the specific duty. But, if you will take the big talking machine job, and impress them with the fact that he is in a regular business and has the faith in the undertaking to stick to it.

How the Average Dealer Apply to the Talking Machine Trade in the Large Cities, for Instance in New York?

Take a score of dealers at random, who are located off Fifth avenue, and out of that number it is safe to say there are five who are taking full advantage of their opportunities for making and keeping their stores attractive.

The small confectioner or stationer, the baker, the haberdasher and even the saloon keeper all realize the fact that the general appearance of the interior of their store is of importance if they are to win and hold trade, but the talking machine man in all too many instances feels that a few cheap signs over the door and a few dust-covered machines and records in the window, on rickety counters, or on shelves is all he need offer to capture the business.

The writer was greatly impressed by the experience of his in a talking machine store on the upper west side recently. He had passed along the street in which the store is located every day for perhaps three or four months before he was aware of the fact that a talking machine store was in the vicinity at all.

Close study of the exterior of the store and the interior portion of the window and the street failed to offer any proof of great business ability of the owners and the writer thereupon took the opportunity of following a couple of casual customers into the store, that he might get a line on the business methods of the concern.

One of the customers wanted a machine, and the excitement was intense. A $17.50 model was taken from the shelf, dusted off and started playing one of the more popular records of the day. The lady wanted something better and practical. The dealer displayed the more expensive styles selling at $50.00.

The effort of taking the machine from the window, removing two or three ounces of dirt and coaxing the mechanism, that had so long been idle, to work actually seemed to pain the salesman, who in this instance happened to be a member of the company.

The lady seemed pleased with the machine, but discovered that it was badly scratched and appeared shopworn generally. There was no duplicate in stock and the dealer stated that it would be a week at least before he could get a new machine from the jobber.

The whole affair, including the lack of enthusiasm of the salesman finally got on the nerves of the customer, even though she was of the easily pleased kind, and she left without buying or leaving an order for the machine.

Had that dealer been half awake and catered to the trade the way he should have been, the factories and the successful members of the trade at large, he would have had several of that particular style of machine in stock, or, if he had sold out the balance, he would have stocked a machine that the remaining one was in salable condition. Admitting, however, that accidents will happen and that the machine was out of order, how many hours would it take the dealer to order it if he immediately went shopping for a silent partner during business hours and exercise his right to get a new machine? He is supposed to devote all their attention to that business and depend for their living upon the profits it gives them.

If the dealer is satisfied with the business, why not get out of it altogether? If he is in the boa of business let him row or sit still, be a waiter or a passenger; it's the same thing in the water idie in order to complain who hinders progress. If one is only the "smell" in the game of automobile, it's a credit if he can be a good "smell."

It has been proven that recognized business methods are not all in the talking machine business as in any other line of retailing. A representative stock must be carried in the first instance and must be displayed and handled in the proper manner with a regard for general appearance, convenience and accommodation of the customer.

There is no real honest business from which one can gather profits without making a proportionate investment. A minimum amount of stock naturally means a minimum profit. To carry a representative stock does not necessarily mean a large amount of money tied up in dead goods, it simply means that the live dealer drawing upon his knowledge of the business and the conditions which are to be met (and he should possess this knowledge if he is to succeed), must carry a stock which will most likely meet ordinary demands.

Customers who get the proper service in ordinary matters are the ones who will continue to go to a store when they desire some special machine or record and allow the dealer time to procure it for them from the manufacturer or jobber.

Being progressive in any business is the only wise way of making a profit. He is the only person who has a substantial increase during the year? The writer knows of one of the prominent druggists of the city who between his two stores destroys from $5,000 to $10,000 of drugs each year, drugs which must be renewed frequently to ensure their quality and which, though expensive and little called for, must be carried in order to maintain the reputation of the stores for keeping everything in the line of drugs. The policy that has meant the keeping of this dead stock and the consequent loss each year has been the means of building up the druggist's business, wherein the value of the goods destroyed is only an insignificant item. So much for being prepared.

Another thing is advertising. Take any of the big New York papers and hunt for talking machine advertisements. Once each week or maybe twice a week the big manufacturers have a large space for the general exploitation of their lines, and they have suggested that the local dealers profit by the big announcements by having their own cards and the like fill up the space and the like. Of course, the public may learn where the goods may be obtained in their own vicinity.

With this opportunity of making their inch or two card have the effect of a half page ad, perhaps three dealers take advantage of it. What about the rest?

The Sunday papers when delivered in the residential sections contain many advertisements of concerns in the neighborhood who do not feel that they can endeavor to reach all the readers in the very heavy cost, but who can afford a good talky talky! With the newsdealer prevail upon him to slip a generously sized advertising sheet in each of his papers. The cost of the printing is insignificant, as is the cost to the jobber's tip, and the results are direct. We see small department stores, laundries, liquor stores and cigar stores advertised in this manner, but never a talking machine store.

What's the matter with the talking machine dealers?

We hear of dealers who get together and talk about the bad features of the business—how their records pile up and the difficulties met with in cleaning up dead stock—the mistakes made by the manufacturers and jobbers, etc. It's a good thing to get together and discuss the things. Admitted that the manufacturers and jobbers are not always right. They're only human. Grant there are bad features in the trade—there are in all lines of business. But why dwell upon the subject continually?

A groupie is a bad partner in business. Make it a silent partner during business hours and exercise it at odd times if you must. When the dealer is doing all he can to get more business and keep what he already has, studying the talking machine business as a business and acting accordingly, then he'll be too busy to spare time to kick.

TALKING MACHINE EXPORTS.

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

(Special to the Talking Machine World.)

Washington, D. C., Feb. 8, 1911.

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 figures regarding the exports relating to talking machines and supplies appear:

The total exports of talking machines, records and supplies for December, 1910, amounted to $364,967, as compared with $310,660 for the same month of the previous year. The twelve months' exports of talking machines, records and supplies amounted to $2,709,369, as against $1,159,838 for the same period in 1910.

Who he lifts his life successfully into his work must be a good carpenter and a skilled mechanic. His thought-tools must be sharp and to the point, and his tool-chest contain all modern thought-tools. His brain must be filled with constructive ideas. Then he who buys will be attracted to him who sells.
TRADE IN SOUTHERN CALIFORNIA.

The Busiest Holiday Season Ever Experienced by Talking Machine Men—High Priced Machines and Records of All Makes Have the Call—Working for Exposition—Prominent Record Artists on the Coast—Talking Machines for Los Angeles Schools.

(Special to The Talking Machine World.)

Los Angeles, Calif., Jan. 30, 1911.

Southern California has just passed the busiest holiday season yet experienced in these parts. The talking machine business has shown a great increase in all preceding times, and all dealers, notwithstanding the many newly established, have had far greater returns than were contemplated.

This year was marked entirely for high-priced goods, such as Victrolas, Amberolas and Grafonolas. This point seems to mark the passing of the horn machines, which are losing popularity very rapidly. The talking machine trade shows a great increase over last year's Christmas week.

Several of the larger dealers are conducting the talking machine business on the same principle as is applied to the piano trade, which shows very plainly that more dignity and interest is added to the line.

Sherman, Clay & Co. have had a great demand for the new Victrolas, which played an important part. The Los Angeles jobbers sold thousands of Amberolas which were shipped in large numbers from the Southern California Music Co.; the new Triumph, with Music Master horn equipment, also showed great popularity. The $50 Favorite Grafonolas, although too late to arrive for the holiday trade, were an attraction to the Columbia dealers.

The proposition of an exposition for the celebration of the completion of the Panama Canal in 1915 is keeping most of California busy trying to pull it to the coast. San Francisco and San Diego are both working like Trojans, while Los Angeles is busy planning. There were scores of meetings before Congress will decide on either New Orleans or San Francisco. Our northern sister has sent out great quantities of well-written literature, which set forth her many advantages, and spent much time and money in efforts to bring about cooperation on the part of all western cities. The music trade in general is deeply interested.

The proposition of an exposition for the celebration of the completion of the Panama Canal is a matter of great importance. The Los Angeles Music Co. is of a name which is well known in the music world and has long been the talk of the nation.

The Los Angeles Music Co. is the name of the new concern located at Eighth and Hill streets. They are exclusive Victor dealers.

The Kennedy Talking Machine Co., on West Fourth street, have had a splendid Edison business.

There is much activity in the business phonograph trade at present, as several large deals are in view. W. W. Quantrell, of the Edison Business Phonograph Co., is in this city in the interest of his concern.

Mr. Vols, of the National Phonograph Co., is traveling in Southern California. His reports of trade conditions are very good.

Mr. W. J. Stidham, of the Columbia Phonograph Co., local wholesale branch, is now visiting the factory at Bridgeport. Mr. Parquisson is in charge of affairs during his absence.

Mr. Parrot, proprietor of the Brown Music Co.'s talking machine department, is one of the last year's debteuses who has done a surprising holiday business.

W. J. Reynard, of the Southern California Music Co., is making a very successful journey among the country dealers. Mr. Reynard is an Amberola specialist and well deserves the name, after his splendid success with that instrument.

D. Tauler, who recently resigned as manager of and lawyer for the talking machine department of R. H. Macy & Co., has been called to New York, has taken the general managership of the Saphire Record & Talking Machine Co., of this city. The latter concern is getting ready to come into the market with a vertical cut disc record and machines and other supplies. Their laboratory, just established, is in charge of Fred. W. Matthews, formerly of the Indestructible Record Co.

OPPORTUNITY NOT A KNOCKER.

Has to Be Traveled and Run Down, as is the Case with Any Game Worth the Hunting.

The man who waits for Opportunity to come knocking at his door will wake up some morning, discover that he has outlived his usefulness and grown gray doing it. He will discover that he was more important to himself and that the other fellows who started in life with him at the same time and who were not misled with the old libel about Opportunity being a knocker are flying around in the air ships and getting their pictures on the front page of the afternoon papers.

The man who wants success in any line to-day is the one who rolls up his sleeves, starts out with a club, a gun, a steel trap or whatever is most likely to catch the game, and himself lays in wait for Opportunity. He will be following Opportunity every minute he has. He will be striving, working, pushing and hustling. Sometimes he may lose sight of the game, but he will keep on and on.

When a man goes hunting in the woods, he tramps where game ought to be until he finds tracks. Then he follows the tracks. Maybe he gets a glimpse at the game occasionally, but he keeps on and on. Probably not more than once or twice in a while will he see what he seeks, but finally he comes upon it in the open and it is his. Just so with Opportunity.

THE FITZGERALD MUSIC CO. are very much satisfied with the splendid holiday trade experienced. A great many Grafonolas were reported sold.

Irving Andrews, of Andrews & Son, wears a satisfied smile and says he is selling all the Tetrazzini records he can get hold of.

Los Angeles importers are having a hard fight for trade in the San Joaquin valley. A recent decision of the State Railroad Commission granted Los Angeles and San Francisco equal freight rates. This decision has been appealed by the northern jobbers, and a hearing will be given late in March. Steps are being taken to have Los Angeles adequately represented at the next hearing and to have the equal rates put in force immediately. The San Joaquin valley is one of the best fields in the State, is growing rapidly, and has many small towns. The new oil fields are situated in this section. The trade in general from these parts is worth $15,000,000 to Los Angeles.

Mr. Pfeife, of the Angels Talking Machine Co., was the busy man delivering Amberolas during Christmas week. Many splendid sales were made by the J. B. Brown Music Co., including Victrolas and table Grafonolas.

The Barker Bros. Furniture Co. was recently added to the list of Columbia dealers. They will handle all the Columbia line of disc goods.

Hamberger's Department Store have discontinued their talking machine department.

The Los Angeles Music Co. is the name of a new concern located at Eighth and Hill streets. They are exclusive Victor dealers.

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THE TALKING MACHINE WORLD.
"Grand Opera" pays Victor dealers

The Victor has been a tremendous force in creating the popular demand for grand opera.

It has made grand opera a permanent institution in every city, town and village in every part of the land.

It has created in the hearts of the people a greater love for music and educated them to a proper appreciation of the world’s best music—especially grand opera.

Victor dealers everywhere are pushing "grand opera" and selling an ever increasing number of Victor Red Seal Records.

Are you getting your share of the rich profits by satisfying this great and growing demand for Victor Red Seal Records in your locality?


Victor Distributors:

Albany, N. Y. Finch & Hake.
Atlanta, Ga. Oden & Campbell.
Austin, Tex. Colson & Hughes, Inc.
Baltimore, Md. E. R. Dowe & Sons Co.
Banger, Me. Andrews Music House Co.
Boston, Mass. Oliver Ditson Co.
Butte, Mont. Orrin Brothers.
Chicago, Ill. The Rudolph Warpilts Co., The Rudolph Warpilts Co.
Cleveland, O. W. H. Barbour & Son.
Columbus, O. Perry R. Whitley Co.
Denver, Colo. The Hurst Music Co.
Des Moines, Ia. White & Sons.
Dubuque, Iowa. Harper & Bliss, Inc.
Duluth, Minn. French & Bemett.
Elmira, N. Y. Emile Arma Co.
El Paso, Tex. W. C. Wall Co.
Galveston, Tex. H. C. Gergen & Bros.
Honolulu, T. H. Bernstein Music Co., Ltd.
Indianapolis, Ind. Musical Echo Co.
Jacksonville, Fla. Carter & Logan Brothers.
Kansas City, Mo. J. W. Jenkins Sons Music Co.
Knoxville, Tenn. Knoxville Typewriter & Phone Co.
Lincoln, Neb. F. P. Coen Co.
Los Angeles, Cal. Sherman, Clay & Co.
Louisville, Ky. Stennet Co.
Milwaukee, Wis. Lawrence McGreal.
Minneapolis, Minn. Lawrence H. Locken.
Mobile, Ala. Wm. H. Reynolds.
Montreal, Can. Berliner Gramophone Co., Ltd.
Nashville, Tenn. O. V. Houch Piano Co.
Newark, N. J. Price Piano Co.
Newark, O. The Ball-Fincher Co.
New Haven, Conn. Henry Norton.
New York, N. Y. Bell Telephone Co.
Oklahoma City, Okla. Schlumberger Music Co.
Omaha, Neb. A. Hope Co.
Peoria, Ill. Putnam Page Co., Inc.
Pittsburgh, Pa. C. M. Metier, Co., Ltd.
Portland, Me. C. B. N. Co., Ltd.
Richmond, Va. E. W. Young & Co.
Salt Lake City, Utah. Carstensen & Anson Co.
San Antonio, Tex. H. C. Gergen & Bros.
St. Louis, Mo. Kortier-Brenner Music Co.
St. Paul, Minn. W. J. Dorr & Bros.
Syracuse, N. Y. W. D. Andrews.
Toledo, O. The Whitney & Currier Co.
Washington, D. C. E. F. Dreyfus & Sons Co.

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Washington, D. C. E. F. Dreyfus & Sons Co.

To get best results, use only Victor Needles on Victor Records.
The Columbia Demonstration Double-Disc Record is the answer to every "show me"; as a 10-cent investment for every possible record customer it is a sure "lead" to increased record sales and new customers.

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

ABOUT THAT FOREIGN CATALOG.

And a Few Other Things of Interest to the Talkers’ Fraternity.

I found my old friend, the jobber, perusing the pages of a trade publication as I entered his sanctum, and motioning me to a seat, with a suggestive nod toward the cigar box, he remarked:

"Mighty glad to see you; you’re just in time for the lecture."

"Pleased to hear it," I replied heartily; "I adore lectures."

"All right, son, unlimber your note book, for this is sure going to be a piggin."

When I was ready for the fray with fountain pen poised and cigar lighted, he began:

"I’ve just been looking at ‘A Page of Good Resolutions With Which to Start the New Year,’ on the cover of The Edison Phonograph Monthly, and there is one bit of logic there that reads like this: ‘I shall explore the possibilities of the foreign phonograph.’"

"Take it from me, son, that’s a mighty good thing to do. I know, for I’ve always done it, and the results were extremely satisfactory. The average dealer does not think it worth his while to burden his shelves with a lot of unsalable stock, as he terms foreign records, and consequently refuses to consider them to any extent. Right here is where he makes the one big mistake of his life, for this reason: A patron comes into his store and congratulates him upon the one or two beautiful harp solos in the domestic catalogue, and expresses the wish that there were more of them. Does the dealer open his foreign list to Mexican records, and explain how easily his customer may obtain as many harp solos as he desires? Does he? No! Emphatically no! He may not know there are any, but if he does, he will not go to the trouble to investigate, and thereby loses a sale.

"Occasionally the manufacturers list a foreign record in their domestic catalogue as bait, and the public would bite all right if the dealer would only do his part, but in nine cases out of ten he falls down on the proposition.

"The foreign lists abound with records of the harp, ‘cello, mandolin, guitar, saxophone, etc., which are rare in the domestic catalogues, and if all dealers would do as I have done and push foreign records vigorously, they would not only gratify the wishes of their best customers, but add greatly to their profits as well.

"The poor foreigner who cannot afford the high priced operatic selections, is forced to be content with records of his native songs in a cheaper setting, and if the dealer would only create a demand for them by judicious advertising and keep them in stock in sufficient quantity and variety to interest this class of trade, he would gain by so doing.

"When I desire to boost a certain class of foreign records I get up an attractive poster emphasizing their value. For instance, if I’m booming the music of our friends across the Rio Grande I use something like this:"

He laid before me a drawing showing Uncle Sam and Mexico clasping hands above a talking machine, while over them, with folds intertwined, hung their respective flags.

"You see," he explained, tapping the sketch with his finger by way of emphasis, "it conveys to the talking machine trade the correct idea that we are on a footing of sincere friendship with these warm-blooded neighbors of ours, and that their music is appreciated here, as ours is with them. How cordially Mexican musical organizations are received in this country was proved by the great ovation tendered the Banda de Policía when it toured the United States a few years ago.

"Yes, son, you take it from me, foreign records are a mighty good proposition, and the dealer who neglects this part of his business is in wrong, and the sooner he realizes it the better.

"Another thing to stimulate trade, if the manufacturers could be induced to try it, would be to furnish a charming orchestral accompaniment to a song of this class on hand the owner of a talking machine could add to the enjoyment of his entertainments very materially.

"This is just a hint, son, but ‘a word to the wise is sufficient,’ so goes the old saying. Let us hope it may prove so in this case.

"There is just one more subject I want to take with you before you go, and that is in regard to hornless machines.

"Do you know, son, that they are the one best bet?"

"I’ve just heard you say so," I replied, smiling, "and as usual I’m going to take your word for it."

"That’s right, son, you’re on."

The jobber selected a fat Marcello, bit off the end meditatively and after lighting it to his satisfaction, resumed:

"It doesn’t matter whether your customer is De Swell or plain John Smith, sell him an -ola. He’ll never regret it, for his ears will be tickled with a little more real melody than the horn talkers can furnish, and then for decorative purposes, the -ola is a sure show.

"Of course there are people who can’t afford even $50 for a ‘hornless,’ but they’re rare. I proved that during the holidays when I sold more -olas than any machine in stock. When a man comes in here, be he retailer or consumer, I talk —ola first, and if I can’t land him that high on the band wagon I gracefully descend to his level, of course, but the hornless machine is the big noise in the talker world at present, and I keep that noise booming in every way possible.

"Did you notice that poster in the window when you came in?"

"Well, that’s part of the noise. The —ola Girl is very popular just now. I’m sending post cards of her to all my prospective and actual customers; I’m putting her here in the columns of our local newspaper, The Blanktown Herald, while the bill boards all over town are being decorated with lithographs of her charming figure, and she reciprocates by selling —olas for me."

"Well, I guess that’s about all, son, so long."

Thanking my informant for his courteous interview I closed my note book and modestly withdrew.

HOWARD TAYLOR MIDDLETON.

The little things of life count. It is the scheme of creation. The brain is made up of the tiniest cells and all other matter is composed of atoms. A little point effectively made will often make a sale. David slew Goliath with a stone, but he knew how to throw the stone.
THE STORE FRONT AS A BUSINESS ASSET

An Entirely Different Proposition from the Window Display—How the Store-Front Alone May Lock the Attention of the Public in the Best Possible Advantage An Important Factor—Some Suggestions Well Worth Considering by Talking Machine Men Who Wish to Be Progressive.

While the store front is entirely a different proposition from the window display, yet the two things are intimately connected, and may be said to go together; the combination forming what may be called the store display. The same store front is not equally adapted for all businesses, nor even for all businesses in the same line of business. A million front of the millinery store on the chief thoroughfare, where popular goods are sold at popular prices, would only drive custom away from the select store on the quiet side street where rare and rich imports are sold at figures that would make the ordinary customer gasp. The same principle applies elsewhere—in respect to furs, jewelry and, in some sense, sporting goods, though in a lesser degree. The fact is, the very rich, millionaires and so forth, do not care to rub shoulders with other people—or, perhaps, a better way to put the point would be to say that, the goods they care for are not such as other people can afford to pay for. As a general proposition, it may be said that the more select the business and the more limited the class at advantage of it, the greater the question of importance as to where the store front becomes; indeed, some of these concerns, being almost exclusively confined to known and regular customers, personally introduced to the stores at all, in offices and even in private buildings.

This development—or perhaps it would be more accurate to call it this lack of development—does not necessarily apply to the average dealer, and it is recalled here as it is only to get at a real comprehension of the matter. For there is only one way of understanding a thing, and that is to know it thoroughly. In other words, to answer a question, we must consider the whys and the wherefores.

The store front may be said to stand at the beginning of the window display, which, indeed, in a fashion, determines the Sports Goods Dealer. Hence arises various questions. Should the store front have the entrance in the center with a window on either side, or would it be better to have the door on one side, leaving the balance of the frontage for a window of extra size? Again, certain windows have a relatively short front parallel with the sidewalk, and a long taking side leading directly to the door. Is this a good arrangement, and what are the arguments for and against it? Let us look at the matter in further detail.

The object of the store front, like that of the show window, is to display, and that show front is clearly the best which performs this purpose most thoroughly. Putting aside, as not germane to the issue, those businesses which by reason of their wide reputation, or any other cause, are not fairly available for purposes of comparison, let us limit the inquiry to the stores that make their appeal to the general public that circulate through the streets.

As an essential preliminary, we must know the width of the store front before we can attempt to answer the question whether the entrance should be in the center or at the side. If the frontage be but 25 feet, which is the width of the average building lot in most of our big cities, it is manifestly impossible that there can be an entrance in the center, with a display window of any pretensions on both sides of it. By a good front, we mean that which is not only of fair dimensions in itself, but which is approached in a way that announces its purpose, and this can only be effected by giving the rear rake, or interior slope, to display windows themselves. A narrow, square entrance does not announce itself. It is little more than a recess, and is apt to be overlooked. When detected, it has a somewhat mean and forlorn appearance about it, like the approach to a pawnbroker's shop. But, be it noted, this defect is greatly modified if the show windows are of but small depth themselves, for this brings the door forward, and in some sense makes it part of the direct frontage.

For the reasons here given it would appear that for the store with a limited frontage the better plan is to have the entrance on one side. Where the width is ample, the advantage would be always with the central entrance. It should, however, be remembered that the interior arrangement of the store should have something to say in determining the point. For some stores two counters are better than one, and for others the contrary. A thing is never seen correctly unless it is taken in as a whole; this applies as much to the store front as to other matters.

Other objection to the central entrance to the store of narrow width remains to be mentioned. The window on either side of the doorway is too small to fulfil its purpose effectively, if anything remarkable or varied is required; and if the display is divided between two windows in a way that allows a certain amount of overlapping, a customer who desires to examine the whole has to cross, and maybe re-cross, the entrance. In this way he is almost certain to feel that he is, to draw attention to himself from the inside of the store in a manner that he does not desire. The one big window, beyond its other claims to consideration, avoids this objection; for under this arrangement the sightseer can shift its position at leisure and in a way as to take in all that is presented.

The above is the general role as applied to the average store that desires to make its display as big and effective as possible. But to this, as to all generalizations, there are numerous exceptions. There are quite a number of businesses that do not aim at making a popular impression. These businesses are what are known as select. They are inclined to specialize, and the goods they place in their windows are few, but choice. In stores of this kind the double front may present some features of special value; then their owners do not particularly care for imposing entrances and deep windows. There are many highly profitable businesses of this character, especially in the more settled and older communities.

As to that curious arrangement of glass, occasionally to be met with, that presents a minimum of direct frontage to the street, and glides off at a long angle toward the door, there is little that can be said in its favor. Possibly the man who hit upon this tenuous contrivance expected to find customers drop into the store, gradually and by degrees, but surely, led on by the sliding display to the gate reserved for them. If so, it is doubleful if he figured out human nature aight. "Come into my parlor said the spider to the fly" is not the sort of music that the average purchaser takes kindly to, and when it is presented to him he is more apt to hurry on than to linger.

THE TALKING MACHINE WORLD.

Win’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 the I. C. S. Language Outfit 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 endorsed 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 the I. C. S. method of teaching 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 endorsed the I. C. S. method of teaching languages.

To the I. C. S. Language Outfit 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.
Your Customers Know

that the greatest inventor of the age has spent much of his life in perfecting the greatest instrument of its kind—the Edison Phonograph.

