A Corner of the Music Room in the White House

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ZON-O-PHONE

Double Record Discs

10 inch—$0.65c. 12 inch—$1.00

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.

Our first complete new catalogue of Double Side Spanish and Italian Records is ready to mail on application. Grand Opera and other selections list at 65 cents each.

In offering you our first list of thirty-five Russian Double Record Discs, we do so at a big expense on account of duty and other charges. We are only charging you 75 cents for two selections. These records were all recorded in Russia so you will understand your home songs and music.

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 YOU CAN OBTAIN THE ZON-O-PHONE PRODUCT:

ARKANSAS
Hot Springs .... Jim Hilliard, 216 Central Ave.
Fl. Smith ...... R. C. Bollinger, 104 Garrison Ave.

CONNECTICUT
Bridgeport ...... P. E. Beach, 903 Main St.

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

ILLINOIS
Chicago ......... W. H. Sajewski, 1201 Milwaukee Ave.
Chicago ......... Treich, Fearn & Co., 73 Fifth Ave.

KANSAS
Tongan ......... Emahiser-Spielmans Ranch, 517-519 Kansas Ave.

MARYLAND
Annapolis ......... Globe House Farm Co.

MINNESOTA
St. Paul ......... W. J. Dyer & Bros., 91-93 W. 3rd St.

MICHIGAN
Detroit ......... J. E. Schmidt, 136 Gratiot Ave.

MISSOURI
Springfield .... Merton Lines, 121 Booneville St.
St. Louis ......... Knight Mercantile Co., 211 N. 11th St.
St. Louis ......... D. E. Myers, 2888 Pinney Ave.

NEW JERSEY
Holbek ...... Eclipse Phonco, 264 Washington St.

NEW YORK
Brooklyn ...... B. G. Warner, 1519 Bedford Ave.

NORTH DAKOTA
Fargo ......... Stone Piano Co., 416 First Ave., N.
Grand Forks .... Stone Piano Company.

OHIO
Akron ......... Geo. S. Dales Co., 130 S. Main St.
Cincinnati ...... J. E. Porrgrund, Jr., 409 Main St.

PENNSYLVANIA
Allentown ......... H. A. Fesser, 601 Ohio St.
Harrisburg ...... J. E. Troup Music House, 10 So. Market St.
Philadelphia ...... Harmena Talking Machine Co., 1613 Arch St.
Philadelphia ...... S. Nitinger, 1302 5th St.
Pittsburgh ...... C. C. Mallor Co., Ltd., 818 Fifth Ave.

TEXAS
Beaumont ......... K. B. Pierre Music Co., 408 Pearl St.

WISCONSIN
Milwaukee ...... W. H. Sajewski, 1011 Milwaukee Ave.
Milwaukee ...... Tresch, Fearn & Co., 73 Fifth Ave.

WISCONSIN
Milwaukee ...... C. S. Smith & Co., 808 W. Water St.

CANADA
Toronto ......... Whaley, Royce & Co., Ltd.
Vancouver ......... B. C. M. W. W. & Co. Ltd., 584 Granville St.
Winnipeg ...... Whaley, Royce & Co., Ltd.
SECURING BUSINESS IN SUMMER.

The So-called Summer "Slump" is a Fallacy—

This is illustrated by the Fact That the Men Who Seek Business Intelligently and Persistently Secure It in Good Measure.

Quite a few talking machine men are learning that in a most satisfactory and convincing way that business can be had in the summer as well as in other seasons of the year, provided a proper campaign is inaugurated for its capture.

This is a subject to which we have referred frequently in the editorial columns of The World, pointing out that in certain localities a proper campaign is inaugurated and persistently prosecuted.

Only recently an instance came under our notice of a firm of small piano house which, like many of their co-workers, had for years and years closed down on active work after prospects from July 1st to September 15th. A new manager, however, last year, who was educated in the West to different methods than exist in the East, took charge and he could not see why business could not be had in the summer as well as at any other time.

He put out a force of men through Long Island, covered all the summer hotels and boarding houses and residences, with the result that during these hitherto non-productive months he made the remarkable sales total of $50,000.

Now there is a lesson here for the live talking machine man.

There is a tremendous talking machine territory to be covered within fifty miles of New York—a territory where talking machines can be sold with success if the proper campaign is inaugurated and persistently prosecuted.

It is a matter that deserves the fullest consideration from men desiring to develop their business and incidentally make money.