They know that this instrument is capable of reproducing every character of entertainment with an exactness that preserves all the lifelike tone of the original, not only on the regular Edison Standard Records, but on the long playing (4 minute) Amberol Records as well—

That the remarkable Edison tone quality is produced by the rounded button shaped Sapphire reproducing point—

That this Sapphire reproducing point never needs replacing, nor does it wear out or scratch the records.

And they know that the instrument on which they can make records at home is the Edison Phonograph.

National Phonograph Company
Knowing that the Edison offers so much more than any other sound reproducing instrument can offer, will your prospective customers accept an instrument that gives them less?

Everybody knows the Edison, everybody wants it—and every Edison dealer can rake in his share of a lifesized profit if he just goes the way of least resistance and pushes the Edison line.

Write your jobber today.

59 Lakeside Avenue
Orange, N. J.
Edward Lyman Bill, Editor and Proprietor

J. B. Spilane, Managing Editor.


Boston Office: Glad W. Henderson, 179 Tremont St.
Chicago Office: E. P. Van Harlingen, 16th Wabash Ave.
B. W. Kaufman, Adolp Ester.
Cleveland: S. H. Grant, 59 First St.
St. Louis: Chris Jenkins, Cleaveland.

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NEW YORK, FEBRUARY 15, 1911.

NEW or ill-informed talking machine dealers, and even jobbers are wont to question the utility of the agreement exacted by the manufacturing companies owning basic inventions and process patents; in fact, a large percentage do not thoroughly understand the price agreement. Many look upon it as being somewhat dictatorial or as a scheme of the strong manufacturer to coerce the dealer into doing something for the sole gain of the former.

This feeling has now almost disappeared and the reputable dealer now sees the price agreement in an entirely different light and knows that practical demonstration that it is an instrument designed primarily for the good of the dealer, and that he is the greater gainer by its protection.

As a matter of fact the manufacturer gets comparatively little benefit, except in so far as it prevents the wholesale cuttng of prices which ultimately would destroy the reputation of his product that would otherwise be maintained.

WHERE is there a person who doubts that a manufacturer now selling his wares under price agreement principles could sell more goods (and get just as much for them wholesale) if he should lay aside the price agreement?

And who is the real beneficiary under such a scheme?

It must necessarily be the one who sells the article to the retail customer and gets the fair profit which the price agreement guarantees.

Where there is no price maintaining agreement covering an article, it is most often, if not always, sold by department stores at a reduction in price that the dealer cannot meet.

History proves that the price agreement has done more good for the legitimate talking machine dealer than anything else that has ever been discovered since price cutting became popular.

Of course, the benefit derived from such a measure depends largely, if not wholly, on its rigid maintenance, and it is the wise dealer who sticks to the manufacturer whose agreement affords him the greatest protection.

I n speaking on the subject of "Business Building" at a meeting of the Sales Managers' Association of St. Louis recently, Arthur F. Sheldon, founder and head of the School of Salesmanship at Chicago, defined business as the art of securing permanent and profitable patronage. He said: "Advertising as a factor in business building may be likened to the fire under the boilers of business. The man who advertises a little and then says advertising doesn't pay, may be likened to the man who burned a match under a ten-gallon kettle of water and then swore that fire would not heat water."

These are true words, and in the talking machine industry we find plenty of examples of the fact that it is the constant advertiser who gets the business.

Constant advertising gives to a concern the reputation of stability.

It is necessary these days to have the confidence of the public in order to get its support. The public knows that advertising costs money. It can reason that if a firm has money to keep its advertising always going, it is a reliable concern.

Having created this impression among the readers, the advertisement has performed a service that no other agency could have done so well, and at so small a cost, to say nothing of the direct benefit due to actual orders obtained from the advertising.

Having created this impression in the minds of the readers, the latter are ready to buy, which is the objective point towards which all advertising is aimed.

In this industry, not only dealers, but many jobbers are too largely indifferent to the importance of advertising. They somehow fail to realize that the great work accomplished by manufacturers of talking machines has been helped and maintained largely by judicious publicity.

The progress of the talking machine and the development toward perfection of the record, have been brought to public attention through well considered publicity and in this way the general character of the business has been advanced. Yet while all acknowledge what manufacturers have done in this respect, there is a most extraordinary indifference on the part of dealers to utilizing local papers in bringing the merits of their wares to the attention of the buying public.

We have preached sermon after sermon on the necessity of the dealer, and jobber for that matter, acquainting the local trade with the goods they carry, and why they should be in the home of every person loving music—of every one who desires to keep in touch with the great artists of the world—still the percentage of dealers who really are alive to the advertising proposition is comparatively small.

It is really unfair to expect that the manufacturers should do all the work in this matter of publicity.

How much more effective would it be if they aided in an enthusiastic and sincere manner by the dealers?

T it is a matter of comment that the men in the talking machine trade who are moving ahead—who are winning new records in the volume of their business—who are increasing their list of customers—are the men who believe in and practise advertising.

Of course, a chapter might be written in itself as to how the dealer may secure the best effects from publicity. This is not difficult, however, for if he does nothing else he should invite the public to visit his establishment weekly and enjoy recitals of the "latest records" on the "new style machines" to hand from the manufacturers.

As a matter of fact there are few businesses where there are such opportunities for putting forth interesting advertising as in this industry of ours. All that is needed is a little initiative, and we promise that the results will be satisfactory.

It is a well-known fact that it is the satisfied customer that makes business and every plan along these lines is sure to help. Whenever a person finds that a dealer has an ample stock of machines and records on hand and a proper way of showing them, that person may be counted on as a supporter and a friend.

There is no better way to get the customers to the store than by recitals.

TRADE for the past month has been unusually satisfactory, and manufacturers, jobbers and dealers all report most favorable conditions. The prospects are excellent and it is now up to those interested to secure the results.

The pessimist has been relegated to oblivion and the optimist now takes his place on the band wagon.

THE value of window publicity is an old but always a "livin" topic. While all the world despises the man who lives for appearances only, while we all are agreed that the habit of judging our fellows merely by appearances is vicious, still we are agreed also that appearances go a long way, and are often an important index to character.

If a man persists in coming to business day after day without a tie, and if his waistcoat is shiftless and untidy, we come to the conclusion that he breakfast, we come to the conclusion that he is shiftless and untidy.

If a man persists in coming to business day after day without a tie, and if his waistcoat is shiftless and untidy, we come to the conclusion that he is shiftless and untidy.

So it is with your store; you pride yourself on its general appearance of neatness. You have it swept daily, or perhaps twice daily, and you insist that your salesmen have a smart and clean appearance and that they welcome your customers courteously. You want as fine a display of goods as your clientele will permit—all these things are as a matter of course.
BuT do you make that last extra effort to attract your customers to your store? The proper expression so inviting that when they turn into your street or glance at your store from across the way they pause and feel a desire to enter; or, if they go on, feel and remember that you have the very finest display in town?

Don't forget the value of first impressions. As the eye of man is the window through which his character may be read, so, in literal truth, your show front is the window through which the character of your store may be read.

It takes all kinds of people to make a world, and all kinds of people have all kinds of opinions. There is the old fogy merchant, for instance, who does not believe in the so-called up-to-date methods up-to-date chant, for instance, who does not believe in the truth, and all kinds of people have all kinds of opinions.

Dear Sir—We were very much interested to read the last number of your excellent paper, an interesting feature, that of using the harp in combination with the talking machine, which was accompanied on the player—piano by M. A. Clark, and which made a most pleasing impression. The combination of the talking machine and harp is destined to be a corn-

The program referred to by Mr. Clark is an interesting one, and shows how clearly the talking machine may be utilized in educational programs, as an exponent of both the singers' and instrumentalists' art, as well as in conjunction with the player-piano.

At the Annual Dinner of the Chamber of Commerce, in Spokane, Wash., the Columbia Grafonola Regent Was Used and Admired.

There were several hundred business men present at the recent annual banquet of the Chamber of Commerce, held in the Masonic Temple, this city. They were entertained by the Columbia Grafonola Regent, and with the use of the new reproducer the effect was marvelous. The audience was spellbound with the wonderfully clear tones that the instrument produced. This is the first time in the history of Spokane that any talking machine has been used in such a public affair.

The combination of the talking machine and harp is destined to be a corn-

TALKING MACHINE AND PLAYER.

An Interesting Contribution from M. A. Clark Showing How He Utilized the Talker and Player in His Educational Concerts.

Syracuse, N. Y., Feb. 4, 1911.

Editor Talking Machine World:

We find a very simple and satisfactory way of doing this is to throw off the solo player-piano, thus leaving the accompaniment for the player and the solo or air to be carried by the talking machine. The number indicated on the program was done very artistically this way. The pitch on the talking machine can be very easily adjusted by a turn to the right or left of the transposing key device on the player, and if any cuts are made by the artist on the talking machine, the same cuts can be made on the player by omitting bars and allowing the motor to run so as to skip the same number of measures, bars or pages done by the soloist. You will also observe another interesting feature, that of using the harp in combination with the talking machine, which was most effective.

PROVED A POTENT ENTERTAINER.

At the Annual Dinner of the Chamber of Commerce, in Spokane, Wash., the Columbia Grafonola Regent Was Used and Admired.

(Special to the Talking Machine World.)


There were several hundred business men present at the recent annual banquet of the Chamber of Commerce, held in the Masonic Temple, this city. They were entertained by the Columbia Grafonola Regent, and with the use of the new reproducer the effect was marvelous. The audience was spellbound with the wonderfully clear tones that the instrument produced. This is the first time in the history of Spokane that any talking machine has been used in such a public affair.

The combination of the talking machine and harp is destined to be a corn-

The appearance of the store has much to do with making a good impression, and an erroneous impression once formed is the hardest thing to overcome.

The bugbear of expense often stands between a man and success. Have you ever seriously considered what expense means? Stoicking a store with goods is an expense, and a pretty big one. Clerk hire is another large item of expense; so are rent, heating, lighting, advertising, etc.

The biggest amount of expense is usually dignified with the term "investment," the little fellows are simply called "expense," and every merchant cuts the latter as much as possible.

Call them all investments, treat them as such, and you will be more likely to get profitable returns.

TALKING MACHINE DEALERS and JOBBERS

and dealers in other specialties, who desire to increase their business during the months when trade in most lines is dull, will find in Regina Pneumatic Cleaners the new line they have been looking for.

THOUSANDS of vacuum cleaners are being sold daily and the business is increasing by leaps and bounds. The dealer who handles the right machine is certain of a constantly increasing business with liberal profits. REGINA PNEUMATIC CLEANERS are the best sellers because they are the best cleaners. They have double suction pumps and should not be confused with cleaners of the ordinary type. Two pumps operating instead of one insure powerful, constant, unrelenting suction. Made in our own factory by skilled workmen. Mechanically correct and fully guaranteed. Liberally advertised for the benefit of the trade, and sold at a reasonable price.

Write to us for full particulars. The proposition is an inviting one.

THE REGINA CO.

Broadway and 17th St. NEW YORK 215 Wabash Avenue CHICAGO
HERE is the new U-S Model you have been waiting for—the U-S Junior, retailing for only $30, but possessing all the fine workmanship and unique mechanical superiority of the other machines in the great U-S line.

Perhaps the absence of a low-priced machine has caused you to defer taking on the U-S. Don’t delay longer, for any dealer who is looking for a high class trade is losing money every day he does business without such a ready seller as our line has proved itself to be.

First we set about making the BEST PHONOGRAM and RECORD the world has ever known. In the judgment of all who have tested the U-S in fair competition with all other kinds—we succeeded. We succeeded in bringing forth a perfect duplication of the human voice and all musical instruments—even to the elusive violin. We succeeded in bringing forth a matchless tone and secured freedom from hissing or scratching.

Then we set about to make the BEST PROPOSITION that had ever been offered to the TRADE. According to the many dealers everywhere who are interested in the U-S line, we have succeeded. We are able, first of all, to offer the greatest percentage of profits. We assure perfect selling co-operation, laying a foundation for ever-increasing sales. More than this, we place no unreasonable restrictions upon our dealers; we make them one of us.

The introduction of the Junior Model is only one more evidence of the progressiveness of the U-S organization, and its determination to give U-S dealers what they can sell.

U-S Junior $30

U-S Banner $45

U-S Phonograph Co.
1013 Oregon Ave.
Cleveland, Ohio

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

Name ____________________________
Address __________________________
City ______________________________
State _____________________________
The idea of COMPLETENESS also holds in our big line of records. We are sparing no expense to give our dealers all that is best in the music world, with the result that our list of records includes all the up-to-date selections, played and sung by the greatest artists in the land. There are popular airs from the latest comic opera and musical comedy. And there are classics from the masters. This makes the U-S line a quick and ready seller.

Besides, the U-S Records are indestructible. You can bang them and knock them and kick them, but it won't harm them at all. They are made of a substance that is not affected by weather or climate, long usage or accident.

Get in line with the U-S plan, if you have not already done so. It is the most attractive proposition before the trade to-day, from every point of view.

Use the coupon NOW.

**V. S. Phonograph Co.**

Cleveland, Ohio, U. S. A.
WITH THE INDIANAPOLIS TRADE.

First Month of Year Satisfactory to Talking Machines—Emphasis on Retail Stores Established—Columbia Co. News—Records Most in Demand—Improvements Made in Store—Musical Echo Co. Featuring Caruso Records—Aeolian Co. Increases Sales Force—Good Report—Other News Gleanings of Timely Interest to Trade at Large.

(Special to the Talking Machine World.)

Indianapolis, Ind., Feb. 6, 1911.

The talking machine business in Indianapolis and Indiana has been good for the last month, considering the fact that it was the first month of the new year. Taking it all around the jobbing business out over the State showed up better than the retail business in Indianapolis. The month has been remarkable for the number of new retail agencies established out in the State, and dealers report that talking machines are growing in favor in the rural districts.

Thomas Devine, manager of the Columbia Co. store, made a business trip to Terre Haute to visit the branch house. He reported a good business there.

The Columbia Co. store has been having an unusually good run on the "Madame Sherry" records, David Bispham records and Raymond Hitchcock records. In fact, they sold out in all of these.

This was largely due to the fact that David Bispham appeared here recently in a play at the Murat Theater for the Indianapolis Boys' Club. The "Madame Sherry" opera was at English's Opera House, as was Raymond Hitchcock. Some of the new Alice Neilson records ordered by the Columbia Co. were sold out within a few days after they were received.

Marion Dorian, auditor and treasurer of the Columbia Co., recently paid his semi-annual visit to the Indianapolis store.

Extensive improvements have been made in the Columbia Co. store in North Pennsylvania street. At the suggestion of C. P. Herdman, until recently of Cincinnati, and now assistant manager of the Indianapolis store, the rear wall of the front display window was torn out and replaced with a brass railing, and the floor space of the window was greatly enlarged and restocked. It is now arranged so that the display can easily be seen from Washington street, one-half block away.

The Musical Echo Co., who handle Victor machines, have been making a special display of Caruso records, since that famous tenor is to appear in Indianapolis soon under the management of Oma B. Talbot. An imitation peacock with large tail feathers and with the pictures of prominent musicians properly distributed, formed a part of the window of the Echo Co.

Mr. Barringer, manager of the talking machine department of the Wulschner-Stewart Co., is now pushing on an enlarged city force in the Indianapolis city territory and will give much attention to the city both in a retail and a jobbing way. It is the plan to establish a number of retail stores. Mr. Barringer says the new year has started off excellently and that the January business was beyond the expectations of the company. The Victor trade is large.

C. I. Price, of the Victor Talking Machine Co., who has been assigned to Indiana territory, reports an encouraging business.

W. E. Ludlow, of the Wulschner-Stewart Co., has gone East and planned to visit the Victor territory while he was away.

The Aeolian Co. report that the Victor business has been quiet as compared with the large holiday business, but the start of the new year has been very encouraging at that. The sale on records has been good. The Aeolian Co. are advertising the Caruso records along with the other companies that handle the Victor.

Large crowds were attracted to that part of Massachusetts avenue where the Kipp-Link Co. are located by the sales that were conducted at the beginning of the year by the large Marrott department store. The Kipp-Link Co. handle Edisons.

A. M. Stewart, head of the Wulschner-Stewart Music Co., was married last week to Miss Catharine Lee, of Indianapolis. Mr. and Mrs. Stewart went East on a wedding trip, to be away about two weeks.

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

OH, BE JOYFUL!

Joy Puts the Indian Sign on That Worry and Beats Pepsin for Aiding Digest.

Away with lines of thought and furrows of care and worry! The best contentment is enjoyed by a loving, cheerful, joyful soul. Joy brings health and strength to its possessor. As a pleasurable emotion, it strengthens the nervous and muscular system and increases the activity of all vital functions. It removes fatigue and quickens all the powers of body and mind.

Joy acts powerfully upon all digestive processes and works a transformation upon the jaundiced dyspeptic. It expands the lungs which have been contracted, as though by the strong grip of a giant hand, through sadness or disappointment. The sigh of melancholy is changed to a song of gladness. With the change comes the deepening and expanding of those vital organs and the oxygenizing and enriching of the blood. Thus, if one would be well and keep well, be happy. Laugh, and bid defiance to dyspepsia. Smile, and drink in health with every breath.

GRACE CAMERON AND THE EDISON AMBEROLA.

The accompanying interesting photo was taken recently in the Edison parlor of the Sampson Music Co., at Boise, Idaho, while Miss Cameron, one of the company's most popular vaudeville and musical comedy "stars," and a favorite Edison artist, was playing an engagement of her latest musical comedy success, "Nancy." Which of her several entertaining contributions to the two and four-minute catalog of the National Phonograph Co., Orange, N. J., Miss Cameron was listening to at the time the camera clicked the reports do not reveal, but it is very evident from the pleased expression she wears that she is satisfied both with her own effort and the reproduction it received. The enterprise displayed by the Sampson Co. in taking advantage of Miss Cameron's presence in their city to get this clever bit of publicity is as commendable as is the up-to-dateness of both parlor and stock. The atmosphere of the room is unmistakably Edison.

COLUMBIA OF EXCLUSIVE SELLING RIGHTS.

"Exclusive selling rights is a Columbia policy that is becoming a bigger factor in the trade every month." Printed that last year. Proved it ever since.
New York, February 1st, 1911.

Dear Mr. Dealer:—

You no doubt have heard that the talent of the Talking Machine Business have banded together and arranged to give a Testimonial Performance in New York City, on March 8th, 1911, for the benefit of the family of the late Frank C. Stanley.

Owing to the fact that you are located many miles from New York, you will probably be unable to attend. We feel that you would like to co-operate with us and help swell the fund for this worthy cause. It was suggested that a large souvenir program be arranged for the occasion in which you can place your card for the sum of $3.00, $5.00 or $10.00, according to your liberality.

Full page—8 inches by 11 1/2 inches. $25.00
Space A—4 inches by 3 3/4 inches. 10.00
Space B—2 3/4 inches by 4 inches. 5.00
Space C—2 3/4 inches by 2 inches. 3.00

We appeal to you to do your best and we assure you that the committee will gratefully receive your donation. We will ask you to fill out the form at the bottom of this page, mentioning the space you select and enclose your check or money order to John Kaiser, Treasurer, 662 Sixth Avenue, New York, N. Y.

It will be necessary, in order that the printing of the programs may not be delayed that your reply be in the hands of the committee not later than February 25th.

Thanking you in advance for your co-operation, we are,

Yours very truly,

THE COMMITTEE.

Enclosed find $. Please place my card in program in space.

Name Address

Town or City State
TRADE ON THE PACIFIC COAST.

Falling Off in Business After Holidays Causes Retailers to Complain—Dealers Replenish Stocks—Summary of the Situation—Pacific Phonograph Co.'s Anniversary—Improving Trade.


(Special to The Talking Machine World.)

San Francisco, Cal., Feb. 6, 1911.

The talking machine business has fallen off materially in all departments since the holidays, and a good many of the city retailers are complaining of dull business. Except for the first week, disagreeable weather has prevailed throughout the month, and it has been difficult to get people to come out for shopping purposes. A dull period is expected at this time, however, and little disappointment is expressed over present conditions. Stocks in general are rather scarce, having been pretty well cleaned up before the first of the year, and new shipments in some lines are rather slow in arriving. Most houses, however, are well supplied with records, for which there is probably a greater demand than a year ago.

The wholesale firms received quite a lot of orders early in the month, when retailers found it necessary to fill in their stocks, but now business is coming in slowly. The rain has greatly interfered with outside business, and traveling men find it difficult to get around, owing to numerous floods and damages to railroad tracks. Country retailers feel extremely optimistic, however, as good crops seem to be assured in every section of the Coast, and it is believed that a general buying movement in the trade will start as soon as the winter rains are over. Friesians, as a rule, are more satisfactory than last year, though money is still rather scarce.

Walter S. Gray, Coast manager for the Columbia Phonograph Co., will return next week from his annual visit to headquarters. He has been absent the greater part of the month, being accompanied on the trip by the Los Angeles manager, William Stidham.

The Pacific Phonograph Co., under the management of A. R. Pommer, ended its first year January 9 in a collision of a local train with his automobile. Mr. Pommer is highly gratified at the results of the first year, and feels extremely optimistic, however, as good crops seem to be assured in every section of the Coast, and it is believed that a general buying movement in the trade will start as soon as the winter rains are over. Friesians, as a rule, are more satisfactory than last year, though money is still rather scarce.

Andrew G. McCarthy, treasurer of Sherman, and manager of their small goods department, is now hard at work on the semi-annual inventory. He says that only two shipments of Victrolas have been received since the first of the year, the factory being apparently unable to supply the demand, and a lot of those machines have been brought in from branch stores. The company now carries quite a large stock of machines at its various stores. The talking machine department at the Oakland store is now under the management of F. R. Blodgett, and has been doing extremely well for this time of year.

Babson Bros.' new store, in San Francisco, is now complete, with a full stock of Edison goods. For the benefit of the local retail business this house has started a daily talking machine concert, the novel feature of which is that it is held during the noon hour, when large numbers of office people in the vicinity are at leisure.

Edison has gone all out for the hit week, offering a talking machine needle special and a talking machine outfit at $7.50.

MAX LANADY ON LONG TRIP.

General Manager of Talking Machine Supply Co. Now on Annual Trip to Canada—To Visit Fifty-six Cities—Will Introduce New Lines of Needles and Other Specialties.

To the visit of the office of Max Landay, general manager of the Talking Machine Supply Co., New York, and also a member of the house of Landay Bros., Victor distributors, early this month, was to gain the impression that a class in United States geography was in session, owing to the numerous maps of the country over which Mr. Landay is poring. Nothing serious, though. Mr. Landay is simply mapping out his annual business trip to the Pacific Coast, incidentally including the greater part of the United States and a big slice of Canada, in such a way as to preserve his reputation for keeping right up to schedule throughout the entire trip.

Mr. Landay left New York on February 4, and his itinerary includes fifty-six of the largest cities in the United States and Canada, where he will call on the leading jobbers for the purpose of introducing several new lines of imported talking machine needles packed in a new and original manner, and which he feels sure will appeal to the trade at large. He will also feature several specialties of value handled by his company and looks forward to some mighty big business.

Early last month the Talking Machine Supply Co. sent out a new catalog listing all their different makes and grades of imported and domestic needles as well as their other well-known specialties in order that the trade might check their stock and fill in the open spaces. A numerical catalog covering the same line, is now in course of preparation and will be issued at an early date.

MORAL SOUNDNESS THE BASIS.

Upon the moral soundness of business relations largely depends the stability of credit and trade, and the material welfare of the people, and in the final result their general moral standards. As are the morals of business, so are the morals of the nation; for the morality which reveals itself at the points of exchange is the working morality of the people. Widespread business immorality means not merely the undermining of prosperity, it means the triumph of injustice, the degradation of national ideas, and the destruction of some of the highest standards in the people's life.
**ACTIVE TRADE IN PHILADELPHIA**

During First Month of Year—Hard to Get Goods Fast Enough to Fill Demands—Activities of the Various Jobbers—Recent Trade Visitors—Dealer in New Location—Reports From Times with Columbia Phonograph Co.—H. A. Weymann & Sons to Rearrange Department—Other News of the Month Worth Recording.

(Special to The Talking Machine World.)

Philadelphia, Pa., Feb. 6, 1911.

During the month of January the talking machine business in Philadelphia was as active as during the holidays. There were not as many machines sold, but there was a tremendous business to recover some time lost. The dealers had to make it so that they were unable to get the machines fast enough. This business has not alone been confined to the city, but from every quarter of the district good orders have been coming in and there has been a demand for a general line of machines, cabinets and records.

If every line of the trade in musical instruments was as glowing in the outlook as the talking machine trade in Philadelphia it would certainly be a happy situation, for it is the same story wherever you go; business away ahead of last year, for a tremendous business from this on, and if we could only get the machines we would be able to do very much more business. At several of the large firms I was shown catalogs for several styles of talking machines, and with only five or ten machines of the character in stock with which to supply them. The dealers almost hate to see a machine go out of the window, for it frequently leaves them with only a sample. It is to be hoped that the manufacturing situation will clear up shortly. It seems a pity now that the dealers It we worked up this business so much of an improvement over last year, and they will introduce the system now used by the New York Talking Machine Co.

The Columbia Co. report that business has been very fine in January and it was double what it was last year. Frank Dorian, head of the Dictaphone department, report for the last week. Richard T. Faulkner, manager of the Philadelphia Dictaphone department, has been away from the office sick. J. F. Scullin, of Atlantic City, has just opened a whole line of distribution for the Columbia Phonograph Co. In this line of business the Columbia Co. have been meeting with splendid success with their new 50 Favorite machine. They are entirely sold out on this style at present, and have a number of orders on hand which cannot be supplied at present. The company have been having a great many concerts. This month they have concerts scheduled at St. Paul's Church, Fithith and Baltimore avenues; the Philadelphia Electric Co.; the Central Baptist Church, Palmyra, N. J.; the Penn Widows' Asylum; 'the Methodist Episcopal Church; the Poor Richard Club; the Church of Epiphany, and other places still to be held in the course of a few days. The new Columbia records of songs by Alice Nielsen in English have been phenomenal sellers. Manager Henderson was down to Atlantic City several days last week assisting Mr. Scullin in getting his new store started.

H. A. Weymann & Sons start next week to make extensive alterations in their talking machine department. They will rearrange their entire whole-sale department. All the racks will be changed and they will introduce the system now used by the New York Talking Machine Co. The business has been a very good one with the Weymann firm. It has been very much of an improvement over last year, and opened up quite a number of new accounts.

**PROPEBY FOR GEO. F. SCULL**

George F. Scull, who since May, 1910, has been assistant to General Manager Carl H. Wilson, of the National Phonograph Co., Orange, N. J., has been selected by Mr. Edson to manage his Edison Storage Battery Co., succeeding E. F. Dodge in that position. The plant of the battery company is also located in Orange immediately adjacent to that of the National Co.

**NUMERICAL INDESTRUCTIBLE CATALOG.**

The Columbia Co. have forwarded their dealers a field Numerical catalog, containing all selections up to and including February, 1911, and the Numerical double disc catalog, containing all selections in ten, twelve inch, Symphony and Foxtrotia records, up to and including March. These catalogs are intended for the convenience of their dealers in ordering and stocking records.

**Something New—Just Out On The Market**

The "Velvet Tone" Needle Balance

An attachment for Talking Machines to minimize the wearing out of Disc Records.

Retail Price $2.00 Net

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**Remedy**

New Records will last almost indefinitely and become practically indestructible, if always played with the "Velvet Tone" Needle Balance Attachment.

Write for Trade Information and Prices.

A. D. Macauley

COLUMBIA PENNA.
"NEEDLES"

MR. JOBBER: Our Mr. Max Landay is now on a trip through the United States and Canada introducing a New Line of Imported Needles of the highest grade, packed in a new style box and at prices lower than what you are now paying for cheap, American made needles. Don’t delay. Get our Samples and Prices at once.

NOTICE
We have built a large business in selling the best needles.
WHY DON’T YOU DO THE SAME?

NOTICE
Get our prices on needles put up in your own Special Package with your own name on.
ADVERTISE YOURSELF

TALKING MACHINE SUPPLY COMPANY
400 Fifth Avenue, New York
THE TALKING MACHINE TRADE IN JAPAN.

Some Interesting Statistics Covering the Business in the Flowery Kingdom—Comments on the Developments and Difficulties of Local Enterprises—The Conditions to Be Faced in Retailing in Japan—Will Be Found Timely Reading for World Readers.

(Yokohama, Japan, Jan. 1, 1911.)

Some time ago an export journal estimated that the world is spending about $30,000,000 yearly on talking machines and accessories, and as the little island empire of Japan has taken such a prominent position in naval and military expenditures during the last few years it is interesting to note the comparison in island empire of Japan has taken such a prominent talking machines and accessories, and as the little investment of 350,000 yen ($175,000). Consequently this brings the total investment to $212,000, and commenced turning out records in the latter half of 1900 and machines in the early part of 1909. The retail price was reduced to 25 yen ($12.50) for a machine and to 1 yen (30 cents) for a record. Foreign competition was practically destroyed, but the manufacturing company soon found the market not large enough to run this plant on an economical basis. The investors expected by the reduction of prices that the machines and records would be purchased by a much wider range of people, and to some extent this was realized, but owing to the fact that the reduction of prices was so great they had to sell two or three times the mother previously sold to realize the same amount of business. They have further met with great opposition from "dubbed" records, there being no law in Japan to prevent this practice.

Another difficulty experienced was the impossibility of finding dealers in the country districts to invest money in this business, even if they had the money on hand. Accordingly there was no way but to extend credit to these dealers, who were usually of the lower class, and the losses with these people were so great that the Nipponophone Co. had to open its own branches throughout the country.

This they did, and they now have fifteen branches throughout the country: Tokio (three), Osaka (two), Otaru, Nagoya, Kobe, Kyoto, Oka-yama, Hiroshima, Hakata, Nagasaki and Yokohama, with sub-branches and agencies in smaller cities; and to stock all these branches called for a further investment of 50,000 yen ($175,000). Consequently this brings the total investment to over $300,000 for the business, netting sales not larger than one of our smallest States. The company have been compelled to go in for the manufacture of steam gages, valves, dies, drills and other small tools, as the plant run for the manufacturing of talking machines only was a failure. In looking over the available statistics in Japan for the last five years, one is at once struck with the fact that the great strides in the talking machine business, which have been so noticeable in other countries, are not at all perceptible here, notwithstanding the fact that a large sum of money has been spent in organizing a good sales system, and further in advertising broadcast in an effort to arouse the enthusiasm of the people.

This, however, is easily understood when it is borne in mind that the average family in Japan has a very small income. So small that even the purchase of a few cents' worth of records can hardly be thought of. As an indication of this, take the tax list showing incomes of 1,200 yen ($600) per year or more, and one is surprised to find the number of such families in the empire is not more than 100,000. As it is out of the question for people with smaller incomes to purchase machines, it is quite reasonable that this small number of families spread throughout the length and breadth of the country not easy of access makes a very small field for a manufacturing plant to cater to. These facts and also the extraordinary cost of managing the stores and branches, and also the excessive charges of advertising in the Japanese papers, and with losses from dishonest clerks and bad accounts, make it doubtful if manufacturing talking machines in Japan is at all a profitable business.

J. C. ROUSH A VISITOR.

Among the recent visitors to New York was J. C. Roush, of the Standard Talking Machine Co., Pittsburgh, Pa., and secretary of the National Association of Talking Machine Jobbers, who besides talking things over with association members and others in the city, found time to visit the factories.

THE TALKING MACHINE WORLD.

J. NEWCOMB BLACKMAN
President

"The White Blackman"

INSURE YOUR RECORDS

USE THE PLACE AUTOMATIC RECORD BRUSH

FOR EDISON PHONOGRAPH RECORDS

FOR VICTOR TALKING MACHINES

IT'S THE BEST POLICY

FOR EDISON PHONOGRAPH RECORDS

LIST PRICE 15 CENTS

IT SAVES THE TONE

You can't afford to lose this protection.

NO. 10 PLATEN BRUSH IN OPERATION

NO. 15 PLATEN BRUSH IN OPERATION

REDUCES FRICTION TO MINIMUM

REDUCES FRICTION TO MINIMUM

AUTOMATICALLY CLEANS record grooves, incurs a smooth track for sapphire or needle wear better and play good all through the record. Keeps sapphires from wearing flat.

FOR VICTOR TALKING MACHINES

LIST PRICE 25 CENTS

Any Jobber or Dealer who doesn't handle them.

MANUFACTURED BY

BLACKMAN TALKING MACHINE CO.

97 CHAMBERS STREET, NEW YORK
BRIEFLETS FROM BANGOR, ME.

S. L. Crosby Co. Handle the Edison Line Exclusively—A Live National Co. Traveler—Good Victor Trade Reported.

(Flint & Brickett Co., who at one time were factors in the field, have closed out this line, but are still actively engaged in their other business. M. Steinert & Sons Co. have an excellent Victor department. The Columbia Phonograph Co. have fine headquarters in this city, are giving the people a lot of knowledge about the value of the Columbia, and in every way are piling up sales records to a remarkable degree.

QUALITY POINTS IN NEEDLES.

How the Needle Business of W. H. Bagshaw Has Developed with Quality as a Basis—Plan Increased Output.

(Special to the Talking Machine World.)


The three links of point, temper and polish are the units that, interpreted into talking machine circles, represent the long established and well known house of W. H. Bagshaw, the big needle manufacturer. Starting at the very inception of the industry, they have done in their way, great things for the development of good talking machine music, as it is admitted that a needle is an important factor in a machine. Both members of this concern believe that 1911 will witness a magnificent growth of talking machine trade, and with the courage of their convictions, preparations are under way that will make it possible to create a larger output of their "quality" needles.

SELLS EDISONS IN "COMB CITY."

(Special to the Talking Machine World.)


This is one of the clearest and prettiest communities in the country. It is full of large and varied manufacturing interests; has an extensive park system; municipal buildings; and varied manufacturing interests; has an extensive park system; municipal buildings; and varied manufacturing interests; has an extensive park system; municipal buildings; and varied manufacturing interests; has an extensive park system; municipal buildings; and varied manufacturing interests; has an extensive park system; municipal buildings; and varied manufacturing interests; has an extensive...
February has opened remarkably well. The past nine days has reaped a volume of talking machine business that is very pleasing, doubly so because the opening of the machine's business was problematical from a voluminous standpoint. This statement does not mean to imply that there was any existing pessimism, as, of course, the trade were encouraged from the satisfactory January totals, but they did not have any idea that the trade would break so heavily.

Retail instalment collections were dull during January, but are now beginning to show good signs of life. Following the holidays collections were dull, practically nothing, but a vigorous following of these delinquents is proving the wonders of the proper results.

Columbia Line for Carl Fischer Store.

The Carl Fischer music store—uptown on Boylston street—has created a talking machine department by securing the Columbia line. This idea has proven a very profitable innovation, as the audiences are delighted with the music—judging from the filled lobbies—and the contingent saving of the orchestra expense makes the management happy.

Player Salesman Makes Record Selling Victrola.

Harold Square, with Geo. Lincoln Parker, the Victor dealer (department managed by Charles P. Trundy), shows that there is real business in itself and the goods by slipping up to Lebanon, N. H., and disposing of four Victrolas and a bunch of good records for cash. And by the way, Mr. Square is not a talking machine man, as he is on the player-piano end of Mr. Parker's business, but it shows how the “hostile” qualities will sell Victors.

Mr. Parker had a Victor exhibit at the Motor Boat Show, doing so because he is an oldtimer who can say that a motor boat is not completely equipped without a Victor.

Harry Rosen's Distinctions.

Harry Rosen, the School street dealer, probably is the only dealer in the country who can say that he is the youngest dealer at the same time occupying a store in the oldest building in the city. He handles the Victor, Edison and Columbia lines.

Meets Success with Edison Line.

F. H. Day, 683 Main street, Worcester, Mass., an exclusive Edison exponent, is featuring this line with marked success. He is an able talking machine man; understands just what the people of Worcester want, and from the totals of his business it is evident that his efforts are appreciated.

H. R. Skelton, the Edison "Spoon."

If you happen to allight in a Massachusetts city and notice a general activity, visit the Edison dealers and discover briskness, it is sufficient to assume that H. R. Skelton, the Edison hush-destroyer in this territory, has just left town. A dealer righty nicknamed him "Spoon," giving as his reason therefor that H. R. is the best "business stirrer" visiting his store. "Spoon" understands thoroughly all phases of talking machine merchandising, wholesale and retail, and dealers highly prize his co-operation. Moreover "E-d-i-s-o-n-o" is his alphabet, spelling which makes him so enthusiastic.

Getting Ahead of Last Year's Marks.

Business with the Eastern Talking Machine Co., Edison and Victor jobbers, continues to march away from last year's totals in every department. E. F. Taft, general manager, adds that they are getting a little in Victrola deliveries, but he reluctantly admits that they are nowhere near what can be accomplished. Mr. Taft is arranging to attend the special meeting of the National Talking Machine Jobbers' Association's executive committee, to be held at Chicago on February 19 and 20.

The E. T. M. Associates are planning a minstrel show to occur in April, when the two irresistible end men, Messrs. Brown and Fitzgerald, will get a chance to set off some laugh explosions. "The Boston Talking Machine Co." now adorns the outer door sign and office door of this local company on West street.

Finds Business Good with Dealers.

Charles R. Cooper, manager of the Edison end of the Boston Cycle & Sundry Co., made a recent trip to the Edison factories. Mr. Cooper says that business is showing good signs of life with their different dealers in New England, with new ones being added every week—dealers who appreciate quick and substantial service. In their advertising, Mr. Cooper hit upon a novel slogan for this month's copy, which is a revision of a well-known saying, as applied to George Washington, and it will pay five dealers to read it, and incidentally consider.

Guy R. Coner, the traveler of this company, has been rolling up some fine business since he undertook the exploitation of the "Boston Cycle" Edison service.

A Puzzling Policy of Management.

Far be it from anyone to criticize methods of concess, but it is interesting to notice how a certain department store runs its talking machine department. It's a sort of a "by you, it's" proposition with the managers of this department. One week there will be big orders; next week, none, ad libitum. A bright man takes the job; the store thinks he makes too much money; the man is fired, the sales fall with him, and this occurs at every "change of policy." The latter is d. a. for "you are discharged," and this week is an off week for the managerial chair. In off weeks, the writer has found the upholsterer man in charge; another week, the sporting goods man; also the book buyer had a turn, with no one knowing the entire list. From what can be learned, a good man (like some they have had), who knows the talking machine game, could develop a tremendous business in a few months' time.

Featuring Columbia Demonstration Record.

The Columbia Phonograph Co. have just been able to feature at retail (10c. each) the new Columbia demonstration record. So great was the demand of dealers for this record that the supply was only adequate to fill wholesale orders. Since the displaying of these in the Columbia windows they have sold hundreds, or rather given hundreds away, as 10c. for a record of this character is a gift to the machine owner.

Local Columbia Co. Personalities.

Arthur C. Erisman, manager of the Boston headquarters, attests some remarkable wholesale and retail business, the former consisting of good big orders on the exclusive Columbia plan.

W. E. Getchell, formerly special collector, has been appointed traveling representative to cover New Hampshire and Northern Massachusetts.

E. A. Kingsley, formerly voice teacher in the public schools of Lynn, Mass., and a graduate of the New England Conservatory of Music, has taken charge of the grand opera department of the local Columbia warerooms.

Frank E. Flightner, the Columbia traveler in Western Massachusetts, is pulling off some good, strong deals in that territory.

George W. Lyle, general manager, was a recent visitor to Boston.

NEW MANUFACTURING CONCERN.

(Special to the Talking Machine World.)

Boston, Mass., Feb. 9, 1911.

The Boston Talking Machine Co. is the name of the Boston concern undertaking the manufacture of machines and records, as indicated by the recent inscribing of this name on their offices.
The Columbia "Favorite" is the first hornless graphophone ever offered at $50—and we believe it's the best that can ever be offered at that price.

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

LOWER DUTY ON SAPPHIRES.

The Board of United States General Appraisers on February 7 affirmed the claim of the Wells Fargo Co. et al. for a lower duty on sapphires, overturning a 50 per cent. ad valorem rate applied by the Collector in favor of a 10 per cent. assessment. The matter involved an importation of small pieces of sapphire, cylindrical in shape, intended for ultimate use in the construction of phonographs, but it was conceded at the hearing before the board that in the form imported they are not parts or accessories of such instruments. The Collector classified the importation as "articles composed wholly or in chief value of semi-precious stones, not specially provided for." The protrustants maintained that the merchandise in question was dutiable as precious stones "cut but not set, and suitable for use in the manufacture of jewelry."

RECORD BRUSHES ON MACHINES.

National Phonograph Co. Arrange to Equip Several Models of Edison Phonographs with Brushes Licensed Under Blackman Patent.

It is generally realized that the talking machine owner does not get the best results from his records, whether they are of the cylinder or disc type, if the sound grooves are filled with dust or other foreign matter and numerous efforts have been made to keep the records free from dirt or to clean them before playing. The most successful method has proven to be the placing of specially constructed brushes at such points on the machines as will cause them to pass along the grooves and clean them out before the passage of the needle or jewel. Among the best known of these brushes are the Place brushes, made and marketed by the Blackman Talking Machine Co. It is now announced that in the near future the National Phonograph Co. will equip several of their more expensive models of Edison phonographs with record brushes, licensed under the Blackman patents, and it is felt that the innovation will prove very popular with both the trade and the public. In any event it will make for more perfect reproduction of records and tend to make them more satisfactory in the long run.

$11,000 FOR VICTOR TURKEYS.

As an illustration on what a great scale the Victor Talking Machine Co., Camden, N. J., does things, the presentation of Christmas turkeys to their small army of employees may be cited. Sixty days before Christmas the purchasing agent of the Victor Co. began looking around for the best turkeys that it was possible for money to buy, with the hope of securing the very highest grade of birds in quantities sufficient to present one to every employe of the company. Turkeys were very high, but the determination to have only the best necessitated placing an order for about 41,000 pounds of turkeys at 28 cents, a total of over $11,000. These turkeys were all delivered at the Victor factory three days before Christmas and each turkey critically examined for quality; then placed, with two quarts of the finest cranberries, in a heavy manilla bag, which could be slung across the shoulder and carried home. Forty-nine barrels of cranberries were required to supply the 3,000 employes of the Victor Co. It was indeed a sight to see the thousands of employes of the Victor Co. on their way to their homes the Saturday before Christmas, and no matter where you happened to be in the city of Philadelphia or Camden or on the suburban trains running out of these two cities, you were sure to meet someone with a Victor bag containing a turkey and the cranberries for the Christmas feast.

CARUSO RENEWS CONTRACT WITH VICTOR CO.

Under his former contract with the Metropolitan Opera Co. Signor Caruso received $2,000 for approximately 100 appearances here and in Europe. This arrangement expires this spring, the new agreement, already entered into by the same company for three years, becomes effective in the fall, and for singing 60 or 70 times in this country Caruso will be paid $2,200 whenever he sings. His European engagement will be under other management. Besides appearing in the Metropolitan Opera House in New York, the world's greatest tenor will be on the bills of the Philadelphia, Boston and Chicago opera houses during the season 1911-12. As noted elsewhere, Caruso has renewed his exclusive contract with the Victor Talking Machine Co., Camden, N. J., for 25 years.
LONDON TRADE IN FINE CONDITION.

Growing Respect for Talking Machine Among Music and Piano Dealers—Trade Outlook Bright.—Why Not a British TaKing-Ma-chine Competition?—J. E. Hough, Ltd., Make Great Sales Record—King's Coronation Speech Could Be Reproduced by Talking Machine Records—George V. Considering Using His Own German—Parliament Will Take Up Copyright Question—Professor Sylvanus Thompson on Sound-Repudiation—12-Inch Disc Popularity—T. W. Houghton, the Plantation—Eminence of Which Leaves Him No Possible Room for Improvement—Of Perfection That Leaves Him No Possible Room for Improvement—Of Perfection That Leaves Him No Possible Room for Improvement—Music and Drama—New Copyright Bill for Talking Machine Message Could Be Reproduced by Talking Machine—Messrs. J. E. Hough, Ltd., Report the Very Gratifying Fact That During the Six Months Ending December 31 They Sold More than Double the Number of Disc Records than in the Whole Previous Twelve Months, and Their Turnover in Value Showed an Advance of Seventy Per Cent. pro rata, Which Is Decidedly Pleasing—Gramophone to Carry Coronation Message—It's Amazing to See the Progress Made in Connection with the Coronation Ceremonies of H. M. King George V. Emanates from an Unknown Correspondent, Who Has Suggested That the Coronation Speech Which Will Address His Faithful Subjects Would Be Pronounced by Means of a Gramophone Record—In View of the Perfection With Which the Human Voice Can Now Be Reproduced, the Idea That This Would Provide an Eminently Suitable Medium for the Purpose—No Such Method Was Adopted in the Case of the Late King's Coronation, Although the Instrument Was Extensively Used and Incidentally Raised the Whole Question of the Possibility of the Royally Authorized Message to His late Majesty's Indian Subjects, Audible Translations of Which, in Twelve Different Native Dialects, were this Means Delivered in All Parts of Our Indian Empire. But in 1902 Recording was Not What It Is Today, and Even Had the Idea Been Mooted, It Was Very Certain His late Majesty would never have Authorized an Inexpedient Reproduction of His Voice to be Issued. Present Method of Recording the Human Voice are Sufficiently Perfect to Justify the Belief That if it is Relatively Free from Responsibility, King George Will not Hesitate to Allows His Royal Highness, by Words of the Gramophone. Through His Secretary the King has Signified his Consideration of the Matter, and the Whole Trade Will Await the Result with Intense Interest for, Should the Suggestion Materialize, its Importance to this Industry is Obvious. For Such a Crowning of Testimony to the Manifest Tendency of all in the World to Control Their Thoughts to the Artistic Control Those "Twins," for They Grow So Fast—Talking Machines Illustrate Lectures—The Recent Lectures on Sound by That Eminent Authority, Professor Sylvanus Thompson, Were Not only Interesting, but Highly Instructive to his Audience, and Caused a Deaf of Attraction in the Press. For the Purpose of Demonstration, the Professor Used Both the Phonograph and a Gramophone, and in the Course of his Remarks to Von Kempelen, who, in 1791, Produced a Machine Which by Means of a Keyboard could be Made to Say Various Simple Words. He also Attested to the Artificial Construction of Syllables One at a Time in the Wrong Direction. The Scientific Method was the Reproduction of Actual Vibrations, and the Question arose whether the...
Records by Schumann Quartet.

The Schumann Quartet—harp, violin, viola and flute—is responsible for six classical selections listed in the current Edison Bell catalog. Messrs. Hough, Ltd., write that never before have the features of these fine toned instruments been submitted in such perfection, absolutely free from interfering surface noises. You see, they are Velvet-Face records!

Large Gramophone January List.

A phenomenally fine list of records was issued by the Gramophone Co. in January, apart from the ordinary supplementary issues. We have four selections from the "Quaker Girl"—"Come to the Ball," sung by Mr. G. Carvey; "A Quaker Girl," by Miss Gertie Millar; "Just Like Father Used to Do," by Mr. Harry Carlton, and the waltz song, "Come to the Ball," by the Bohemian Orchestra. Miss Gertie Millar also sings "Moonstruck" and "In Yorkshire," from "Our Miss Gibbs." From "The Chocolate Soldier"—"That Would Be Lovely" and "Sympathy," duets by Miss Jerome and Mr. P. Embroke.

Madame Melba has recently made two new records, and five other records of some of her most famous numbers, which the company says it has been imperative to have remade owing to the improvement in recording since the time when Madame Melba first made them. The ordinary supplementary list for February is one of the most interesting and important ever issued. It teems with popular selections and is as follows: "La Mascotte," selection (Andraud); "Preludio" (Weber); and "The Sorcerer," selection (Sullivan), by the band of H. M. Coldstream Guards; "Spirit of Pageantry March" (Fletcher), Black Diamond's Band; "The Soldiers' Chorus, Faust" (Gounod), La Garde Republique; "Choral des Epies, Faust" (Gounod), by La Garde Republique; "Wedding Dance Waltz" (Lucie), Herr Gottlieb's Orchestra; "As Once in May" (Lassen), Mme. Kirby Lunn; "Molly Bawn" (Lover), by Mr. John McCormack; "Ingenioso, Requiem" (Verdi), Mr. Evan Williams; "The Rosary" (Nevile), Mr. John Harrison; "De Sun Is a-Sinkin'" (Bohanan), Mme. Eleanor Jones-Hudson; "Peter" (Scott-Gatty), Miss Margaret Cooper; Gens from "The Mikado" Part I and Part II (Sullivan), the Light Opera Company; "Click, Clack" (Scott-Gatty), quartet by the Minster Singers; "Aadagio Cantabile" (Tarim) the Renard Trio; "Ave Maria" (Schubert), 'cellos, by M. Jacques Renard; "The Message Boy" (Lauder), Mr. Harry Lauder; "The Belle of the Barber's Shop" (Cohan), by the Two Tingleys, and "In the Springtime" (Pellissier), Mr. W. H. Berry.

That Plantation Melody!

During the recent visit paid to London by Mr. Sousa and his band considerable appreciation, it may be remembered, was evoked by the violin playing of Miss Nicolee Zedeler. But this artist was not able to elicit from any of our critics praise to equal that which her performances inspired in one who heard her play at Winston-Salem (U. S.). What of this, for instance? "Miss Nicolee Zedeler, as violinist, was superb. Three times she yielded to encores, once playing 'Dixie' with a multitude of variations. Finally she played some sort of plantation melody that smacked of a corn-shucking in the mountains, with the boss fiddler on the job and feeling fine." It is worth adding as a detail that the "plantation melody" was a Bach Gavotte!

Praise for Edison Be'l Velvet-Face Record.

Professor Sylvanus Thompson, the eminent authority on sound, in the course of a recent lecture, made use of the Edison Bell Velvet-Face record for purposes of demonstration. So delighted was he with the general excellence of the disc that he expressed his opinion in a letter to J. E. Hough, Ltd., under date of December 23, 1910, as follows: "The Velvet-Face disc well fulfills its name, for it is wonderfully free from any scratching or scraping sound. If this condition of freedom from that prevalent drawback can, as you say, be
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 dispatching system, that The House of Murdoch stands where it today—England's largest factors.

EXCELSIOR
The Perfect Singing Machines
14 models from £2.1/2. to £16.16. retail.

TOURNAPHONES
The Ideal Disc Machines
27 distinct models, from 11/9 to £12.1/2 retail.

PETMECKY-MULTI NEEDLES
The finest needles made. We also control the Angelus Duplex Tone, Empire Space Point, and Tournaphone needles.

INDESTRUCTIBLE PHONOGRAPH RECORDS
3minute series 1/4. each. 4 minute series 1/2 each. American and English selections. Lists free.

Telexgrams "Putilo London." Special shipping terms. Catalogues and samples mailed free.

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

produced regularly and with certainty, you have got hold of an important and real improvement." Well, it is a real improvement, and the trade knows it, for they have given the V.-F. disc a splendid reception, which, in view of the popular titles listed each month, bids fair to develop the sales enormously. Among the recent offerings are such selections as "The Chocolate Soldier," two selections from the new "Quaker Girl" opera, and "The Count of Luxemburg," "Beautiful Garden of Roseta," and all the best piano hits, etc. The V.-F. needs only to be demonstrated to your customers, Mr. Dealer, and the rest follows.

Correspondence Courses for Convicts.

An interesting experiment in prison reform is about to be made by the Home Office. A number of convicts serving long sentences and held in the Borstal institutions are to be given courses of instruction by correspondence through the medium of the International Correspondence Schools. The innovation is the outcome of an experiment undertaken by the authorities of the International Correspondence Schools during this year in regard to twelve inmates of the Borstal institution at Lincoln. That this experiment has shown good results is proved by the expressed determination of the commissioners to extend its application to the other branches of the penal system. The schools are also prepared to teach those who desire to study languages by means of their system with the Edison phonograph. Those prisoners who wish to be allowed in the authority of the Home Office will be furnished with records which will teach them proper pronunciation. They in turn will speak into the machine, and thus the staff at headquarters will have excellent means of marking their progress.

Good Business with Murdoch's.

A recent call at the House of Murdoch leads to the conclusion that a remarkable expansion is being made for January, and indeed this was more than borne out by the statements of their manager, who instanced the splendid demand for their unexcelled cylinder record and series of Tournaphone phonographs.

Both the home and export trade return show a big increase over even time last season, and this satisfactory progress was noticeable in all the lines they handle. Dealers abroad desirous of maintaining trade connections with this country, can obtain almost anything in the talking machine line from the great House of Murdoch, which handle practically every make of disc and cylinder machines.

Long Distance Telephony.

Discussing the great progress made in long distance telephony and the possibility of being able to hold ordinary conversation over distances of 3,000 miles or more, in telephone circuits. be left entirely to the scientific experts. One of the most hopeful signs of progress lies in the abandonment of the old standards of commonplace, and to adopt those of the laboratory in recording the values affecting the efficiency of telephone circuits. The matter is one which must be left entirely to the scientific experts. To the average individual the telephone—like the telegraphic system—electric light, the phonograph, and many other commonplaces of modern existence—is still a mystery. We avail ourselves of the facilities they afford, but how much does the 'man in the street' know of the why and the wherefore of the hundred and one scientific miracles which he employs as a matter of course in his daily life?

Aviator Moisant's Early Career.

The late B. Moisant of 'flying' fame was one of the first to introduce the Edison records into South America, and to this is attributed the foundation of the fortunes of the Moisant Brothers.

Death of Two Prominent Artists.

News is to hand, I regret to say, of the death of two prominent record artists—Frank C. Stanley and Madame Amelia Tolex. Their loss has occasioned profound regret in the talking machine circles here, where they were known and respected as much for their vocal ability as for themselves. Mr. Stanley, who died at the comparatively early age of forty, was one of the best baritones ever listed on Edison, Victor and Columbia records. A leading Italian operatic soprano, Madame Tolex, was exclusive to the Fonotopograph records, of which she is responsible for a goodly number.

The Latest Edison Record List.

The National Phonogaph Co. draw attention to the fact that for the last month or so they have been issuing monthly issues of grand opera records, and point out that selections by the splendid new talent recently secured enables dealers to supply the wants of every lover of opera music.

The advance list for March includes some of the most notable and well known arias from grand opera by artists of the first magnitude. Here are the titles: Grand Opera Ambrosial Records—"Faust—Gegruestr selig" (All hail, but dwelling), (Gavotte), (Gavotte), sung in German by Leo Slezak; "Mignon—Styrienne" (I know a poor maiden) (Thomas), sung in French, Seina Kurz; "Gioconda—Cielo e mar" (Heaven and Ocean) (Ponchielli), sung in Italian, Floriano Constantin; "Aida—O cieol azzurti" (Nill Aria) (O sky of azure) (Verdi), sung in Italian, Marie Rappold; "La Bohème—Ah! Mimi, tu pur" (Ah! Mimi, false one) (Puccini), sung in Italian, Giorgioni and Beneditti; "Martha—M'appare" (Ah! so pure) (Flotow), sung in Italian, Aristodemo Giorgini; "Traviata—Sempre libera" (The mood of pleasures) (Verdi), sung in Italian, Maria Galvany; "Pagliacci—Prologo" (Prologue) (Leoncavallo), sung in Italian, Carlo Galelli and Giacinto Girolo-Grotti; "Waltzing Song (Sing Il Vecchietto)" (Flotow), Blanche Arrail. Edison Ambrosial Records—"Thy Voice Is Near," march (T. Bennett), National Military Band; "Drake Goes West" (Wildred Sanderson), David Brazil; "Taking My Father's Tea" (Hargreaves), George Torny; "Fall in and Follow Me" (Mills and Scott), Stanley Kirkby; "Put on Your Ta-Ta, Little Giraffe" (Mr. W. Leigh), Miss Forde; "Les Palominos Polka" (W. L. Wenzel) (convincing solo), Alexander Prince; "Early Closing Day" (W. H. Saunders), Arthur Osmond; "Ready Every Time" (Bowker Andrews), Peter Dawson; "Holymoly—An Italian Romance" (E. Reeves), Sousa's Band; "Just a-Wearin' for You" (C. Jacob-Jones), Miss Elizabeth Spencer; "Teach Me to Pray" (J. M. Jesuit), Anthony and Harrison; "Nightingale" (G. W. Meyer), Premier Quartets, and "Dance of the Merry Laries" (J. Heller) (xylophone solo), Charles Daub.

Mr. J. Cullum Honored by Employes.

Mr. J. Cullum, head of the well known factoring house of Lockwoods, this city, was recently the object of a pleasing demonstration of esteem on the part of his numerous staff of employes, who presented him with a beautiful silver sampler bearing a suitable inscription. Mr. Cullum expressed his gratitude of this kindly mark of good feeling, and incidently referred to his recent trip to the continent. He admired the enterprise of the Germans, but thanks to an efficient staff, they...
had little to learn from that quarter, for at the present rate of progress his business would in a few years compare with the greatest houses in the trade, especially in the shipping department. Certainly the progress of Lockwoods has been phenomenal.

Pantomime Hits on Columbia List.

The Columbia-Rena list for February gives no less than eighteen popular pantomime hits—to say nothing of the medleys by the Band of the Scots Guards.

Latest Pathe Record List.

The Pathe 10-inch list for February has no less than twenty-eight splendid selections, among which we might mention are records by the famous band of H. M. Scots Guards, cornet solos by Sergeant Leggett, banjo and bell solos and a very fine record by the old favorite, Miss Florence Vennng, "Love's Old Sweet Song" and "Whisper and I Shall Hear." Billy Merson, who has taken Brighton by storm in the pantomime, gives his famous Russian burlesque, "Wallapazink," and with same is "The Gay Cavalier," while Arthur Leslie, the inimitable mimic, contributes a lifelike reproduction of "I Want to Sing in Opera," Wilkie Bard's latest, coupled with "He Was More Like a Friend Than a Husband."

In a Japanese Lepers Hospital.

Miss Mary Martindale, writing from Kumamoto, Japan, contributes to the Church Army Gazette, a vivid account of the Christmas entertainment at a Japanese leper hospital—an account, which, pathetic as it is, is still an intensely interesting description of a party that seems of all things the most incongruous. For, says the writer, of all sad people on God's earth, one would surely think that a leper would be of the saddest. He is an outcast indeed, a dead man while he still moves among the living, carrying with him the terrible visible signs of decay and corruption.

The building is situated in a remote part of lovely Japan, and is called the Hospital of the Resurrection of Hope. It is the Christmas season, and the lepers are going to have a party. There is a Christmas tree and gifts for all, and the poor disfigured fragments of humanity show their delight in no uncertain fashion at each development.

But, says Miss Martindale, the happiest thing of all was to hear the lepers laugh—yes, really laugh with the heartiest enjoyment. This happy result was brought about by the graphophone, which suddenly burst out with a rendering of the old Italian pantos song, "Funiculi-Funicula," with a laughing chorus, and such an infectious one that soon the leper men and women were joining in with all their hearts. Other tunes followed, and the stirring marches and choruses thoroughly appealed to them.

One little lad, sitting in the front row, enjoyed the music amazingly. His poor little body was swollen till he looked like a little image of Buddha; yet how happy he was, nodding his head and waving a gloved and crippled hand to the tune.

Activity at Klingsor Works.

Business at the Klingsor Works is decidedly encouraging, taken as an index of the new year conditions. January sales have exceeded by a long way the company's expectations, and it is a healthy sign of the time that export trade is considerably improving week by week. The Klingsor instruments are in much favor here and abroad, and their suitability for the tropics is a direct outcome of the solid construction of the cabinets, rendering them impervious to varying temperature. Put up in various and artistic designs, the cabinets present a handsome appearance, and may be obtained in oak, mahogany or walnut at prices within the reach of all purses. Another line of special interest to foreign buyers is the 10-inch double Klingsor record, for it is of pleasing tonal-quality throughout, and is sold at a competitive price which leaves a fair and reasonable profit to dealer-agents. The titles cover the whole phase of vocal and instrumental music, and include all the latest and best selections. Special attention, too, is centred upon the choice of artists, who include such well-known names as Harry Bluff, Guy Lingao, Harry Trevor, Miss Bessie Abelson, Balshakla Band, Klingsor Symphony Orchestra and the Band of H. M. Irish Guards, to mention only a few. Undoubtedly the Klingsor specialties merit the close investigation of all talking machine dealers overseas, and a line to the Klingsor Works, Tabernacle street, London, E. C., will have immediate attention.

Tender Towards High-Class Records.

In view of the increasing public taste for better-class music—operatic and selections of a classical nature—the Bela Record Co. intend to make special provision for the demand in this direction, and will list each month selections from some of the most popular operatic music; indeed, it is their intention to record a complete set of the Sullivan operas among others. The recording will, of course, be spread over a period of time, a commencement having been made in January. This month's (February) impression contains among other good selling titles, the following: (386) Selections from "The Yeoman of the Guard," Part I and II (Sullivan); (857) Andante and Allegro from "William Tell" (Rossini) and (859) "Sourice d'Avril" and Waltz from "Faust"
into the gramophone, and you would reproduce it? Could they open
by telephone? You consent to open by telephone.

How could they open it by telephone? You could speak
into the gramophone, and you would reproduce it?

Plaintiff (quickly): Yes, that is the way.

In another case we had the opinion of the Lord
Chief Justice on the musical value of the gramophone.

Speaking of a cinematograph show, Justice
Avery said: "There was an automatic piano played in it." Counsel: Or a gramophone. Justice Avery: It might be said
that the strains of a gramophone or automatic piano are not music (laughter). Lord Chief Jus-
tice: I think they are very good music myself. And so say all of us.

February Zonophone List.
The February Zonophone records, as usual, show
a high degree of quality, both as regards titles and artists, not to say anything of recording. To men-
tion a few: "Cirpy Life," by the Black Diamonds Band; "Beloved, It Is Morn," by Miss Violet El-
llo; "The Charmed Cup," by Peter Dawson; "The Little Veal," duet, Ernest Pike and Stanley
Kirkby; "John Mackay," by Harry Lauder, and "I
The Charmed Cup," by
"The Battle Eve," duet, Ernest Pike and Stanley
Kirkby; "John Mackay," by Harry Lauder, and "I
Peter Dawson; "The Little Veal," duet, Ernest Pike and Stanley
Kirkby; "John Mackay," by Harry Lauder, and "I

Cleopatra Needles

Only Cleopatra Needles are warranted to have always the highest and most perfect polish, smoothest grain. Using them means:

Finest Reproduction

No Ruin of Record.

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AACHEN, GERMANY

Sole Distributor

H. R. NICHOLAS

258 Broadway, Room 615

NEW YORK
ROOSEVELT ON SUCCESS.

The Colonel Gives a Few Hints as to How the Young Man Can Land in the Roosevelt Class.

It has always seemed to me that in life there are two ways of achieving success or of achieving what is commonly called greatness. One is to do what which can only be done by the man of exceptional and extraordinary abilities. Of course, this means that only this one man can do it, and it is a very rare kind of success or of greatness.

The other is to do that which many men could do, but which, as a matter of fact, none of them actually does. This is the ordinary kind of success or kind of greatness.

Nobody but one of the world's rare geniuses could have written the Gettysburg speech, or the second inaugural, or met as Lincoln met the awful crisis of the Civil War. But most of us can do the ordinary things, which, however, most of us do not do. My own successes have come within this second category.

Any fairly hardy and healthy man can do what I have done in hunting and ranching if he only really wishes to and will take the pains and trouble, and at the same time use common sense.

Any one who chooses could lead the kind of life, I have led, and any one who has led that life could if he chose—and by "choosing" I mean, of course, choosing to exercise in advance the requisite industry, judgment and foresight, raise and place him to an extraordinary degree—have raised my regiment or served in positions analogous to those in which I have served in civil life.

PROGRESS ON THE RANGE.

[San Antonio music dealers report that cow-boys are using phonographs to quiet the cattle on the range.]

It matter be we charmed 'em
(Anyway, we never harmed 'em)
A-chantin' in the moonlight Sam Bass or Old Black Joe;
But machinery's wheeze and rattle
Seems to suit these modern cattle,
And they act plum sore and restless when the phonograph won't go.

Start that new contraption goin'
Or a stampede will be growin'
Put in a Sousa record, or look out fer forty rows;
On the cowboy's field of glory
Life's another sort of story
Since Melba and Caruso took to singin' to the cows.

So throw in a chunk from Pryor,
When the West has lost its fire,
Set the stars from op'ry houses yowlin' and raisin' hib;
The blackies we sang 'em.
 Didn't suit the brutes—gosh hang 'em!
The demon of invention's put the cowboy off the job.

—Arthur Chapman in Denver Republican.
THE TALKING MACHINE WORLD.

BIG PURCHASE IN SPOKANE.

Graves Music Co., of Portland, Ore., Buy Out Two Phonograph Companies for $35,000 and Will Establish Permanent Branch in Spokane with W. H. Goodwin as Manager. [Special to the Talking Machine World.]

Spokane, Wash., Jan. 21, 1911.

The Graves Music Co., with main offices in Portland, Ore., have purchased the entire stock and fixtures of the Spokane Phonograph Co. and the Inland Phonograph Co., paying $35,000 for the stock and fixtures of each company, taken over the warehouse at Second avenue and Browne street and the store at 7 Post street.

The Graves Co. are one of the largest wholesale and retail importing houses in the Northwest, and it is the intention of the company to establish an up-to-date branch in Spokane, carrying all lines of musical instruments and sheet music. Arrangements are now being made to ship a complete stock to this city. W. H. Goodwin is in charge of the local house, which is the first to be established in the Northwest, outside of the main house in Portland.

LIBRARY IDEA FOR DISC RECORDS.

Some of the Improved Features in the New Line of Echo Record Albums Just Introduced to the Trade.

The new "Echo" Record Album advertised on another page is a distinct advance over the original Record Album as advertised on the market a little over a year ago by the inventor, L. J. Gerson, now talking machine buyer for the Wanamaker stores. The latest Record Album as manufactured by the Echo Album Co., of Philadelphia, Pa., has a number of new points which are worthy of more than passing interest, as will be noted in the detailed description.

THE ECHO ALBUM.

The new "Echo" Album also has a flexible back that will allow the Album to be pressed flat when without records to one-tenth its usual thickness, which allows it to be easily mailed or a "quartermaster" passed to small boys in the mail. The Albums when filled also open out flat when on a table, so that every part of this material is horizontal. A leather pull or "tab" on the seam allows an improvement over the scratchy brass ring (which will easily ruin woodwork), has been adopted to enable the "Echo" Album to be withdrawn easily from shelf. These "Echo" Albums are made in two sizes to accommodate either 10 or 12-inch records of any make. They are sold by all Victor distributors here and in Canada.

NEW COLUMBIA CO. STARS.

Exclusive Engagement of Nordica and Fremstad of Grand Opera Fame, Announced by the Company.

The double-page announcement concerning the exclusive engagement by the Columbia Phonograph Co., General, of Nordica and Fremstad, the world-celebrated operatic stars, whose names and eminent artistic standing are known everywhere, is of more artistic standing arc known everywhere, is of more

EDUCATING THE DEALER.

The Duties of Jobbers Defined by G. W. Henderson in the Course of an Interesting Address at the Recent Meeting of the Eastern Talking Machine Associates.

At the recent meeting of the Eastern Talking Machine Associates, an organization formed by and composed of the members of the Eastern Talking Machine Co., Boston, Mass., for the betterment of the general business, an address was made by G. W. Henderson, The Man with the Representative in that city. It makes pertinent reading. He said: "In the general run of commercialism the jobber seems to be getting eliminated, but in the talking machine field it seems that he is getting stronger and stronger. He is the backbone of many dealers. The jobber goes into a city, arouses enthusiasm into the public, sells a few machines and before we know it a new dealer is created. The new dealer starts in, confident in the thought that all he has to do is to open his store doors mornings and the people will flock in. This will be particularly true if the jobber has pictured a glowing account of the ease in securing wonderful profits selling machines and records.

"What is the result if the dealer is left to his own efforts and the jobber confines his interests to selling? I hope Mr. Jones will get along all right." Now you will admit that there are quite a few dealers in New England, and I presume the same conditions exist to a more or less extent right through the country, who have started in with a brass band noise and are not making any more noise than a tin whistle. I hear the statement again and again as to why some of the old dealers do not display the same enthusiasm as they did when they started in. The reason for it is that the talking machine business is a science; to be a successful dealer one must know as much about talking machines as a druggist about drugs, or a tailor about clothing. When a jobber buys here and there, under the best conditions and after a few months withdraws his support, so to speak, and by 'support' I mean the encouragement of a new dealer gets discouraged at the many phases of the new business and sort of lets things go along as they will."

"What the new dealer needs is education. Who must teach him? The manufacturer, the jobber. The jobber's salesmen must not only be salesmen, but must be business advisers. They should be trained to act as the new dealer's counsel; advise him about the technical features of the machines; instruct him on the scope of the records and their value as a permanent monthly income; assist him in writing advertisements and in the promotion of business; help him secure a firm footing on the rocky ledge of credits; show him about window displays; advise him in the sale of small specialties; and, in fact, aid him in a hundred ways for the successful growth of his business."

"When you consider what a jobber's salesman must be able to do, or what they should be able to do, is it any wonder that the position is an exciting one. He must be trained as a talking machine specialist. When all jobbers and jobbers' salesmen will remember that there is a great deal more than the bare sale to the dealer, there will be but very few non-energetic or lazy dealers. Why? Because the jobber will not waste ten minutes with him; the dealer must be a live one and stay alive, and he will get every encouragement. Further expansion of the general industry will occur when the 'weeds' are hoed out, which will be of immense benefit. And when you reflect what the jobber's salesman must be and that he must be a scientific talking machine and business man, it certainly is a high honor to be able to successfully occupy that chair."

PIANO HOUSES AND TALKING MACHINES.

The entrance of Wm. Knabe & Co., the widely known piano manufacturers, into the talking field by taking on the line of the Columbia Phonograph Co. in New York makes a sensation. One of which are published on another page, will doubtless arouse a great deal of interest in the trade at large. It may be said that The Man with the Representative is in this line and has always considered the piano houses of prominence are also contemplating the talking machine proposition in a serious way. As has been before stated in The World, the various manufacturers have always considered the piano trade second in importance to the exclusive dealers as an avenue of distribution for their products.

William Mermod, of William Mermod & Co., St. Croix, Switzerland, manufacturers of talking machine specialties, is now in this country and will remain for some time. He is the son of the late Mr. Mermod, deceased, and is the largest stockholder in the company.

The Jacot Music Box Co., New York, have surrendered their privilege as distributors of the Victor Talking Machine Co. and will hereafter handle the line as dealers only.

Geo. W. Lyle, general manager of the Columbia Phonograph Co., General, announced a Southern trip, visited Baltimore, Washington, Birmingham and Chattanooga. He was accompanied by his daughter, and returns to-morrow (February 19).

No man is as stupid as he who is unsuccessful and stubbornly persists in holding to the methods that make him so, refusing to try up-to-date methods because he "does not believe in them."

WOOD DIAPHRAGMS.

What is more important to a reproducer than a good diaphragm? What determines the element that beautifies the reproduction of sound, and we have produced a Built Up Wooden Diaphragm which imparts so sweet and natural a tone that it truly is an impossibility to put a pair of ear's to the difference between wood and metal diaphragms. You will marvel at the vast difference between wood and metal diaphragms. They improve the tone, increase the volume of wood and make it clear and true. We are the original manufacturers and only manufacturers. We have been in the business for years. Other manufacturers have copied our models and have not been able to improve on them. We would be pleased to receive a sample order.

S. B. DAVEGCO., 126 University Place

NEW YORK.
The only thing necessary to say about Nordica and Fremstad is that no other word is necessary. Everybody knows those wonderful voices.

But you may be interested to learn this one fact: Both these great artists have continually received and rejected requests to make talking machine records. And these exclusive Columbia contracts were secured only after our test records had demonstrated to Mmes. Nordica and Fremstad that the Columbia laboratory could produce recordings that would be faultless reproductions of their voices—which they regarded as impossible for any laboratory to do.

The titles and numbers of these records will be announced at the first possible moment.

COLUMBIA PHONOGRAPHER

Dealers Wanted—Exclusive selling rights
IBIA—FREMSTAD

James Just Added

Exclusive Artists

Do you realize that only through the Columbia Phonograph Company can you offer to your customers records by:

OF THE SEVEN GREAT TENORS:

NINE GREATEST BARITONES:
Bisham, Amato*, Sammarco*, Baklanoff, Campanari, Gilibert, Blanchart, Van Rooy, Stracciani.*

THREE GREATEST BASSOS:
Mardones, Journet, Didur*.

GREAT SOPRANOS:
Nordica, Destinn*, Fremstad, Nielsen, Cavalieri, Russ*, Boninsegna.

ONE GREATEST GERMAN LIEDER SINGER:
Alexander Heinemann.

WORLD'S GREATEST VIOLINIST:
Kubelik*, the only true successor to Paganini.

RENOVED COMPOSER-PIANIST:
Xaver Scherwenka, who has made the only faultless recordings of pianoforte music.
(*) Fonotipia artist.

Your business needs Columbia Double-Disc Records, Columbia Grafonolas and Columbia horn Graphophones, if the one perfect process of recording and the one comparable line of instruments, together with Columbia exclusive selling rights, mean anything to your business.

COMPANY, Gen'l, Tribune Building, New York

ed where we are not actively represented
Making a Recital Hall of a Store

The accompanying illustration shows the manner in which an Illinois dealer, C. O. Fenn, of Bloomington, manages to give talking machine recitals in a comparatively small store. The settee, of course, is removed when the concerts are in progress.

On Mondays, Wednesdays and Fridays from 2 to 4 p.m. Edison concerts are given, while the same hours on Tuesday, Thursday and Friday afternoons are devoted to the Victor. While no further details are at present available, the mere fact that above stamp Mr. Fenn as a live wire, whose efforts are no doubt yielding fruitage in an excellent business.

Found Conditions Good.

F. K. Dolbeer, Sales Manager of the National Phonograph Co., Thus Reports Upon Return from Visit to Western Jobbers.

F. K. Dolbeer, sales manager of the National Phonograph Co., Orange, N. J., who was in Pittsburgh, Cleveland and Detroit, calling on the trade, reported for duty at the factory Monday morning. Of his trip he said: "I went out for a hurried visit to some of our jobbers on a special matter and found everything very satisfactory so far as business is concerned. Orders are now not so large as during the holidays, but nevertheless they represent a surprising volume of trade for this season of the year. The factory is fully engaged and we are sure the spring sales will come up to expectations."

Rehearing of Case Refused.

The petition of the Victor Talking Machine Co., Camden, N. J. for a rehearing of the case against the American Graphophone Co. (Phonograph Co.) was denied recently in the United States Circuit Court of Appeals, sitting in New York. There was no argument nor any opinion written. The order for a dismissal of the case has been reversed and it is agreed to let the record now be before the court.

For Sale or Trade.

5,000 brand-new double-faced Zon-o-phone Records; jobbing stock; complete catalog, well assorted. Also 10 Zon-o-phone Machines, latest models, assorted. Original packages. Will sell at a price or trade for Edison Records.

Phone Man Wanted.

WANTED.—First-class man to take charge of camera machines; one who understands Victor and Edison lines thoroughly; good position to the right party.

COLUMBUS MERCANTILE CO.

The Latest Addition to the Talking Machine Stores of Milwaukee Is the Foregoing.

The Columbia Mercantile Co. have just opened their new store at 829 Winnebago street and are drawing most of their stock from the Kunde store. Mr. Bollard is in charge of the new store.

"Business is very good," said A. G. Kunde. Trade is decidedly better than at this time a year ago and we have plans under way by which we hope to increase our trade each coming month.

Just as soon as Mr. Kunde closes the deal for the renewal of his lease at 516 Grand avenue steps will be taken for the installation of a new store front.

Henry J. Hagen, the recording agent of the Universal Talking Machine Manufacturing Co.'s laboratory, is now in Cuba. As Mr. Hagen is acknowledged one of the finest recorders in his line the Universal company are looking forward to listing a record of the Spanish-American type that ranks with the best executed.

Recently Henry Siegel, widely known as president of the Siegel chain of department stores in New York, Boston and Chicago, ordered, through Mr. Freyberg, a Grafosol Regent in Creosol Walnut, to be placed in his home, "Driptwood," at Mamaroneck, N. Y.

The "Peacock" window display No. 21 of the Victor Talking Machine Co., Camden, N. J., is now in the store at 516 Grand avenue, Birmingham, Ala.

The "Peacock" window display No. 21 of the Victor Talking Machine Co., Camden, N. J., is now in New York, Boston and Chicago, ordered, through Mr. Freyberg, a Grafosol Regent in Creosol Walnut, to be placed in his home, "Driptwood," at Mamaroneck, N. Y.

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WITH THE TRADE IN GERMANY.


(Special to the Talking Machine World.)

It is true a big meeting has been called to protest against such a proposal, but those who sent out the invitation to attend the meeting are only the unions of the hotel and cafe keepers, musicians and owners of concert and small theaters, with the unions of the mechanical music branches are holding aloof, though their interests are in a great measure at stake. Their presence would certainly have been desirable if only in the view of agitation, because the others present numbered several thousand.

Hornless Talking Machine Now in Favor.

In the talking machine trade hornless instruments are coming more and more to the front, and they may be now classed among the most salable. Cheaper types have appeared lately which enable the dealers to make sales of modern means. The dealer finds that these cheaper lines do not make any intending buyer hesitate long before he actually concludes his bargain. The hornless instruments are never made and therefore more salable than those with horns. It was especially this part of a talking machine which was often a great source of annoyance to the dealer, as it was easily damaged, even with the utmost care.

A Disagreeable Development.

In the business there has appeared, especially during Christmas, a most disagreeable development, which was, however, not so prominent as to only cause a few desires. Many shops, which were otherwise empty, are, for the present taken by the so-called "occasional dealers," who do not even possess the parts of musical instruments and the necessary articles to play them, like violin bows, which are also taxed at the same rate as the instruments themselves.

Records That Make History.

The talking machine record plays a most important role in anthropological and ethnographic science. The chief drawback of Senckenberg's collection has been a collection of records which already amounts to more than 1,000. In the department devoted to this purpose hangs a big map on which the districts from whence these phonographical reproductions are taken are marked with small flags. This gives a clear indication how the phonograph of the scientific traveler has already penetrated into the deepest parts of the world; in brief, into deserts and mountain retreats of barbarous people. The last acquisitions are delivered from lower Austria and from Sweden, in the form of speech and song, and records of the voices of African Bushmen. After the fierce calls of savages one hears on the records, one hears sentimental and Levinovsky speaking. Furthermore, the voices of all the members of the Imperial House of Austria are here perpetuated. The catalogues, which contain the phonographic reproduction, with the recording date of each.

Taxis Machines Now the Vogue.

House owners in Prague have received a request to declare which of their tenants possesses a grand piano, upright, harmonium, gramophone, phonograph or orchestra, etc., and whether such an instrument is used for amusement only, or for giving instruction thereon. The answers to these questions will be used to prepare statistics, on the strength of which a tax by the municipality might be levied on all instruments which are used for amusement only.

In Berlin the question of introducing a tax on public amusements has not yet been decided. At a meeting of the town councillors the whole question was discussed, but no decision was given in order to prepare a schedule for such a tax. Unfortunately, in respect of this question no information has yet been furnished by the government in the different talking machine manufacturers, who have branches in Berlin.

If one considers how energetically the organizations of other branches of trade tackle any questions of interest to their interests and reads their exhausive pamphlets, one cannot do anything than regret that the Association of the United Berlin Mechanical Music Manufacturers have shown such a lack of unity and activity.

It is true that the town is already preparing a tax on all instruments which are used for amusement only, or for giving instruction; the strength of which a tax by the municipality might be instituted because France recently increased the import duty on German discs in its new tariff from 10 to 20 franks per 100 kilograms.

The representatives of the talking machine disc industry at Leipzig have petitioned the Chamber of Commerce of that town to use its influence to safeguard the interests of the trade. The sale of records in Germany is said to be endangered through the activity of Pathé Frères, of Paris. This step was instituted because France recently increased the import duty on German discs in its new tariff from 10 to 20 franks per 100 kilograms. This action will kill the disc export trade, which was hitherto flourishing. Germany levies only a duty of 3 marks per 100 kilograms, which stimulates the importation of foreign discs. The Chamber of Commerce has taken action on the facts furnished regarding this flourishing branch of the industry, and submitted a report to government. According to this report, the manufacture of phonographs is not mainly intended as a means of protecting the industry and staving off the impending ruin that these Pathé Frères discs should be taxed at 40 marks per 100 kilograms. Even in the parts of musical instruments and the necessary articles to play them, like violin bows, which are also taxed at the same rate as the instruments themselves.

Out in the World.

The answers to these questions will be used to prepare statistics, on the strength of which a tax by the municipality might be levied on all instruments which are used for amusement only.

HUNG IN A PROMINENT STORE.

Some Instructions to Clerks That Possess Real Value—Touch Vital Points.

All clerks will please give strict attention:

"Don't fail to know what goods are in your stock, and where to find them quickly.

"Don't permit a customer to leave the store dissatisfied or offended, before sending for some other higher in authority.

"Don't argue or contend with business associates in the presence of customers.

"Don't take an address for goods to be sent, a order, or a charge, without being positive that you take it correctly.

"Don't always show the cheapest goods first; sales are sometimes lost in that way.

"Don't get excited in times of rush, or any other time. It shows the customer's that you are inexperienced, and unaccustomed to an active business.

"Don't be discourteous. It is a fault that cannot be excused.

"Don't disregard instructions from those higher in authority; and never say, 'I wasn't told to do it.'

Without enthusiasm a man is only a statue.

Recently Geraldine Farrar, the operatic prima donna, visited the talking machine department of the Aeolian Co., New York, and expressed her satisfaction with the performance of the phonograph, as starting properly, with the tones of the great organ in the recital hall in connection with the playing of a Caruso record on the Victrola. The great artist said it was marvelous.
HOW THE "VICTOR" HELPS WINDOW DISPLAYS

A Special Department Which Turns Out New Display Every Month—What Conditions the Display Must Fit—A Specially Successful July Exhibit—Interesting Observations.

By ELLIS HANSEN in Printers' Ink.

About four years ago Printers' Ink, in a well written article under the heading of "Window Wisdom," said: "Neglecting one's show window is the greatest of the seven deadly advertising sins."

A well dressed show window may be compared with a friendly greeting to a prospective customer. Everybody looks into the windows, either consciously or unconsciously, and retail dealers should be quick to make buyers recognize how many friends a store gains through well dressed and interesting window displays. A dealer pays one-half of his store rent for location and window space, and if dealers in every department arrange one display for him, he will readily be seen.

About ten years ago, when I entered the music business as a window designer, I was interested in making the entire world of music, and the opportunity of arranging timely windows for any and all seasons.

Fortunately, my firm, Sherman, Clay & Co., of San Francisco, did not restrain me in regard to designing and planning these displays, and in the early months the window devoted to the Victor became the most popular of all our windows, and requests for photos came from everywhere.

Even before I called to Camden to take up the work for the Victor dealers in general, the Victor Company had for years advised their dealers to take proper care of their show windows, and to give window displays more attention, even offering prizes for the best Victor windows. They followed closely the window advertising of Lyon & Healy, and of Sherman, Clay Co., the window displays of these two stores proving to the Victor dealers that all Victor dealers should be educated by manufacturers to realize how many shows a store gains through well dressed and interesting window displays. A dealer pays one-half of his store rent for location and window space, and if dealers in every department arrange one display for him, he will readily be seen.

The very low price that they have signed our standing orders for our displays, and we now have the confidence of many dealers, and the success of the displays, has increased each month, and at the present time we are not only shipping window displays to nearly all Victor dealers in the United States, but we are also shipping displays to Europe, Canada, and South America.

The success of the window display plan, however, depends largely on the cooperation of the dealers, many of whom have written us, offering valuable suggestions.

Nearby all dealers who originally bought our displays have bought again and again, and have shown a great deal of interest and patience in setting up our display windows of odd shapes. Our displays have been so simplified that it requires very little effort to put them together, but at first we underestimated the difficulties with which many of our dealers had to contend.

I have often been asked how the ideas for the displays are prepared for many times that amount, for we have in our employ some of the best artists and show-card writers to be found, and insist that these designers take all the time that their work requires.

To design and manufacture window displays in quantities is by no means an easy task. In the first place, these displays must be striking. While most persons are fascinated by a pretty window, beauty alone is not enough to make a successful display. Each window must not only tell an interesting story, one that will be understood without too much mental effort, but it must, like all other advertising, create a new desire to possess the article displayed. The buying public is too busy to linger in front of a show window, but if it presents an interesting story, one that will be understood without too much mental effort, it will be remembered.

The New and Safe Way of Celebrating the Fourth of July

Bombard your friends and neighbors with patriotic music from the cannon horn of your Victor.

They'll copy it immaculately—and so will you.

You'll be glad to furnish the amusement by supplying all Victor records you may wish. Come in and let us fire off a few records for you NOW.

And directly below, coming from the cannon horn of the Victor, which has just discharged a Victor record, is a cut-out card, illustrating not the sound of battle, but the musical burst of a national song.

Back of the cannon is a little girl, her foot on the trifle piece, and she has supposedly just fired off the record in her patriotic enthusiasm. She has a canteen hung from her shoulder on which appears:

ELIS HANSEN.

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The New and Safe Way of Celebrating the Fourth of July

Between the two flags is a large shield with the following copy:

ON THE GLORIOUS OLD FOURTH

Bombard your friends and neighbors with patriotic music from the cannon horn of your Victor.

They'll copy it immaculately—and so will you.

You'll be glad to furnish the amusement by supplying all Victor records you may wish. Come in and let us fire off a few records for you NOW.

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J. O. Prescott, Who Has Taken a Prominent Part in Talking Machine Affairs in Japan During the Past Year Returns to New York Owing to Effect of Japanese Climate on His Health—Great Opportunities in Land of the Mikado According to Mr. Prescott.

J. O. Prescott, a well-known expert recorder, who has been connected with laboratory work for many years, returned from Tokio, Japan, January 18. A year ago he went to the empire of the Rising Sun to take charge of a talking machine plant known as the Japan-American Phonograph Manufacturing Co. as general manager. He intended to stay the full term of his contract, namely, three years, but the climate was against him and he became prostrated and returned from Tokio, Japan, January 18. A year ago he went to the empire of the Rising Sun to take charge of a talking machine plant known as the Japan-American Phonograph Manufacturing Co. as general manager. He intended to stay the full term of his contract, namely, three years, but the climate was against him and he became prostrated and has been recuperating since at his home in Summit, N. J.

In a pleasant chat with The World last week he said: "If my health had permitted, I should have stayed, but the atmosphere of Japan does not always agree with an American. It lacks ozone and the air is so humid that you soon fall into a condition of lassitude difficult, if not impossible, to overcome. To be sure, if you can adapt yourself to Oriental ways; that is, take things as they come in an indifferent, easy-going way, perhaps one could manage. An active American, coming from home full of life, snap and ginger, and wanting to take hold and accomplish something the way we do it here, is forced to give up or become Orientalized. Excee, I am not built that way."

Perhaps I worked too hard getting the plant in proper shape and on a paying basis, which I did—at it day and night—that I became completely prostrated and I had to give up or take the consequences, not pleasant to contemplate. Japan is a wonderful country for the talking machine and it is a great future market. I will probably get into harness here again and re-enter the field at an early day. I believe the next couple of years will witness the introduction of many improvements that will show greater progress than has ever been known in the talking machine trade. My brother, F. M., is now in Europe, but what he is doing I have not the faintest idea."

GOLD GOT BY PHONOGRAPH.
A Gold Coast Cook Who Turned Modern Science to Account.

"I was reminded by a story I saw the other day," said a soldier of fortune, "of some of my experiences on the Gold Coast, when I had a negro cook who had the same fondness for cats as the cook mentioned by another traveler. My cook was named Quace Mensch, and he had an interesting career."

"He was an Accra, and he had been trained by some Englishmen, who had taken him to London. There he got into a fight of some kind, for which he had spent a year in jail, but he had learned to cook well, and that is something that is worth while in that part of the world."

"Quace Mensch served me so faithfully one year that when I went to England I asked him what I should bring him on my return. He said there was nothing he would like so much as a phonograph, into which he could talk and make records of his own. I thought this was an old preference, but when I went back to the Gold Coast I took a machine with me, and Quace Mensch was delighted. He served me faithfully for a while, and then he suddenly disappeared. I learned that he had taken to the brush. It was a long time before I heard from him again, and then one day he turned up loaded down with deeds to land which was suspected of bearing gold."

"I asked him how he got the deeds. He grinned. I cannot attempt to give his dialect, but he said the phonograph was responsible."

"I talked into the machine in the Fanti language," he said. "I said, 'Chief, this man is a big juju man, and a friend of mine. You must give him your whole place if you want me to be good to you.'"

"I went to village after village, carrying the talking machine, and saw chief after chief. I would place the phonograph so they could not see what it was like, and then I would say to the chief that I was a juju man, and I was prepared to prove it. He would not believe me, but when I had him quiet I would turn on the phonograph and tell them that the great juju was speaking. Of course, they had not heard of a talking machine, and when they heard this voice coming from a little horn they would get scared and would beg me to take them all they had if only I would promise to get the great juju to look after them. I always promised, and they would make haste to deed to me any piece of land that I asked for."

"That negro, of course, had no such thing as a conscience, and you can see what civilization had done for him. I have heard recently," said the narrator to a Sun reporter, "that he is now the richest man on the whole Gold Coast, and he got all he has out of the phonograph I gave him."

Enthusiasm is just plain brain juice, squeezed out and reduced to its highest action power. And the harder the squeezing the greater the enthusiasm. Squeeze!"

DEFINING A PRIVILEGE.
How One Concern Prevails Upon Help to Work Overtime Cheerfully.

There is a business concern not far from New York City that never hires a man, woman or boy, without making it plain that for six days in the week the office hours are from eight in the morning until five at night. As a matter of fact, the office closes at noon on Saturdays. That is, if a cheerful willingness is shown by the employees to remain at work all or a part of Saturday when the stress of business demands it. If on such occasions an unwillingness to remain as long as needed is shown by even one employee of any importance, the whole force is kept at work for full time on the Saturday next succeeding. As a result, no employee ever dares another to object. "We give Saturday afternoons as a privilege, not a right," says the manager."

SHEIP & VANDEGRIFT, Inc.
PHILADELPHIA, PA.

MUSIC MASTER

Means extra $ DOLLARS $ in profits to the dealer who handles the MUSIC MASTER WOOD HORN.

This horn transforms the Talking Machine or Phonograph into a Musical Instrument. Owners of these machines buy it eagerly. With it they realize their fullest expectation in the reproduction of both instrumental or vocal music. The MUSIC MASTER is more than a horn—it is a sounding board; constructed of solid wood.

It has tone quality which is impossible in horns of metal or veneered wood.

Should your dealer be unable to supply you, write us, and we will send you a sample line of OAK, MAHOGANY or SPRUCE, DISK OR CYLINDER HORNS on approval. If you are not perfectly satisfied with the merits of the MUSIC MASTER, you can return them for credit.

SHEIP & VANDEGRIFT, Inc.
PHILADELPHIA, PA.

Mr. Dealer!
TRADE-NEWS OF THE MONTH FROM CLEVELAND


(Special to the Talking Machine World.)

Cleveland, O., Feb. 8, 1911.

Satisfactory conditions in the talking machine trade continued throughout the month of January, from the viewpoint of both the Cleveland jobbers and retailers and of February manufacturers, showing no signs of still further advancement. Expansion, improvements and removals to more elaborate quarters are evidences of prosperity in the trade and confidence on the part of the dealers in the future possibilities of profitable business.

It is remarked by the dealers that there is a large demand for the higher grade machines and operative records, and in comparing the present taste and artistic attitude of the public with those of its former indulgences, one cannot but realize that the standard has shifted very noticeably in an upward direction. The people are joining with the manufacturers in elevating the status of the talking machine in its more elegant design and mechanism. The Atlantic Phonograph Co., printing reproductions of the results in a wonderful versatile musical instrument.

The February Victor, Columbia and Edison lists of records are represented by many purchases. "You For Alone," in English, by Caruso, and two solos by Carcassi, with the soprano and tenor duet, "Alma, Where Do You Live?" by Spencer and Orrington.

For the first time, probably, the phonograph has been made one of the causes of a divorce suit. The wife of a Cleveland citizen has just secured a divorce and asked that she be permitted to sell her phonograph as a small army, and that it therefore possesses economic advantages as well as artistic ones over the usual small theater orchestra, is coming gradually to be realized. The Atlantic Phonograph Co. experiment wins the public favor it will be an example for other theaters, as well as for the town halls of music-loving villages, too far from the center of any city to support a regular orchestra. Cleveland now has 250 motion picture theaters, according to the report of the building inspector. During the year 1910 a total of twenty-five new theaters were opened. Besides a number of suburban towns. Applications for permits for a number of others are filed for this year.

The value of the talking machine and motion picture exhibitions as attractive advertising features has been recognized by the Cleveland Illuminating Co., which have purchased the latest model Edison kinetoscope, which it is using in connection with the phonograph to throw pictures upon a screen in the show window of the company's exhibit room. The glass screen is inclosed in a large case, with electrical installations and some of the wonders and novelties of electricity. It is the intention of the company to use the kinetoscope and talking machine, in connection with lectures on the subject of electricity, which will be given before various clubs and societies in Cleveland.

One of the most welcome visitors in talking machine circles is Henry H. Schwenk, traveling exhibitor and repair expert of the Victor Talking Machine Co. He spent a few days the first of the month with the different dealers exhibiting and mechanic at the tail of the Victor, illustrating, with proper tools, the simplicity of repairs. He certainly is a great talking machine evangelist and his trail is lined with converts.

F. K. Dolbeer, general manager of sales of the National Phonograph Co., was in town the first of the month, was pleased with business conditions as he found them in his travels. He intimated a distributor for Edison goods would soon be appointed for Cleveland. A. F. Peebles, who was for several years with the Columbia Phonograph Co. in Cleveland, is now associated with the Broad Street Victor Co., in New York, in the advertising department. He visited here last week with relatives and a host of friends.

Thomas F. Green, of the Victor Talking Machine Co., spent several days in Cleveland and vicinity the latter part of January and first of February. The dealers gave him a hearty greeting and he rounded up a good bunch of orders. Mr. Green said the business was in a good health condition throughout the territory he covers.

Geo. D. Ormsby, manager of the department of the Victor Co., was a guest of the dealers last week. One of the most popular men in the trade, he was given a hearty greeting.

E. R. Burt, formerly with the Eclipse Musical Co., of this city, now with the Neal, Clark & Neal Co., Victor and Edison distributors of Buffalo, spent a few days in the city recently. He was soliciting orders here and said he found trade good in all the towns he visited.

J. C. Roush, of the Standard Talking Machine Co., of Pittsburgh, was also a visitor the first of the month.

A Splendid New Talking Machine Store

One of the most desirable storerooms in the new fourteen story athletic building located at 1330 Euclid avenue, in the heart of the shopping district, has been leased by the Eclipse Musical Co., for a long period, and has been fitted up in elegant style. The artistic decorations, with a color scheme of white and gold, and the large and beautifully furnished reception hall, all brilliantly electrically lighted, impresses one as being admirably arranged in connection with the display of the talking machine salesrooms to be found in the country.

The wholesale department will be located in the same building. Mr. H. E. Kellogg, of the Eclipse Co., states that "opening day will be Saturday, February 18. Cleveland may well be proud of such enterprise. The company will handle the Victoria and the Edison Phonograph exclusively.

The Talking Machine Co., under the management of S. A. Mintz, is doing a thriving business. The company handle the Victor and Edison goods.

The Cleveland Phonograph Co., in charge of John I. Kearns, in charge of this department, said trade was good and especially so in the record line.

Mr. Fredlander, of the Bailey Co., stated the most satisfactory conditions prevailed in his department, and that he had been busy during the past month re-ordering both machines and records, and yet had been able to greatly replenish the stock. The record trade, he said, was especially active, largely for Red Seal and grand opera productions. The offer of a $100 due bill, payable in merchandise, to every purchaser of a piano, it was stated, had proven popular, and had resulted in a large number of sales.

HEAVY VICTROLA TRADE

Reported by Landay Bros., New York—How Consistent Advertising Pays.

Max Landay, of Landay Bros., the well-known Victor distributors, in speaking of the business in the Victor line for the first month of the new year, said that he was quite pleased with the way things were going in his territory, and the business is steadily on the increase. We ascribe this large trade chiefly to advertising, inasmuch as we back up the manufacturer's liberal advertising with continuous local publicity.

We believe in a consistent advertising policy and are represented every day in three of the leading newspapers, contracting for the space in advance.
a retail store at Thames and Washington close. The man was the "boss" of a telephone gang in the field, and one day he came to you and said:

"Possibly there is a mistake in the telephone, you say.

"I don't know if it's a mistake or not. But I do know that they are getting into the market with their wax records.

"Possibly they are only points only."

S. B. DAVEGA ON WESTERN TRIP.

President of S. B. Davega Co. Now on His Way to Look After Real Estate Investments in Seattle, Wash.

S. B. Davega, president of the S. B. Davega Co., New York City, left on February 10 for a trip to the Pacific Coast. Mr. Davega, while visiting the Alaska-Yukon-Pacific Exhibition in 1910, is reported to have said that the Alaska-Yukon-Pacific Exhibition would be the threshold of a new era in the providing of new and better music, which would be of real pleasure and educational value.

The "Echo" Album is made of extra strong tag-manilla paper and covered with the best quality of cloth. The leather pull or tab on the back of the "Echo" Album allows it to be easily pulled out of the Victor bookcase, or cabinet shelf. It is an improvement over the brass rings which scratch cabinet doors or ruin polished table tops when Albums are opened out flat.

A record collection properly classified in record albums lettered A, B, C, D, etc., is the only systematic way of keeping them so that they are available on the instant you desire them.

GOOD HOUSEKEEPING demands that records are not scattered carelessly in the old style cabinets, or laid here and there in piles on the table tops when Albums are opened out flat.

The "Echo" Album is made of extra strong tag-manilla paper and covered with the best quality of cloth. The leather pull or tab on the back of the "Echo" Album allows it to be easily pulled out of the Victor bookcase, or cabinet shelf. It is an improvement over the brass rings which scratch cabinet doors or ruin polished table tops when Albums are opened out flat.

For the Educational Value of musical records is not to be denied. The real pleasure of owning a Talking Machine or Victrola is enhanced a thousand times when you can pull out a certain volume in your album collection of music, and turn the pages to a particular record without the trouble and fuss, by the risk of damaging records, liable under the old method.

The "Echo" Record Album is manufactured out of the best materials. The covers are made of strongest book-manilla paper and covered with the best quality of cloth. The leather pull or tab on the back of the Album by means of extra strong tag-manilla paper and covered with the best quality of cloth.

The "Echo" Album through usage, and spite of the weight of the records, positively no damage to them can occur even if the Album should accidentally drop.

SOLD BY ALL JOBBERS AND DEALERS. Read for a simple Album, and write for price to the

ECHO ALBUM CO., Manufacturers
926 CHELSEY ST., PHILADELPHIA, PA.
VELVET TONE NEEDLE BALANCE.

A New Specialty Announced—Some of Its Advantages Set Forth.

The "Velvet Tone" needle balance, as it is called, is a new invention to which many advantages are ascribed in the playing of disc records. In fact, it is referred to as an ingenious attachment that will prevent needles from prematurely destroying records. The manufacturer, C. A. Macaulay, Co., Lumbia, Pa., in describing the "Velvet Tone" needle balance, says the harder the tool is pushed against a revolving grindstone the greater the wear of both. This, he adds, is exactly what occurs when the needle is weighted down with a heavy sound-box on the playing record. The "Velvet Tone" device, according to the inventor, obviates this, preserves the sound lines and improves the tone quality.

EXCHANGE EXTENDS TO CANADA.

The Provisions of the National Phonograph Co.'s Exchange Are Practically the Same as In This Country.

It will be noted in the February number of the Edison Phonograph Monthly, in connection with the new record exchange proposition therein announced, that the statement is made that it does not apply to the Canadian trade. This is not true at the present time, although it was a fact when the Monthly went to press, the proposition having been extended to Canada by bulletin dated January 25. The Canadian provisions are practically the same as in this country, the exception being the last clause relative to the September 15, 1910, exchange giving Edison owners the privilege of exchanging records.

LEWIS H. CLEMENT VISITS THE VICTOR PLANT

En route to Washington, D. C., to attend the National Merchant Marine Congress last month, L. H. Clement, president of the Whitney & Carrier Co., Victor distributors and dealers, stopped off at Philadelphia for the purpose of visiting the mammoth plant of the Victor Talking Machine Co., Camden, N. J.—his first visit. The accompanying cut shows Mr. Clement, who, by the way, is also president of the National Piano Dealers Association, going through the factory buildings, under the guidance of H. C. Brown, manager of the Victor Co.'s advertising department. The snapshot is of the two gentlemen in the new motor plant.

NEW SUPPLEMENTARY LIST

Supplementary List No. 2 to the general catalog of the Universal Talking Machine Mfg. Co., Philadelphia, Pa., including the Hebrew bulletin, has recently been issued. The double-disc selections cover a wide range, including a number of the late Frank C. Stanley's renditions.
TIMELY TALKS ON TIMELY TOPICS

While the manufacturers and distributors of the talking machine have apparently failed so far to exercise the industry as other industrial lines, notably the piano people, in the development of the American merchant marine, it is evident that they have not lacked for able leaders. Mr. Edison has accomplished more in foreign fields, as the official figures clearly demonstrate, than the entire music trade throughout our land and across the country. Possibly no one could be more qualified than he is to speak at length upon the future of the phonograph and machine manufacturers. And it has become evident that as it may, the "Wizard" has recently made a further surprise. Possibly the "Wizard" is not quite as alive to its future as he would have us believe.

At present, mum is the word. Mr. Edison is a very busy man, and it is not reasonable to expect him to commit himself to any argument on the part of old school believers. He is keenly alive to its future. He has made the most of his valuable time to the phonograph, though its development has never ceased to be a hobby, for which he has attracted more attention, if possible, than for anything else. His records have also been the means from anything ever said before on the subject. But as it may, the "Wizard" has recently made a further surprise. Possibly he is not quite so alive to the future of the phonograph as he has been made to believe. Possibly he is not quite as alive to its future as he has been made to believe.

In The World's letter from Tokio last month by J. O. Prescott, formerly general manager of the Japan-American Phonograph Co., reference is made to the interpretation placed on the Japanese copyright law by the native courts. He points out that the judicial ruling is that the "singer has a copy-right in his peculiar way of singing the song without filing an application for it. Further that a singer, unless payment for singing is made to the talking machine company, transfers his copyright for the song as sung by him on that particular occasion." This position of the courts, according to Mr. Prescott, puts an effective stop to "dubbing," which had been so rife that these natural, especially new, records have been accepted as evidence in court cases. The date, it may be added, is not far off, but the change in the law is not imminent. The Japanese are being more and more interested in the phonograph, and there is a good proposition on the table that will make it possible for them to obtain records.

Elsewhere another correspondent, whose interesting letter from Yokosha appears on a page or two, makes a diametrically opposite statement regarding "dubbing," records, and says there is "no law in Japan to prevent this practice." As Mr. Prescott is reputed in recording laboratories in this country as generally knowing what he is talking about, and gives facts and figures to prove his contention, perhaps he will be good enough to throw more light on the "dubbing" situation in the empire of the Rising Sun. Japan is not so far off that the same reprehensible practice could be followed with the high price American-made records exported to that part of the world, and which might find their way back here to the detriment, if not to their own national honor, of the home market.

The American talking machine has been welcomed with open arms and with genuine admiration and heartiness. Following the taking over of the talking machine by the American-Phonograph Co., not only in their main establishment in New York, but also in their branch houses in Chicago, Cincinnati, St. Louis, Indianapolis, Dayton, and Fort Wayne, the equally celebrated firm of Piano manufacturers, Steinway & Sons, New York, has been approached with a similar proposition. It was not revealed whether the party working on this "prospect" was a manufacturer or a jobber, and in chatting with The World about the incident the chief of one of the main departments said: "Personally the talking machine is a good proposition to take hold of, and is entirely creditable for the firm proper to handle, but you know the Steinways are very conservative and it does not appeal to them."

The Mexican trade of the National Co. is now being handled direct from the factory."

Handy Convenient Necessary

SIMPLEX NEEDLE BOXES

Every Victor owner wants one.
If you don't handle them, write at once to the nearest distributor.

Phillips & Crew Co.—Atlanta, Ga.
Cohen & Hughes—Baltimore, Md.
H. R. Eisenbrandt Sons—Baltimore, Md.
M. Steinert & Sons Co.—Boston, Mass.
Lyon & Healy—Chicago, Ill.

Knights-Campbell Music Co.—Denver, Colo.
Blackman Musical Co.—New Orleans, La.

Blackman Musical Co.—New York, N. Y.
L. Davega, Jr., Inc.—New York, N. Y.
H. R. Eisenbrandt Sons—Baltimore, Md.
M. Steinert & Sons Co.—Boston, Mass.

S. B. DAVEGA CO.
126 University Pl. New York
OUR FOREIGN CUSTOMERS.

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

(Special to the Talking Machine World.)

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

**JANUARY 10.**
- Buena—2 pkgs., $148; Callao, 8 pkgs., $449; 4 pkgs., $341; 1 pkg., $177; Colón, 3 pkgs., $162; Corinto, 2 pkgs., $149; Havana, 1 pkg., $319; 9 pkgs., $149; 11 pkgs., $598; Iquique, 5 pkgs., $499; Kingston, 4 pkgs., $300; London, 40 pkgs., $1,492; Melbourne, 6 pkgs., $386; Milan, 11 pkgs., $734; Santiago, 4 pkgs., $397; Trinidad, 4 pkgs., $355; Vera Cruz, 165 pkgs., $2,241; 68 pkgs., $2,925.

**JANUARY 17.**
- Amapala, 4 pkgs., $394; Azul, 6 pkgs., $131; Barcelona, 2 pkgs., $34; Cape Town, 137 pkgs., $2,529; Cienfuegos, 3 pkgs., $1,409; Colón, 2 pkgs., $116; Frankfurt, 16 pkgs., $909; Gayaquil, 4 pkgs., $596; Hamburg, 84 pkgs., $3,104; Havana, 16 pkgs., $988; Las Palmas, 5 pkgs., $307; London, 206 pkgs., $4,912; 13 pkgs., $1,235; 13 pkgs., $1,409; 147 pkgs., $3,038; Manila, 59 pkgs., $1,100; Milan, 16 pkgs., $1,282; Pará, 14 pkgs., $907; Port of Spain, 9 pkgs., $112; Rio de Janeiro, 29 pkgs., $2,835; 78 pkgs., $5,585; Savannia, 19 pkgs., $5,704; Vera Cruz 460 pkgs., $11,406.

**JANUARY 24.**
- Berlin, 59 pkgs., $1,816; Buenos Ayres, 145 pkgs., $6,984; Callao, 3 pkgs., $579; Chemúlo, 4 pkgs., $215; Colón, 19 pkgs., $230; 142 pkgs., $395; 4 pkgs., $110; Havana, 15 pkgs., $582; 4 pkgs., $171; Kingston, 4 pkgs., $325; Liverpool, 21 pkgs., $5,555; London, 47 pkgs., $9,299; 17 pkgs., $5,475; Macorís, 3 pkgs., $145; Montevideo, 56 pkgs., $5,351; Pará, 40 pkgs., $3,461; Port of Puente, 14 pkgs., $550; Puerto Mexico, 8 pkgs., $146; Rio de Janeiro, 3 pkgs., $201; 14 pkgs., $782; St. Petersburg, 6 pkgs., $701; Vera Cruz, 100 pkgs., $3,079.

**JANUARY 31.**
- Acapulca, 3 pkgs., $111; Bombay, 10 pkgs., $259; Buenos Ayres, 123 pkgs., $5,594; Callao, 3 pkgs., $579; Cartagena, 4 pkgs., $189; Colón, 13 pkgs., $230; 142 pkgs., $395; 4 pkgs., $110; Havana, 15 pkgs., $582; 4 pkgs., $171; Kingston, 4 pkgs., $325; Liverpool, 21 pkgs., $5,555; London, 47 pkgs., $9,299; 17 pkgs., $5,475; Macorís, 3 pkgs., $145; Montevideo, 56 pkgs., $5,351; Pará, 40 pkgs., $3,461; Port of Puente, 14 pkgs., $550; Puerto Mexico, 8 pkgs., $146; Rio de Janeiro, 3 pkgs., $201; 14 pkgs., $782; St. Petersburg, 6 pkgs., $701; Vera Cruz, 100 pkgs., $3,079.

**FEBRUARY 7.**
- Berlin, 62 pkgs., $1,600; Bluefields, 6 pkgs., $150; Bombay, 6 pkgs., $294; Buenos Ayres, 3 pkgs., $396; Callao, 7 pkgs., $1,006; Cartagena, 4 pkgs., $189; Ceará, 3 pkgs., $247; Cienfuegos, 6 pkgs., $168; Colón, 57 pkgs., $378; Corinto, 5 pkgs., $159; Curacoa, 5 pkgs., $142; Iquique, 4 pkgs., $256; Limon, 9 pkgs., $339; London, 206 pkgs., $4,905; Manila, 33 pkgs., $7,584; Montevideo, 9 pkgs., $715; Rio de Janeiro, 135 pkgs., $2,002; 39 pkgs., $3,427; Valparaiso, 13 pkgs., $160; Vera Cruz, 19 pkgs., $406; 54 pkgs., $850.

WORTH OF SALESMANSHIP

In a Retail Store Not Considered Wholly from Point of Profits to Be Gained.

The worth of the salesmanship employed in the distribution of goods from a retail store is not dependent or hinged entirely upon what profits may be gained at the present time. The wages paid clerks to do the necessary work of the business was done during some other period. The cost of selling is a more or less fixed cost, and cannot be gauged by the profits made at any time. If the good clerks are more than the business of the store can afford, then it may be well to allow one to go, but it is not sensible or businesslike to attempt to lower the wages of the three or replace all three with lower-priced help. Two good clerks are superior to four cheap ones, for they retain not only the trade the store has, but are able to assist greatly in gaining new trade.

News which is sure to prove of great interest to the trade everywhere is contained in the announcement made that the great house of William Knabe & Co. have entered into an exclusive contract with the Columbia Phonograph Co. Ben Feinberg, the special representative of the wholesale department of the Columbia Co., initiated and carried through all the details of this transaction, delivering the signed contract to the head office Friday of last week. Wm. Knabe & Co. are to handle the Columbia line and have secured exclusive selling rights for the Fifth avenue territory. It is evident that the Columbia Phonograph Co.'s policy of exclusive selling rights is receiving a splendid indorsement. It is also quite clear that the Columbia Phonograph Co.'s now famous claims concerning the Grafonola when it was first placed upon the market—claims which have been reiterated consistently ever since—for well founded. Reports say that Wm. Knabe & Co. have received a receptive mood for some time, and the news of the signing of the contract with the Columbia line was determined upon only after the most exhaustive tests and comparisons of product and a most thorough estimate of present and future conditions in the trade. Wm. Knabe & Co. are planning an extensive Columbia sales campaign. With their thorough knowledge of the music business and the tendencies of the music-loving public, which have in no small measure helped in the wonderfully successful business now enjoyed, they are determined to make the new change as successful and as much a vital and typical part of the Knabe business as the famous pianos themselves. Wm. Knabe & Co. are consulting with architects and arrangements are now under way for the furnishing of elaborate sound-proof demonstration booths and fittings in harmony with the general scheme and character of the Knabe premises, and when these are completed the Columbia will be exclusively represented in this section of New York upon a scale that will be impressive even to a Fifth avenue clientele.

Wm. Knabe & Co. propose pushing this new branch of business with all the progressive and thoroughness that have characterized their usual activity in the musical world. It is understood that the Columbia instruments will be featured prominently in all the advertising the company puts out, and that a special campaign of Columbia advertising will soon be started by Wm. Knabe & Co. in the New York newspapers. The first public announcements are expected to appear about March 1 after the sale of the Knabe premises will be completed. A series of Grafonola concerts and recitals will probably mark the opening of the department and will figure among the future attractions of the company's great piano warerooms. The manager of the department has not yet been selected from among the long list of applicants, but it is certain that he will be one of the experts in the talking machine business. Plans are also being completed for placing the Columbia in the Knabe branch at Baltimore. Wm. Knabe & Co. will carry a strong line of special art Grafonola case designs, and also in standard cabinets, in harmony with their highest grade pianos, to meet the demand of the people who wish Knabe Hall. This part of the business has been under consideration for some time, and when the arrangements were finally completed this feature of the contract was given particular emphasis. This really means a new departure in the handling of talking machines by music houses, whose field of operations is much broader in strictly musical circles, both professional and lay, than that of the average dealer. When your clerks are not otherwise employed—keep them busy clearing and re-arranging stock.

KNABE HALL WHERE THE COLUMBIA LINE WILL BE FEATURED.

THE TALKING MACHINE WORLD.

WM. KNABE & CO. SECURES COLUMBIA LINE.

The Great New York Piano House Has Exclusive Selling Rights for Columbia Grafonolas, Graphophones and Records Made by the Columbia Phonograph Co.—Intend to Give These Instruments a Magnificent Representation—An Active Advertising Campaign Will Soon Be Started.
DEALERS SHOULD WATCH CREDITS.

The Standing of Installment Customers Should Be Carefully Investigated Before Sales Are Closed in Order That Prompt Payments May Be Assured—Thus the Dealer Can Keep on the Right Foot with his Customers Promptly—An Interesting and Timely Chat on This Subject by J. Newcomb Blackman.

"One of the most important duties of the talking machine dealer at the present time, if he expects to last, is that he watch both his credits and his credit. This sounds somewhat cryptic, but the idea is that the standing of installment customers should be carefully investigated before sales are closed, in order that prompt payments may be assured, and that the dealer should endeavor to keep on the jobber's good books by settling his own bills with reasonable promptness." Thus said J. Newcomb Blackman, president of the Blackman Talking Machine Co., in a recent talk with a representative of The Talking Machine World.

"The apparent tendency of a number of dealers is to order heavily and with abandon, but to acquire a deep reserve when it comes time to meet their bills. When pressed by the jobber they say something to this effect: 'Awfully sorry, but you see I have an order on the machines on installment and have had difficulty in making collections. You'll have to let that bill go for a little while.' And it's the same story next time. The whole trouble is that in all too many cases, the dealer tried to do a business wholly out of proportion to his capital, and the first thing he knows he is over his head in debt, with his chief assets, consisting of his line of merchandise being liquidated at the rate of a dollar a week and often less.

"The main point is the fact that such a dealer fails to realize that he is engaged in a real business in which every detail must be studied and modern methods adopted if he is to remain in the trade. The first thing he knows he is in competition with the jobber, but the jobber deals on an installment store carrying a large and complete stock, and immediately the idea gets that he can meet such competition with his limited capital and poor equipment. The result must be failure. He tries to brace up his stock by ordering in large quantities, and when the jobber's bills are to be met, say at the end of thirty days, he is compelled to ask for an extension of time. Then, if the jobber is insistent, and he must be to avoid embarrassment himself, the dealer goes to the wall. The jobber has to meet his obligations to the factories with reasonable promptness, or gets no more goods, and when the field is clear of them, we may all look for better things.'

MUSIC OVER THE 'PHONE.

Prominent Financiers Hear Demonstration of New Invention in Connection with the Telephone.

Half a hundred financiers and officers of corporations dining in the Waldorf one night last week as the guests of George R. Webb, the owner of a new telephone invention, heard, coming from the corners of the room, first a solo by Caruso, then a deep voice calling out trains about to depart, then a shrill soprano paging guests in a hotel, and again a deep bass voice announcing train orders.

Mr. Webb, who organized the Maryland Telephone Co., explained that his invention was designed to keep the telephone busy in dull hours, as the night letter now busy has the dull hours of the telegraphic wire. The apparatus he used was one of his own design, the telephone consisting of a number of small electric motors. The incantations were wireless messages of many sorts of opera, popular songs, gave stock quotations and did other things that a well-behaved telephone box yet not learned to do.

"The jobber who insists on prompt settlements, in a great number of cases does so, not alone to protect his own interests, but to save the dealer from his ruin, for he knows that the standing of installment customers should be carefully investigated before sales are closed, in order that prompt payments may be assured, and that the dealer should endeavor to keep on the jobber's good books by settling his own bills with reasonable promptness." Thus said J. Newcomb Blackman, president of the Blackman Talking Machine Co., in a recent talk with a representative of The Talking Machine World.

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In other words, with Webb's invention, if one person wants to instruct or deliver a message to fifty others he simply has to say into his phone, and at the other ends of the wires the telephone talks the message without the intervention of an ear piece. At any hour a subscriber may call up the telephone for any piece of music and then, hanging up the receiver, he or she may sit down and listen to the melody. Among those at the dinner were several railroad officials who are considering the use of the machine for delivering train orders.

THE STANLEY TESTIMONIAL.

A Great Array of Talent Engaged for Benefit To Be Given for Widow and Family of the Late Frank C. Stanley—How Talking Machine Men Can Help.

On another page appears the page announcement of the testimonial benefit to be given for the widow and family of the late Frank C. Stanley (W. Stanley Grinsted) at the New Amsterdam Opera House, New York, on March 8. The committee of arrangements—consisting of Walter H. Miller, Victor H. Emerson, C. G. Child, John Kaiser and Ernest Ball—held their last meeting at the recording company offices, and had the plans for what will be a successful and a credit to the deceased's many friends among the "talent" assured.

"The costing of 500 is the least, and are now in the hands of the dealers and posters giving the details of the event were distributed last week. A complete and correct list of the artists, some were unintentionally left out, for the World for January, who have volunteered their services and will positively be present follow: Harry McDonough, Wm. F. Hooley, Byron G. Harlan, Henry Burr, Golden and Hughes, Manuel Romain, Elizabeth Spencer, Peerless quartette, Al. Benzerl, Harry Anthony, Al. Campbell, Len Spencer, Lacy Marsh, Will Oakland, Billy Murray, Edw. Meeker, Walter Van Brunt, Murray Ed. M. Favor, Marie Narelle, American quartette, Chas. D'Almoint, J. F. Harrison, Vess L. Ossman, Chas. Prince, Marguerite Dunlap, W. H. Thompson, Arthur Collins, Irving Gillette, Frank Coombs, Charles Daub, Elise Stevenson, Edith Chapman, Premier quartette, Harvey Hindermeyer, Steve Porter, Ada Jones, Ernest R. Ball. The program, judging from these names, will be one of exceeding interest.

For further particulars and information address John Kaiser, treasurer of the committee, 603 Sixth avenue, New York.
from Our Chicago Headquarters

Room 806, No. 156 Wabash Avenue, E. P. Van Harlingen, Manager.

Business for the Past Month Has Been Most Active

Some Interesting and Important News of Talking Machine with Player-Piano—Reference to Music Rolls Specially Made for Use in This Connection—Interesting Chat with Charles Duncan Allen, Who Has Given us Matter Considerable Attention—Clever Victor Explotition with Ernest Johns as Impresario—Columbia Co.'s Handsomely Arranged Executive Committee and Officers of the National Jobbers' Association Meet in Chicago February 19 and 20—Reasons Why Talking Machine Co.'s Quarters Are Such a Magnet for Talking Machine Men Found in Illustration on Adjoining Page—Other Items.

(Special to the Talking Machine World.)

Chicago, Ill., Feb. 9, 1911.

January was a great big surprise to the majority of the Chicago jobbers and to those elsewhere in the West, because Victor's correspondent was never before in contact with them. Trade moved along lines which proves conclusively that there had not only been a large holiday trade, but that stocks had been exhausted.

Creating Music Roll Accompaniments.

Chicago has cultivated initiative as a habit, and this applies to the talking machine and allied lines.

Charles Duncan Allen, who for the last two or three years has been representing player-piano concerns on the road, giving recitals, as well as meeting with dealers whose territories are on the outskirts of the city, has found that great interest was always awakened whenever he found a place for the Victor machine in his program, playing the accompaniment on the player-piano. It is a very difficult matter to get specially arranged accompaniments from the manufacturers of perforated rolls. He has now started to remedy this lack. He recently took a tour and secured excellent results, and from Mr. Allen has been obtained the following list of music rolls specially made for accompaniments to Victor records, and which are now available:

G. R. S. Co., Chicago.

Roll.

70079 Rigoletto Quartet
70080 Trasamier (D'Annunzio) 
70081 Vou la sapete (Melba) 
70114 The Rosary (Schumann-Heink) 
70087 Questa o Quella (Caruso) 
70086 Sextette 
70088 Voi sapete (Melba)

MELOGRAFIC ROLL CO., BUFFALO, N. Y.

0610 La Donna Mollina (Caruso)
0611 Cassiopea (Vocali)
0615 Caro Nome (Mella)

The Universal Music Co. have a few Accompaniments particularly arranged for these catalog, but they are not listed in their catalog.

There are some twenty rolls being prepared deep by the G. R. S. Co., which will be on the market very shortly.

Mr. Allen is now in charge of the exploitation work for the Schaeffer Piano Mfg. Co., who produce a player-piano containing their own pianistic action. He is a thorough musician, who has studied abroad, and for many years was a pipe organist and director of boy choirs. He says that he has had success in places where it was expected that he would arouse a realizing sense of the musical value of both the Victor machine and the player-piano in the minds of people in his audiences who were previously unacquainted with instrumentality and recital. In Indianapolis the other day he secured a perfect ovation at the start of his program by introducing the Victor "Rigoletto" record, accompanying it on the player-piano.

Chas. D. Allen's Views.

In a chat with The World M. Allen remarked:

"Accompanying the talking machine with the player-piano. Why not? The wonderful records of the world's great singers and instrumentalists are being produced. As a matter of fact, they are being produced by the player-piano, and as only the few who have spent years in the study of music can play these accompaniments, why not the player-piano? Someone has declared that the great artists' voices as canned music, and possibly the suggestion of combining two varieties of 'canned music' may arouse another brain storm, but what difference if the results obtained justify the means? And when one stops to consider the manifold advantages and pleasures to be derived from this perfectly normal combination of music producing devices, one cannot but be convinced of its great possibilities."

"Many musicians of sterling qualities are but indifferent accompanists, because of insufficient practice in the art. It is the accompanist who makes the record. One must not be lampered by technical difficulties. The highest musicianship consists of something more than mere ability to execute difficult passages correctly, but rather of being able to interpret to itself in terms of idyllic sentiment. We must not allow ourselves to confine the words musician and technician, for they are not synonymous, and many player-pianists are as truly technicians as the great artists. We have developed a far greater musical knowledge and interpretative ability than is commonly recognized. The pianist is opened a new field, rich with beauties, and one in which the possibilities are unlimited.

"For the budding musician one cannot imagine a better educational means, one which will develop in him in the broadest sense, than this delightful pastime of accompanying the work of a great musician sung by a world-famous artist. Were it necessary for this to be true, the accompanying record as a complete instrument would be next to impossible without years of hard work and great expense. But, on the other hand, one's taste leads him to the songs of our childhood, or to the simpler ballads, these, too, are at the command of the earnest amateur.

"One should not imagine that the ability to accompany lies entirely in the hands of the greatest artists, but one is well repaid for the time and effort spent in acquiring this ability, and each new endeavor is easier than the one before. The modus operandi is not difficult. The leading manufacturers of rolls for player- pianos are showing their interest and are at present issuing these ac- compagniments from the score it would be next to impossible without years of hard work and great expense. It means, if the results obtained justify the means and are started to be issued in quantity, that this is only a beginning, and that the work will develop to its fullest fruition. It means to the real music lover great pleasure, and furnishes the means for a wonderful musical education for his family and friends.

The "Victor Theater."

The "Victor Theater," which has just closed a month's successful run at Cincinnati, will make its debut in Chicago here Monday afternoon at Victor Hall, Lyon & Healy. It consists, as The World readers know, of admirable set scenes, with "tableaux," production of operas and concert recitals by Red Seal artists. The voices issue forth, of course, from Victors and Victrolas, and the stage lights are managed in the most scientific manner, producing the most realistic results. Mr. Johns, the stage manager of the theater, and who accompanies the performances by illuminating pictures, is here completing arrangements. The Victor Theater will be one of the most decadent accompaniments on the market, consisting of five to six evenings a month. At any rate, both matinees and evening performances will be given all season next week. Handsomely engraved invitations will be sent out to Lyon & Healy's friends for each performance, different lists being used, according to the limits of Victor Hall, until all have had an opportunity to enjoy this remarkable entertaining and educational medium.

A. V. Chandler III.

The trade will remember that A. V. Chandler, the popular and efficient representative of the National Co., is at his home in this city with what is feared is incipient pneumonia. Mr. Chandler, however, is a man of realized physique, and no doubt is entertained by his friends here but that he will successfully weather the storm.

Candidate for Judiciary Honors.

C. V. Goodwin, a prominent Chicago attorney, who has been for some time opposing the talking machine litigation, is a candidate for judge of the Superior Court. He is a man of distinguished ability and will honor the high position should he be successful, as he so doubt will be. Mr. Goodwin is a brother of C. E. Goodwin, manager of traveling salesmen for the National Phonograph Co.

Columbia Notes.

In their new headquarters at Washington and Wabash avenues the Columbia Phonograph Co. have arranged quarters as can be found anywhere in the country. The company have had great success locally with the new ten-cent demonstrating record, which has been liberally advertised in the local papers. There has been the means of familiarizing vast numbers of people with the excellence of the Columbia product and is securing many new customers. The demonstration of the Columbia phonograph at the new headquarters of the Columbia office is enthusiastic regarding this latest exploitive method adopted by the company.

Mr. C. Fuhr, district manager for the Columbia Co., is now on a trip, including New Orleans, Little Rock, St. Louis and other Southern branch house and distributing points.

The Columbia Phonograph Co.'s quarters here the past few days were H. H. Niehaus, successor to Phelps & Niehaus, Columbia dealers of Quincy, III.; M. Nassau, East Chicago, Ill.; J. C. Randall, Geneva, Ill., and Tom Butler, Marion, Ind.

Wiswell's Eastern Trip.

I. C. Wiswell, manager of the talking machine department of Lyon & Healy, has been a week or so touring a trip to the Victor and Edison factories, both of which he found enjoying a fine business. He reports that the opening April 1st of the talking machine department of Lyon & Healy has ever known, and Mr. Wiswell and the officers of the company look forward to a most excellent year. The new machine for dealers is meeting with a most excellent demand.

Visitors.

Geo. Oranstain, manager of travelers of the Victor Co., has been in Chicago for several days. He was led here by Sam Goldsmith, who has charge of the travelers in this district, and also by Mr. Baich, who has formerly traveled in Minnesota and the Dakotas. He will now cover Iowa in place of Mr. Fiss, who has resigned from the service.

James Pielens, head of the John Hoyt Piano Co., in Davenport, la., is a large talking machine dealer, in Chicago this week.


The Talking Machine Co. is another concern which has recorded a break-breaking January. February has opened up with vim and vigor, and the company entertain large expectations for 1911.

Among the visitors who called at the company's headquarters during the automobile show were the following: J. A. P. from the Western; John Onisten, Chapin, Ill.; August Peters, Benton Harbor, Mich.; Chris. E. McLean, Mt Pleasant, Ia.; Mr. Butler, of Butler Music Co., Marion, Ind.; Mr. Wiswell, of the Columbia Co., has been in Chicago for several days. He was led here by Sam Goldsmith, who has charge of the travelers in this district, and also by Mr. Baich, who has formerly traveled in Minnesota and the Dakotas. He will now cover Iowa in place of Mr. Fiss, who has resigned from the service.

James Pielens, head of the John Hoyt Piano Co., Davenport, Ia., is a large talking machine dealer, in Chicago this week.

Continued on page 44.
"XMAS JUST A STARTER"

January, February and March our biggest months.
Wire us, "at our expense" that order you have been delayed on.
Don’t these views spell S-T-O-C-K—clean stock—WHOLESALE STOCK?

The Reason:—

We sell our goods to dealers only!
Not a dollars worth at retail!
If it is in the house, you can have it!

The Talking Machine Co.
72-74 Wabash Avenue,
Chicago, Illinois.
Executive Committee Meeting.
The executive committee and officers of the National Jobbers' Association meet in Chicago on the 19th and 20th of this month. This meeting is largely preparatory to the annual convention which is to take place in July at Milwaukee. Lawrence McGreal, the well-known jobber of the Wisconsin metropolis, has about completed his part of the arrangements and will submit them to the meeting for final approval.

A Fair Octette.

Readers of The World have noticed ere this that Arthur D. Geissler, general manager of the Talking Machine Co., is a very appreciative man, and one always glad to give full credit to his associates and employees in the remarkable wholesale talking machine business of which he is the head. The

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. This article "TIZ-IT" in stock.

If your jobber does not handle this connection yet we will supply you.

One dozen lots, prepaid, $3.00

Free sample to jobbers

Manufactured by KREILING & COMPANY

1004 North 40th Avenue

Chicaco, Ill.

World has had a good deal to say from time to time regarding the company's male contingent, and the trade by this time is pretty thoroughly conversant with the countenances and faces of Messrs. Keith, Reed, the travelers and other young men who have been factors with Mr. Geissler in building up the business. The World representative has not failed to notice, during his visits to the company's headquarters, that the young women there employed are not only worthy of notice, because of their handsome appearance and many feminine graces, but because of their efficiency in the duties respectively assigned to them. He casually mentioned to Mr. Geissler the other day that a group picture of these young women might not be out of place in The World. The photograph was duly forthcoming, and here it is, together with an index to its fair contents.

In one sense it is a "strictly business" bouquet that is here presented. Courteous but dignified are adjectives that may be applied to them all. They are all enthusiastic regarding the line with which they are connected, and a moment's conversation with any one of them will show conclusively that she has taken pains to post herself far beyond the requirements of the specific duties which she performs. The positions which they fill are indicated by the lines under the photograph. Miss Genevieve Farrar ranks first in point of years of service with the company, with which she has been connected for the last eight years. It may be stated, incidentally, that she bears quite a striking resemblance to her almost namesake, Geraldine Farrar, the famous opera singer and Red Seal artist. Misses Boniwell and Katzman have each given seven years of competent service to the company, with which they have been connected respectively for six years. Miss Johnson two years, Miss McGeary three years, Miss Johnson two years, and Miss Grace Holy, she of euphonious name, while calculating her service with the company by months rather than by years, is also proving a most valuable member of the staff. For some time there have been rumors to the effect that some of the places occupied by about half of the feminine staff would shortly know them no more; that the subtle god, Cupid, was getting very busy, and that the formation of certain life partnerships was in contemplation. However, no break in the ranks has yet occurred. Mr. Geissler attributes this to the fact that the young women are loath to leave the environment which they have so long graced. One who is familiar with the spirit of harmony and positive friendship which characterizes the entire Talking Machine Co.'s corps will not question this statement. However, we shall see what we shall see.

SOMETHING BESIDES MONEY

A man that is in business just for money, will soon find that the business is running him rather than himself running the business. A concern that renders a service, sells a device or material where quality is the ideal does not place money as the first consideration, yet the money return is large and certain. As some one put it: "Idealize your life, but you must make a living in order to live a life."

Originality and initiative are nothing more or less than getting one hundred per cent. action into things before someone else comes along and does what you intended to do.
Lyon & Healy

SERVICE

Filling Orders Accurately
Filling Orders Completely
Filling Orders Same Day as Received

Have You Tried this Service?
It Will Pay You

DISTRIBUTORS OF
Victor Talking Machines and Edison Phonographs

CHICAGO
Ernest McGill, of the Chase & Baker Co., was playing an accompaniment on the Chase & Baker player-piano to Caruso's singing of the "Arioso" number from "Pagliacci," on the Victrola. The gentleman standing just to the right of the Victrola in the picture is J. C. Emahizer, at the head of the Emahizer-Spielman Furniture Co., Topeka.

The audience present filled the seating capacity of the recital hall, and very enthusiastically showed its appreciation. Many were converted to the possibilities of the player-piano, who were before somewhat skeptical of its possibilities.

The instrumental solos rendered by Mr. McGill were "A la bia sinme," by Schuett, and "Whispering Flowers," by Bion-Rosenbecker. Other artists appearing on the program were Miss Leavitt, soprano, who sang with pleasing grace, accompanied first by Miss Flaxlerig and then by the Chase & Baker player-piano. Miss Walter, a well-known local violinist, gave violin solos which met with much applause. The violinist was first accompanied by Miss Tinker and then by the Chase & Baker player.

The Victrola came in for its share of the entertainment by giving orchestral numbers alone—and by reproducing the voices of Caruso, Schumann-Heink and other artists with player accompaniment.

The public is the Columbia hornless "Favorite" and many of these have found their way into the homes of persons of more moderate circumstances, where they have afforded much amusement and pastime during the winter evenings. Manager Laurie, of the local branch store of the Columbia Phonograph Co., is responsible for this statement and he is highly pleased with the reception accorded this instrument. He also states that January has been an excellent month for the trade, far ahead of the showing made during January of 1910 and, except December, compared favorably with all the other months of last year.

Manager Roberts, of E. F. Droop & Sons Co., is one of Baltimore's greatest optimists and he has good reasons for being such. He declares that the firm's business has kept up in fine shape and that the excellent showing made during December continued during January and indications are that the same conditions will prevail in February. Like most of the other dealers, he announces that his firm has had splendid results from the higher grade instruments, the demand for the Victroly-Victrolas being undiminished.

"The only trouble I am having these days," declared Mr. Roberts, "is to keep enough machines in stock to satisfy my customers." The high class records are also more to the liking of Baltimoreans, according to Mr. Roberts. This no doubt is due, especially at this time, to the fact that the opera season is on and the excellent renditions heard by the accomplished artists each week appeal to the musical tastes of the residents of the Monumental City, who are great opera lovers. During the last week Manager Laurie, of the Columbia Phonograph Co., had as his guest Frank Dorian, manager of the Dictaphone. Mr. Dorian reported business with the Dictaphone to be of the record breaking order.

Another dealer who says nice things about the condition of trade is Maurice Silverstein, manager of this department for Cohen & Hughes. Both the Victors and Edisonos are having good runs, according to Mr. Silverstein.

Every Little Letter Has a Meaning of Its Own—An A B C Book for the Business Man.

The word Advertising is composed of eleven units representing ten letters of the alphabet, five-thousandths of the total. It shows that advertising is not quite the whole thing. The letter "A" alone occurs more than once in advertising—it is used once and vowel to remind us of the Soliloquy, which always keeps both eyes on the dollar sign.

A stands for Always, and suggests that all should advertise all the time in all the ways available; if anyone doubts this, let him ask any solicitor and be convinced.

B stands for Big, and you have said you should advertise for the advertising, the more you get. This has been proven over and over again by the solicitor who persuades the advertiser to dig up. It also stands for a liberal use of oil and some earnest work will produce results every time.

C stands for Controversy which usually overtakes the advertiser when he has been too easy. It also stands for Rum and Rebellion, and when these conditions no terror for the solicitor, they are sometimes cultivated by his victim.

D stands for Time, to show that advertising bills must be paid on time, and that it takes time for results to come from them. Manager Laurie, of the Chase & Baker, points out that the result of advertising over the past two months has been the next best letter to "A." It shows that the advertiser should not expect profitable returns until after the sixth year of constant advertising.

E stands for Easy, and follows V to signify that a liberal use of oil and some earnest work will produce results every time.

F stands for Fraud, and is probably the most common fault of the advertiser. It also stands for Frivolity, which is the principal item of expense to the "A." publisher, and explains why space rates vary from one cent to seven dollars per line; it all depends on the quality of the ink used. No advertiser should ever allow his publisher to use cheap ink.

G stands for Good, and also for Glory, and was placed there to show that only one advertiser out of eight makes good. It also stands for Salve for the wounds of the other seven, and Sorrows for the man who doesn't advertise at all.

H stands for Honesty, which is the key note of advertising. It also stands for Humility, which is the other large item of cost to the "A." advertiser. It might sound to you fellows on the outside like mere talk when I say that there has been no advertising over the past two months has been the next best letter to "A." It shows that the advertiser should not expect profitable returns until after the sixth year of constant advertising.

I, in the second place, stands for Integrity; it is placed after Success to show its relative importance. It also stands for Confidence, which is the second largest item of cost to the "A." advertiser. This may seem strange to the novice, but those who have enjoyed the hospitality of the "A." do not appreciate the fact perfectly.

J stands for Justice, which is the third place, stands for Integrity; it is placed after Success to show its relative importance. It also stands for Confidence, which is the second largest item of cost to the "A." advertiser. This may seem strange to the novice, but those who have enjoyed the hospitality of the "A." do not appreciate the fact perfectly.

K stands for Justice, which is the third place, stands for Integrity; it is placed after Success to show its relative importance. It also stands for Confidence, which is the second largest item of cost to the "A." advertiser. This may seem strange to the novice, but those who have enjoyed the hospitality of the "A." do not appreciate the fact perfectly.

L stands for Loyalty, which is the fourth place, stands for Integrity; it is placed after Success to show its relative importance. It also stands for Confidence, which is the second largest item of cost to the "A." advertiser. This may seem strange to the novice, but those who have enjoyed the hospitality of the "A." do not appreciate the fact perfectly.

M stands for Money, and is the fifth place, stands for Integrity; it is placed after Success to show its relative importance. It also stands for Confidence, which is the second largest item of cost to the "A." advertiser. This may seem strange to the novice, but those who have enjoyed the hospitality of the "A." do not appreciate the fact perfectly.

N stands for Nothing. It is put near the end of the advertising to remind us of the line ""Dad "Dad"", which is the last of the alphabet, and its position is symbolic of the fact that advertising is the last thing to be considered in any business.

O stands for Opportunity, which is the sixth place, stands for Integrity; it is placed after Success to show its relative importance. It also stands for Confidence, which is the second largest item of cost to the "A." advertiser. This may seem strange to the novice, but those who have enjoyed the hospitality of the "A." do not appreciate the fact perfectly.

P stands for Patience, which is the seventh place, stands for Integrity; it is placed after Success to show its relative importance. It also stands for Confidence, which is the second largest item of cost to the "A." advertiser. This may seem strange to the novice, but those who have enjoyed the hospitality of the "A." do not appreciate the fact perfectly.

Q stands for Quality, which is the eighth place, stands for Integrity; it is placed after Success to show its relative importance. It also stands for Confidence, which is the second largest item of cost to the "A." advertiser. This may seem strange to the novice, but those who have enjoyed the hospitality of the "A." do not appreciate the fact perfectly.

R stands for Regularity, which is the ninth place, stands for Integrity; it is placed after Success to show its relative importance. It also stands for Confidence, which is the second largest item of cost to the "A." advertiser. This may seem strange to the novice, but those who have enjoyed the hospitality of the "A." do not appreciate the fact perfectly.

S stands for Success. It is the eighth letter and was placed there to show that only one advertiser out of eight makes good. It also stands for Salve for the wounds of the other seven, and Sorrows for the man who doesn't advertise at all.

T stands for Time, to show that advertising bills must be paid on time, and that it takes time for results to come from them. Manager Laurie, of the Chase & Baker, points out that the result of advertising over the past two months has been the next best letter to "A." It shows that the advertiser should not expect profitable returns until after the sixth year of constant advertising.

U stands for Understanding, which is the tenth place, stands for Integrity; it is placed after Success to show its relative importance. It also stands for Confidence, which is the second largest item of cost to the "A." advertiser. This may seem strange to the novice, but those who have enjoyed the hospitality of the "A." do not appreciate the fact perfectly.

V stands for Victory, which is the letter immediately following the letter "A" in the alphabetical order, and is the first letter in the word "VICTORY." It shows that the advertiser should not expect profitable returns until after the sixth year of constant advertising.

W stands for Want of Money, which is the eleventh place, stands for Integrity; it is placed after Success to show its relative importance. It also stands for Confidence, which is the second largest item of cost to the "A." advertiser. This may seem strange to the novice, but those who have enjoyed the hospitality of the "A." do not appreciate the fact perfectly.

X stands for Xenophobia, which is the twelfth place, stands for Integrity; it is placed after Success to show its relative importance. It also stands for Confidence, which is the second largest item of cost to the "A." advertiser. This may seem strange to the novice, but those who have enjoyed the hospitality of the "A." do not appreciate the fact perfectly.

Y stands for Yatter, which is the thirteenth place, stands for Integrity; it is placed after Success to show its relative importance. It also stands for Confidence, which is the second largest item of cost to the "A." advertiser. This may seem strange to the novice, but those who have enjoyed the hospitality of the "A." do not appreciate the fact perfectly.

Z stands for Zeal, which is the fourteenth place, stands for Integrity; it is placed after Success to show its relative importance. It also stands for Confidence, which is the second largest item of cost to the "A." advertiser. This may seem strange to the novice, but those who have enjoyed the hospitality of the "A." do not appreciate the fact perfectly.
Instruments.

Guns and Tools, machines, Cash Registers, Guns and Tools, and on all Polished Instruments. The Finest Oil Made.

It Absolutely Prevents Rust.

Now Sold Everywhere

All Hardware Men

WILLIAM F. NYE
NEW BEDFORD, MASS.

NOW MORE GOODS IN CINCINNATI.

Dealers Complain About Difficulty in Getting Stock.—Combines Honor Arrival of Talking Machine.—Victor Department of the Aeolian Co. to Move to First Floor.—Big Fire Destroys Machines and Records—What Various Concerns Have to Report.

(Special to the Talking Machine World.)

Cincinnati, O., Feb. 4, 1911.

What’s the matter with the manufacturers? That is the query being put forth by some of the local dealers, who, since January 1, have been unable to supply the demand for popular hits. The trouble lies not with the jobbers, according to the investigators, but the producers. It is a well-known fact that the talking machine business is centered in certain sections of the country, and these are complaining believe the manufacturers should prepare themselves accordingly. As a result of conditions in January much business was lost in this city.

Professor John L. Shearer, of the Ohio Mechanics’ Institute, this city, unconsciously gave the talking machine business quite a boost in his talk on “South America” before the Cincinnati chapter of the American Institute of Architects at the January meeting. He showed a scene in Colombia, on a railroad between Porta Colombia and Barranquilla, where the town’s entire population had assembled about the little depot, all in holiday regalia. Upon asking the conductor the cause for the assembling of the populace the American was told that it was a desire on the part of the people to do honor to the arrival of a talking machine. This had been imported for use in a festival which was to take place a few days hence. The incident brought forth much laughter from the audience.

The Aeolian hustlers have already made the plunge into the ranks of the Benedicts and are now domiciled in a cozy home in Hyde Park. The same is true of the cylinder records. The 1910 Krolace Co.’s loss is estimated at $3,500.

Manager R. J. Whelen, of the Columbia Phonograph Co., reports a splendid January business, in all departments, being particularly pleased over the sales of Grafonola Regents and Favorite, and at no time during the month were they able to supply the demand for these two types.

In the wholesale department the dealers have shown unusual activity in re-ordering goods to replenish their stock sold out during the holidays, and in these re-orders a very noticeable increase is felt in the demand for Grafonolas, and they now fully realize the wide field that is opened up to them by these high-grade instruments, and the new opera records. The Alice Nielsen records have been received with great enthusiasm.

Marion DeBuse, of New York City, one of the high officials of the company, was a visitor the 1st of February, and was very much pleased with the conditions of business in all departments.

The tremendous volume of business done in talking machines during the month of January gives an exceptionally bright outlook for the future, and was resulted in increased enthusiasm on the part of everybody connected with the talking machine department of the Rudolph Wurlitzer Co., both retail and wholesale. Practically all of the petty features which formerly were in little demand, and the retail salesmen annoyance, have been eliminated with the advent of the Victrola, and the better class buyer.

The business, both to retail and wholesale, consists mostly of big deals that are clean business in every way.

During the past month the retail department of The Rudolph Wurlitzer Co. has been featuring Mr. Johns, of the Victor Co., who has been giving daily concerts in connection with his theater, showing in tableaux various scenes from the opera as they are reproduced faultlessly and true to the original scenery and artist. The crowds grew daily, till it was impossible to accommodate those who wished to attend the concerts. The last concert was given January 28, and although numerous requests were received for a continuation of the concerts, Mr. Johns was unable to accede to these requests on account of previous engagements and datings.

At the expressed request of the Rotary Club, an organization of Cincinnati business men, a special concert was given at 8 o’clock, on February 1. The entire list of members were present, with the exception of two, who were out of town on that day. This is an exceptional showing, and tends to bring home the fact that the Victrola is one of the biggest drawing cards in the musical line to-day. The concert was arranged by prospects and Victor owners in the list of Red Seal Records. The demand for selections by artists, who formerly were in little demand, has grown until it now embraces practically the entire list of Victor Red Seal artists.

A recent sale was that of a Victrola XVI. to Mr. Herrmann, concert master of the Cincinnati Symphony Orchestra. Mr. Herrmann especially favors the Instrumental Victor records, and is a frequent visitor to the talking machine salesrooms of the Wurlitzer Co.

John Arnold, the Elm street dealer, is more pleased than ever with his present location, claiming each month’s business shows an increase over the corresponding period last year. The wood Gramp horn of the National Co. is quite popular with his visitors and he is using it exclusively in his demonstrating rooms. Arnold experienced some difficulty in securing the big hits last month and believes his business might have been doubled had this not been the case.

Four Victrolas were among the sales of J. E. Poeeman Jr., in January. His record trade was phenomenal and highly pleasing. During the month thieves broke into his store and evidently thought watches were more valuable than talking machines, for they secured $250 in tickets.

H. B. Diabelle, of the talking machine department of the R. Wurlitzer Co. is no longer a bachelor. The plunger into the ranks of the Brides took place on January 26, the bride being Miss Katherine Reedy. They are now domiciled in a cozy home in Hyde Park.
THE USE OF "TALKERS" IN SCHOOLS.

To Receive the Special Attention of Mrs. Frances E. Clark, for Some Time Supervisor of Music of the Milwaukee Public Schools and Who Has Now Joined the Forces of the Victor—A New Departure in Teaching Machine Exploitation That Should Meet with Success—Something of Mrs. Clark's Plan.

(Special to the Talking Machine World.)

Milwaukee, Wis. Feb. 9, 1911.

Milwaukee talking machine circles are highly interested in the announcement that Mrs. Frances E. Clark, supervisor of music in this city's public schools, resigned on February 1 to accept a position with the Victor Talking Machine Co., at a salary of $3,000 per year, an increase of $1,000 over her present salary. In her new position Mrs. Clark will have charge of the development of the use of the talking machine in schools. She will prepare exercises for the various grades, with special reference to the kindergarten and primary classes, and will then travel about the country as a consultant in starting the new system in cities where it is adopted.

Mrs. Clark has been supervisor of the music in Milwaukee schools for the past eight years, and she is regarded as the originator of the idea of making use of the talking machine in teaching music in the schools. Her success in her endeavors in this line has been watched with interest all over the country and is of course largely responsible for her excellent offer from the Victor company.

Mrs. Clark's idea on the use of the talking machine as an aid in the teaching of music in public schools can best be illustrated by quoting from an excellent address which she made on the subject before the last gathering of the Wisconsin State Teachers' Association, held in Milwaukee. She said in part:

"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, Natani, brassy thing we have known in the days gone. The new talking machine with its wood horn, its bamboo needle and the wonderful records obtainable is a joy and a delight—an artistic success. It has come to be an added power in teaching music in the school, conservatory and the home.

"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 songs correctly. We may speak of a 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, duets, orcier 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 occasional artists. The great singers do not visit the small 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 have the talking machine in nearly thirty of our Milwaukee schools. They are giving entire satisfaction to the teachers and principals.

"As yet there are few records made of songs suitable for classes lower than grammar grades. The need of having records 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."

Indications are that the talking machine may become an instructor in the normal schools of Wisconsin as an aid in teaching music. At a recent meeting held in Milwaukee of the presidents of the various normal schools, with members of the faculties and board of regents, Miss Helen M. Cundiff, teacher of music in the Oshkosh Normal School, made a strong plea for the use of the talking machine. The talking machine, said Miss Cundiff, would serve a splendid purpose in musical instruction, inasmuch as the best trained voices are now recorded on the records.

If the regents give consent to the use of the talking machine in the normal schools of the State, Miss Cundiff urged that records to the worth of $500 at least be purchased. These records, she said, could be sent to each school, thereby permitting each individual educational institution to avail itself of the benefits of all the records.

The suggestion of the Oshkosh Normal School teacher was received with smiles momentarily by the heads of the various institutions and members of the board of regents, but the humor quickly disappeared as Miss Cundiff explained her suggestion and showed how the talking machine could be utilized for excellent purposes in the normal schools. Attention was called to the wonderful success which the talking machine has achieved in the Milwaukee schools, and it is believed that as great success can be secured in providing musical training for the future teachers.

Theodore Kronlage, a Milwaukee member of the normal board of regents, seems to be favorable to the propositions and urges that the board give the matter careful consideration.

The attention of various cities about Wisconsin has been attracted by the success achieved by the talking machine in the department of music in the Milwaukee schools under the direction of Mrs. Frances E. Clark, and it is expected that before the year is over many of the up-State schools will have adopted the system. Professor Theodore Winkler, superintendent of musical instruction in the Milwaukee public schools, is advocating the use of the talking machine in teaching music and expects to have the system installed in his school before many weeks.

CAN YOU GUESS WHO THIS IS?

The Latest Prize Contest in the Trade—A Prize in the Form of Large Packages of Fine Imported Needles Will Be Presented to the First Fifty Jobbers or Dealers Who Send in Correct Answers to The Talking Machine World.
A list of great names, a catalog of great records and a line of instruments unsurpassed—the whole reinforced with Columbia exclusive selling rights—that is the Columbia proposition before the live dealer to-day.

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

GOOD BUSINESS IN MILWAUKEE
For the Talking Machine Men During January

-Money Easier and Collections Improve-


(Special to the Talking Machine World.)

Milwaukee, Wis., Feb. 16, 1911.

Judging from the manner in which the talking machine business has been improving in and about Milwaukee since the opening of the new year, 1911 ought to be a winner. Jobbers and retailers are unanimous in saying that the total volume of trade since January 1 has been far in excess of that of the corresponding period a year ago. It is nothing unusual to find conditions rather dull just at this time, as conditions are certainly satisfactory this year. One bright feature of the situation is the fact that collections have been showing steady but sure improvement. Since early last fall there has been a tendency for people to hang on to their money, figuratively speaking, but the outlook is now brighter and money is moving more freely.

Local retailers feel that they have cause to be thankful over the fact that conditions in the local machinery field are showing decided improvement. Next to the manufacture of chines, records and supplies. Among the leading machinery concerns report a big increase in their bookings and are again loosen their purse strings. In this field and people are breathing more freely for the fact that conditions in the local machinery field are satisfactory it means better business for machinery of all kinds, and when conditions in this field are showing decided improvement.

A Victrola, furnished by Lawrence McGreal, the manager of the theater in question, and asked why such an outrage should be permitted. Mr. Borup was sitting in his office recently, when the lady in question called him up in a most excited manner.

"Oh, Mr. Borup," said the lady, "I have a most atrocious case that you must investigate right away. It's perfectly terrible. You know, last night, I attended the theater and saw 'The Nigger,' and in one part of the play someone on the stage tortures a number of dogs terribly to make them bark and howl when they are supposed to be chasing a negro who has committed an awful crime. Why, they must stick pins into them or do some other terrible thing to make the poor things cry so."

Mr. Borup at once called upon Harry Singer, manager of the theater in question, and asked why such an outrage should be permitted.

"Why, we have no dogs on the stage," explained the manager. "The effect of the barking, baying hounds is produced by two big talking machines. If you will step back upon the stage I will be very glad to give you a demonstration."

Dr. M. J. White, superintendent of the Milwaukee Hospital for the Insane, at Wauwatosa, suburb of Milwaukee, is putting the talking machine to rather a novel use. It has long been the belief of Dr. White that music properly selected is a balm to the troubled soul, and he has taken up the method of curing people with troubled minds by the use of music. His theory that music is a cure for insanity has proven practical and it has been a great success at the county institution where he is in charge.

The attendants and nurses who have aided Dr. White in making his observations unite in testifying to the beneficial effects music has on the mind of a patient. It is found that certain airs, such as the hymn, "I Know That My Redeemer Liveth," did not have a very good effect on those who are insane on religious subjects. Dr. White discovered that some of the fine old songs, "Flow Gently, Sweet Afton," "Dixie," "The Last Rose of Summer," and others, had a tendency to calm a patient who became violent. In the course of the experiment it was found that the voice of the "Dead March From Saul," in "The Hour of Trial," "Ben Bolt," and "We Are Tenting To-night," had most injurious effects.

"It is only a modern application of an idea that worked wonderful cures in the days when the world was young," said Dr. White. "The ancient Hebrews knew well the power of music. Especially was it true in nervous diseases and maladies of the mind. Witness the tale of the cure wrought on Saul by the sweet playing of the shepherd, David."

The meeting of the arrangement committee of the national Association of Talking Machine Jobbers, which was to have been held in Milwaukee, January 11, 12 and 13, to complete plans for the coming convention of the association, which will be held in Milwaukee July 11, 12 and 13, was postponed and will be held in Chicago February 19 and 20. There will be a meeting of the executive committee of the association held at Chicago on the same date. Lawrence McGreal, of this city, who is a member of both committees, will be in attendance. Judging from letters received by Mr. McGreal, this year's convention at Milwaukee will be largely attended.

A. G. Kunde, Columbia jobber, 510 Grand avenue, is living up to his record of opening one new Columbia branch store in Milwaukee each month.

Linoided Recording Horn

The recording possibilities of the phonograph which have been especially emphasized lately have given the sale of recording accessories a big impetus. The Linoided Recording Horn is made of unlined, without seams or joints, and owing to its construction and its peculiar acoustic properties, is best adapted for recording purposes.

Order Through Your Jobber.
TRADE NEWS FROM ST. LOUIS.

Talking Machine Men Well Satisfied with Business for the First Month of the Year—E. B. Walthall Loses Father—Two Victrolas for Brewer—Interesting Personal Items—What the Various Houses Are Doing.

(Related to the Talking Machine World.)

St. Louis, Mo., Feb. 6, 1911.

The talking machine business for January was up to the season of the year, some concerns reporting that their trade showed an improvement over the same period a year ago.

E. B. Walthall, manager of the Columbia Phonograph Co., was called to his home in Kentucky by a telegram on Dec. 21, his father having died suddenly. He returned here on Jan. 6. During his absence C. L. Byers looked after the business in a very able manner.

William M. Todd, accountant of the Columbia Phonograph Co., left Jan. 21 to enter the account-

ing department of the company at their Bridgeport, Conn., factory. He is succeeded by B. F. Moore, formerly with the National Bank of Commerce here.

C. Kaufman, traveler for the Columbia Phonograph Co., is making his regular trip through southwest Missouri, and is having a good time.

The Aeolian Co. report having had a very active trade in their wholesale department, and that they had a good business in their retail department, with a large run on the new Caruso records.

C. O. Thompson, in charge of the wholesale talking machine department of the Aeolian Co., has resigned. Mr. Thompson had made himself very popular with all whom he had come in contact with by his very agreeable and obliging ways. All his friends wish him the best of success.

L. A. Commins, traveler for this concern, is now on a trip through Kentucky.

The Silverstone Talking Machine Co. report having had a seasonable month. They completed their new Grand Opera booth on Jan. 15. It is encased in art glass and handsomely decorated, presenting a very attractive appearance.

The Koerber-Brenner Music Co. report their January trade as being up to the season. W. A. Brenner, secretary of this concern, will return the latter part of February from a six weeks' trip to the coast.

J. J. Clegg, traveler for this concern, is now on a three months' trip through the Southwest. A. M. Page, traveler for the same concern, is on a three months' trip through the North.

D. K. Myers, the well known Zonophone jobber, reports trade for January as being fair with improving prospects.

The Thibes Piano Co. report the sale of two Victrolas to a prominent local brewer, who bought one for his sister-in-law. He also had a selection of $200 worth of records sent with each instrument on approval. The records were so satisfactory that he shelved the firm for the nice selection and kept them all. This firm reports a good January trade.

The Bollman Bros. Piano Co. report their talking machine business quite satisfactory for the month.

O. A. Grussing, manager of the talking machine department of the Aeolian Co. at New York and branches, is expected here shortly on a visit.

"Doc" O'Neil, the globe trotter of the Victor Talking Machine Co., spent a few days here recently on his way home from a trip to the Orient. The doctor had some very enthusiastic audiences listening to his entertaining tales of his trip.

J. M. Means, formerly assistant manager of the talking machine department of the O. K. Home Piano Co., Memphis, has been made manager of the same department.

S. W. Goldsmith, traveler for the Victor Talking Machine Co., spent a few days here recently calling on the trade.

William Vedder, of the Excelsior Co., Cape Girardeau, Mo., a talking machine dealer, was a recent visitor here.

WHERE CLOCKS SAVED TIME.

With Time Always in Sight Employees Did Not Have to Stop Work and Begin Gossiping.

Every employee who watches the clock is losing time. Yet clock watching is necessary in planning work. Employees watch clocks because they are set at tasks and watch the progress of the work, and by setting the clocks, they are doing definite work at definite times. But at a glance, any employee could learn the date, hour, minute and second, without disturbing anyone else in the process.

The clocks cost $34 a year; the lights were estimated at $31 a year for current and maintenance; the calendars were supplied gratis by a firm whose interests they held. The manager saved the entire year's investment during the first month in employe's time that had formerly been wasted.

Fifths and sixths. When you come to your place of business each morning have in mind the situation in view that you will earn your salary that day, and when you leave at night be sure that all orders which have been placed have been looked after properly. Thus you will increase the efficiency of your employer's business, secure your own advancement, and make yourself a man to be desired, and one who is never out of a good position.

WHICH ARE YOU—LIFTER OR LEANER?

There are two kinds of people on earth today—just two kinds of people, no more, I say. You are either a lifter or a leaner.

The good are half bad and the bad are half good. Not the rich and the poor, for to man's wealth you must first know the state of his conscience, his health.

Not the humble and proud, for in life's little span, who puts on vain airs is not counted a man.

Not the happy and sad, for the swift flying years bring each man his laughter and his tears.

Nor the two kinds of people on earth I mean. Are the people who lift and who lean. Wherever you go, you will find the earth's masses are always divided just there into two classes. And oddly enough, you will find too, I mean, There's only one lifter to twenty who lean.

In which class are you? Are you aching the load of overtaxed lifters, who toil down the road? Or, are you a leaner, who lets others share your portion of labor and worry and care?

—Ella Wheeler Wilcox, in The Cosmopolitan.

GEORGE P. METZGER'S CAREER

As Published in Tabloid Form in Printer's Ink Recently.

Among the interesting paragraphs appearing in Printer's Ink recently in connection with the publication of the portraits of a number of the contributors to that magazine during 1910 were the following facts connected with the career of Geo. P. Metzger, advertising manager of the Columbia Phonograph Co. New York, who has recently written a number of interesting and able articles on advertising for that publication:

"George P. Metzger, advertising manager, Columbia Phonograph Co., was born in Kansas in 1871, but came East very young. He was a 'traveller's devil' on the Lyricists' devil' on the Lyricists' tour in the United States, until it failed, and then became proofreader on the Springfield Republican. Determining to learn selling he got a factory experience with a typewriter concern and later started a bicycle business of his own. He later traveled for 'Vim' tires and got started in advertising through writing catalogs. Mr. Metzger's next experience was in connection with the Wampanoag Book Club. After having served as advertising manager of Everybody's Magazine he became the chief member of the Hampton's Advertising Agency staff and continued there until he formed his present business.

A. O. PETIT IN NEW COMPANY.

A. O. Petit, formerly head of the Edison Co., Newark, N. J., and well-known in the talking machine trade, is the head of the Petit Realty Co., recently incorporated in that city with capital stock of $100,000 for the purpose of buying and disposing of real estate dealers, builders, contractors, etc.

You positively cannot succeed now with any kind of salesmanship but the honest kind. No other sort is scientific, practical, in any way. It would not seem that there is need to reiterate such a statement, but one meets constantly with young men who have yet to learn that straight honesty in selling is of paramount importance.

SONORA

The Instrument of Quality

Highest Class

Talking Machines and Records

Styles 0 and P, $25 list.

Other Machines $40, $50, $60, $75, $100 and $200

Stands and Cabinets, $10, $30 and $50

We are happy to be able to say that we now have a most desirable line of records to sell with our machines, and that we will add to the list at the rate of about 40 titles per month, all of the highest grade of their kind. They are all hill and valley (saphire) cut for use with sapphire point. SAPPHIRE RECORDS AND SAPHIRE POINTS ARE PRACTICALLY INDESTRUCTIBLE. Think of these advantages calmly and conclude what they mean.

Our TONE MODERATOR, AUTOMATIC STOP, INVISIBLE HORN and other points of favorable comparision make Sonora goods exceedingly attractive.

That you, Mr. Dealer, are reading these lines may indicate to you that we are still doing business, and that bluster alone does not constitute facts. We are very much alive, and will be heard from effectively in many ways before many days.

1911 will not be very far gone before you will be glad to be a "Sonora man," or wish you were.

We want general agents of good standing and responsibility.

Sonora Phonograph Co.

78 Reade Street, New York
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially Prepared for The Talking Machine World.)

DIAPHRAGM FOR SOUND REPRODUCERS.


This invention relates to a diaphragm designed especially for phonographs, telephones, or other sound-reproducing instruments, and the principal object of the invention is the provision of an extremely simple and inexpensive diaphragm possessing superior sound-reproducing properties.

Another object of the invention is to provide a diaphragm of the chambered type consisting of a novel arrangement of discs fastened together to form a unitary structure, and so designed as to reproduce the delicate tones or sharp and thin sounds as accurately reproducing the volume and register of the original sound with which such diaphragms are as is the case with diaphragms commonly in use.

In the accompanying drawing, which illustrates one embodiment of the invention, Figure 1 is a perspective view of the diaphragm. Figure 2 is a perspective view showing the inner disc of the diaphragm in section. Figure 3 is a diametrical section of the diaphragm. Figure 4 is a plan view showing the inner face of the inner disc. Figure 5 is an enlarged sectional view of the central portion of the diaphragm.


This invention relates to improvements in reproducing diaphragms for talking machines, and consists of a more or less porous material impregnated and permitted and surface treated with a filtering material or materials of suitable character, hardened, and provided with a raised portion in integral protrubance, if desired, as hereinafter set forth.

This diaphragm is exceedingly compact, hard, and tough, although thin, has smooth and even surfaces, and possesses a uniform thickness throughout, excepting in the center, where may be located the above-mentioned protrubance.

As it is well-known, it is not possible to obtain the best results with reproducing diaphragms made of mica or sheet-metal, these, especially the former, being the kind commonly used in talking machines, and besides the mica disks 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 the invention is to produce a substitute for mica, sheet-metal, and other varieties of diaphragms, which substitute possesses the necessary or desirable features outlined in the preceding paragraph, and in addition is resilient and resoundless, is impervious to moisture and unaffected by climatic changes, and is capable of giving out clear, loud and distinct tones of great volume and depth, of evenly distributing the sound waves and quickly, completely, and perfectly recovering its stable equilibrium, and of lessening to a great extent, if not eradication altogether, all annoying and discordant noises such as blasts and scratching sounds which are so frequent with the ordinary diaphragm.

Figure 1 is a side view of a diaphragm which embodies the invention, and Figure 2, a cross-section, on a large scale, of said diaphragm.

STOP FOR GRAMOPHONES.


This invention relates to diaphragms and particularly to brakes for the same which will stop the rotation of the turntable when the extremity of the record has been reached. It also contemplates the construction of a device of this type which may be retained from operation while the same is being set.

A further object of the invention is to provide a means whereby the records may be gauged and the brake set to conform with the size of the record.

METHOD OF MAKING ACOUSTIC DIAPHRAGMS.


This invention relates to improvements in methods of manufacturing acoustic diaphragms for talking machines, telephones and the like.

The object of this invention is to produce an acoustic diaphragm, of the class indicated above, which possesses in a marked degree not only the essential but the desirable characteristics and qualities of a device of this kind, such as durability and stability, resilience and responsiveness, capability of giving out clear, loud and distinct tones of great volume and depth, and of evenly distributing the sound waves, and quickly, completely and perfectly recovering its stable equilibrium, and immunity from blasts and scratching sounds and other alien and discordant noises.

In the accompanying drawings, Figures 1 and 2 are side views of two diaphragms made in accordance with the provisions of the invention, and Figures 3, 4, 5, 6, and 7 are sectional views of five diaphragms, on an enlarged or exaggerated scale, illustrating different combinations or arrangements of the diaphragm-forming elements, incident to the putting into effect of said method.

ELECTRIC BRAKE FOR GRAPHOPHONES.


This invention relates to improvements in electric brakes for graphophones, and the prime object is to provide an improved construction of electric brake mechanism for graphophones whereby the mechanism will be automatically actuated.

Another object is to provide means whereby the circuit closing mechanism of the electric brake releasing mechanism may be adjusted to operate the actuating device whenever the needle has reached any desired place on the record.

In the accompanying drawings: Figure 1 is a plan view of a diaphragm with parts broken away and showing the application of the invention; Figure 2 is a vertical section of the same on the line 2—2 of Figure 1; Figure 3 is a rear view; Figure...
The more you realize that in the future of this business the best results are yet to come, the more freely you must admit that the Columbia is the only line worth the investment of your time, your energy, and your capital—because Columbia exclusive selling rights protect you.

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

### NATIONAL CO.'S PROMOTION PLAN.

The promotion plan for increasing the sales of Edison phonographs and records, which has been in operation since July last, has been greatly stimulated by the holiday sales; and as a result Edison dealers are now applying themselves to its exploitation more aggressively than ever before. The sales department say that promotion certificates have been reaching them since the holidays from dealers who previously therefor had been skeptical of the merits of the plan and had therefore refrained from pushing it to any extent, but who have since become impressed with its possibilities and are now actively circulating the promotion literature and special record catalogs among Edison owners. One instance is mentioned of just such a dealer in the East who had done absolutely nothing with the plan, but who since the holidays has sent in eight promotion certificates to Orange, N. J., representing sales made during and since the holidays as a direct result of the plan. Sales Manager Dolbeer is sanguine of big things for the plan, now that the Edison trade generally is waking up to its possibilities.

Every customer who enters your store is impressed with the manner in which you conduct your business, the greeting he receives and the courtesy extended him by every one employed in the store. Your personal appearance and the appearance of the store go a long way toward making of him a permanent and profitable customer.

Recently Ilen Feinberg, special road representative of the Columbia Co.'s wholesale department, after a very successful short trip, was admitted to Lodge No. 1 of the Elks, New York city. This popular traveler, who lands great orders for his company, is besides a member of the Blue Lodge in Freemasonry, and a member of the uniformed rank Knights of Pythias, and maybe a Knight of Malta and a Granger. At any rate, he is right on the job irrespective of time and place. The latest is Mr. Feinberg landed an order in New York city this week exceeding $85,000.

### SECTIONAL RECORD CABINETS

Are Being Placed on the Market by the Columbia Phonograph Co.

A new departure has been made by the Columbia Phonograph Co. in their record cabinet line. Within a week or so they will place on the market a sectional cabinet, which is open to bona-fide Co. dealers only.

The acceptance of the conditions herein specified must be fully agreed to and carried out, otherwise we reserve the right to refuse the privilege of this exchange to any dealer not complying with the said conditions. The shipment or return of records to us will be considered as an acceptance of all the terms and conditions of this exchange proposition, which is open to bona-fide Columbia dealers only.

### COLUMBIA EXCHANGE PLANS.

Some of the Details Set Forth That Will Interest the Talking Machine Trade.

The Columbia Phonograph Co., General, recently notified their trade of the "One-for-one exchange of cut-out disc records," effective January, 1911. The essential portion of this decidedly interesting document is appended:

"To the Trade—The attached list represents all cut-out records announced from time to time since the last record exchange. In view of the advance notice given we presume many dealers have taken advantage of the opportunity thus given to sell their stock, but for benefit of the trade that still have a stock on hand the following exchange is appended:

First. Records returnable—Records from the attached list may be returned for full credit upon the following conditions being fully complied with:

Second. Records not returnable—Broken, cracked or worn records, or records not appearing on the list of cut-out records attached will not be accepted under any condition. This includes records broken in transit.

Third. Order required—One new record must be ordered for every old record returned. It may be a record of any selection or price taken from our current list, sight order only. If the order is to be higher than the record returned a charge for the difference in price will be made.

Fourth. Credit—Credit for records returned will be given only upon an equal number of new records being ordered and shipped, and will not be applied on a dealer's account or against any other order for records than the order which must accompany notice of the returned shipment. Particulars as to notice of shipment and shipping instructions are given. The company also adds:

"No retail exchange is authorized. Any records returned under the terms of this proposition must be all sent in one shipment, on or before February 15, 1911. Positively no records will be accepted or credit allowed for records returned after that date.

The acceptance of the conditions herein specified must be fully agreed to and carried out, otherwise we reserve the right to refuse the privilege of this exchange to any dealer not complying with the said conditions. The shipment or return of records to us will be considered as an acceptance of all the terms and conditions of this exchange proposition, which is open to bona-fide Columbia dealers only.

### ELECTRIC-PLAYERS

As a side line for Talking Machine Dealers they are unequalled. They mean easy money and big profits. We will send the arguments that will convince you and your customers.

Write for Catalogs, Prices and List of Perforated Music Rolls. You will be interested.


When in need of
Talking Machine Needles
go to
FR. REINGRUB
Schwabach, Bavaria
who manufactures every kind, without exception, at prices that will surprise you, and of the Best Quality only.
SALES ACT AS A TONIC TO THE MAN WHO IS AFTER BUSINESS—HOW TO AVOID OR COUNTERACT THE "BLUE DEVILS."

"Sales," says a man who has managed traveling salesmen for the most of his business life, in the Hardware Dealers’ Magazine, "to the salesman what applause is to the actor. When they are difficult and far apart this is bound to react on the seller. Only those who have seen it know how a big, strong man break down at such time—or a small, nervous, energetic one.

"Some of the standard remedies for blue devils are those of the salesman who cure themselves. They have learned that nervous energy runs in

**Leading Jobbers of Talking Machines in America**

**PERRY B. WHITST, L. M. WELLER**

**PERRY B. WHITST CO.,**

213 South High Street,

Columbus, Ohio.

**Edison Phonographs**

**JOBBERS**

**Victor Talking Machines**

**Zon-o-phone Machines and Records**

**J. B. Lane,** who has been in charge of the talk-

**COLUMBUS, O.**

**Phonograph Co., General, have evolved a new**

**in the work of figuring, copying, extending,**

**a new installment sales plan, which they have placed**

**instalment sales plan**

**AN ECONOMICAL BILLING SYSTEM.**

**A Method That Cuts Down Expenses Nearly**

$7,000 Annually Described in "System."

In a certain office eight men and four girls were engaged in the work of figuring, copying, extending, adding and verifying bills. To add still further to the pressure of the department’s work, press copies of each were made for the files and for the accounting department.

This was how $6,000 was charged off this company’s payroll.

An entirely new billing system was installed by which machines were used for the work. With one writing machine the original bill, the duplicate for the customer, the office copy, the file copy and the ledger entry. The figuring, of course, had to be done on the order, but this was necessary in any system while the verifying was done before the invoice was

Two men took the orders as they came through and figured them. Turned over to machine operators, these were copied and all records were made at one writing. Accumulators on each machine added one to a dozen columns and proved the work as they went along. To prove the addition the operator noted the columns in the accumulators the total was copied on them. If it stood at zero in all columns, the addition was correct and the amount verified.

Preceding the change, much night work had been necessary, and the department rarely caught up with the shipments. Mistakes were made constantly, while the billing department was very expensive. With the installation of machines, only half the floor space was required, half the furniture, fewer printed forms and less stationery. Instead of twelve employes the department was conducted better with six. The cost of the equipment—$1,000—was saved again and again during the first year. Six thousand, six hundred and eighty dollars were saved on the salary account, although the pay of those who remained was raised.

**NATIONAL CO.'S SELLING AND SHIPPING DATES.**

The selling and shipping dates of the National Phonograph Co., Orange, N. J., during 1911, follow:

Shipping—January, February, March and April on the 24th of the month, May and June on the 23d, October and November on the 23d, July and August on the 24th, September on the 23d, October and November on the 24th, December on the 22d. Selling—With the exception of June, which will be on the 24th, and December, which will be on the 23d, the other months will be on the 28th. The company also cautions the trade that any jobber or dealer who anticipates the date one hour (8 a.m. on each day named) of shipping and selling specified, violates the terms of his agreement.
Leading Jobbers of Talking Machines in America

The Oliver Ditson Company are the LARGEST VICTOR TALKING MACHINE DISTRIBUTORS East of Chicago. Stocks always complete. Deliveries always prompt. MACHINES and RECORDS always in prime condition. Our turn-over is so large that accumulations of defective Machines and Records are impossible. We would value your business and invite correspondence.

OLIVER DITSON COMPANY
150 Tremont Street, BOSTON, MASS.

THE EASTERN TALKING MACHINE CO.
177 Tremont Street, BOSTON, MASS.

Edison Phonograph Distributors for the SOUTHWEST
All Foreign Records in Stock.

Houston Phonograph Co., HOUSTON, TEXAS.

HARGER & BLISH
JOBBERS
VICTOR EDISON

It's worth while knowing we never substitute a record. If it's in the catalog we've got it.

Des Moines IOWA Dubuque

Try Our Hurry-Up Service on VICTOR, EDISON and REGINA.
We make a specialty of getting the order out on time-every time.

The Rudolph Wurlitzer Co.
Cincinnati and Chicago

CHASE & WEST

Edison and Victor Machines and Records.
The best service in IOWA

Jacot Music Box Co., 25 W. 35th St., New York
Mira and Stella Music Boxes. Edison and Victor Machines and Records

PACIFIC COAST DISTRIBU

Victor Talking Machines, Records and Supplies. Everything in stock all the time.

F. M. ATWOOD
123 MONROE AVENUE
MEMPHIS, TENN.

STANDARD TALKING MACHINE COMPANY
PITTSBURG, PA. VICTOR

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

Every Jobber in this country should be represented in this department. The cost is slight and the advantage to great.

Standard TALKING MACHINE COMPANY
PITTSBURG, PA. VICTOR

‘The Talking Machine World.”
HEINEMANN

Here's what the press says of Heinemann the great German baritone and the Amberol Records he has made for

THE EDISON PHONOGRAM

"Mr. Heinemann has more to his credit than merely a beautiful voice, great and agreeable as this asset may be. He is an interpreter of authority and of dignity."

"Perhaps the most important thing to be said about the coming of an artist of this caliber is that he is an admirable example to singers of what tone reproduction, style, diction and artistic singing should be."

Do your part. Line up with the rest of the live Edison dealers who are going to make this big boost to their Edison Phonograph sales bring them a big additional profit. Write your jobber today.

National Phonograph Company
59 Lakeside Avenue, Orange, N. J.