These thoughts have been brought to mind afresh through the issuance of a circular by an enterprising Victor distributor, which we reproduce for the benefit and we trust profit of the trade—

DISTRIBUTER’S LETTER TO HIS DEALERS.

"Dear Sir: There is no doubt but a good portion of the summer 'slump' in the talking machine business is caused by Missus, our housewife.

"YOU, YOUR COMPETITOR and WE have gotten the idea into our heads that we must expect business to fall off during the summer months.

"Instead of cutting down expenses and letting up on your work, we’re hitting the opposite trail by selling them this new article—it is the idea of awakener—don’t overlook them. We have heard their Victor and may be good prospects.

"If you want an excuse telephone or write your old customer. We have gotten the idea into our heads that we must expect business to fail and we have cut our expenses. Let us have your business. The time is ripe. They are looking for something new and untried.

"It is a fine arrangement for the barrister of the house but of no special advantage to the client.

"Business with us is 60 per cent. better than last year and we feel assured the fall trade will be brisk and active. At least, it looks that way now. I came over as much for pleasure and an opportunity to see the boats folks as anything else. Of course, I have been at the executive offices of the company and had conferences with President Easton and General Manager Lyle, and also had the pleasure of meeting the heads of departments. Competition is keen with us in Great Britain and prices are cut pretty close at times. The American trade is in a better condition this respect and are fully protected by the manufacturers and the courts. This is beneficial all around."

BRIGHT WINDOWS ATTRACT.

The object of a store window is to advertise, not only by day but also by night the stock within.

The hours after dark are the most valuable of the twenty-four for advertising purposes, if a window is properly lighted. People on the street are at leisure to note its contents, and many persons will be willing to a point to behold a street to see the displays, that are particularly bright windows on the other side of the way.

Thousands are employed during the day whose chance for observing window displays comes only after their business hours. The streets are filled after closing time with people either going home or to some place of amusement. It is the experience of merchants who have brilliantly lighted windows that customers will come back one day inquiring for goods they have seen in the windows the night before.

ONE MILLION DOLLARS CAPITAL.

The New York Magnaphonie and Music Co. have been incorporated at Albany with a capital of $1,000,000 to generate and distribute music electrically by means of telephone wires from New York to Buffalo, passing through Albany, Syracuse, Rochester and intermediate cities. The directors are: George R. Webb, Charles A. Benton, Josiah L. Blackwell, Benjamin Nakatani, Adelbert R. Whaley and Oliver W. Doty, of New York, and Henry W. Webb, of Baltimore.

TALKING MACHINES ON THE PIERS.

An excellent suggestion has been made by Lewis Phillips in regard to music on the New York City recreation piers. He said: "As our piers are devoid of music because of the cost, might the city not furnish mechanical entertainment with talking machines? There is so operating expense connected with that, and it seems to me that Verdi or a song by Caruso would be highly appreciated on the city and Intermediate piers. It is a fine arrangement for the barrister, but of no special advantage to the client."

"Business with us is 60 per cent. better than last year and we feel assured the fall trade will be brisk and active. At least, it looks that way now. I came over as much for pleasure and an opportunity to see the boats folks as anything else. Of course, I have been at the executive offices of the company and had conferences with President Easton and General Manager Lyle, and also had the pleasure of meeting the heads of departments. Competition is keen with us in Great Britain and prices are cut pretty close at times. The American trade is in a better condition this respect and are fully protected by the manufacturers and the courts. This is beneficial all around."
The Convention at Milwaukee ought at least to serve as a reminder to you that under the Columbia policy the dealer runs his own shop and makes his own money in it.

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

THE MAKING OF RECORDS.

An Interesting Talk with Mme. Gerville Reache, the Celebrated Contralto—Her Impressions Before and After Making Records.

Mme. Gerville Reache, the celebrated contralto, in discussing the making of records the other day, said:

"There was a time when I felt slightly scornful toward talking machines," she says. "I was under the impression that it must be extremely easy to sing arias for record making, and that 'anything would do.' One day I was engaged to sing for a talking machine company. My first discovery was that there would do.'

"I was under the impression that it must be extremely easy to sing arias for record making, and that 'anything would do.' One day I was engaged to sing for a talking machine company. My first discovery was that I would have to stand rigidly in front of the tin funnel."

REGARDING THE MULTINOLA.

A Wonderfully Ingenious Invention—Automatically Operates a Number of Cylinder Records—Should Interest Talking Machine Men Throughout the Country.

The Multinola, illustrations of which appear on page 11 of The World, is attracting the attention of hundreds of Cleveland citizens, who visit the offices of the company, where daily demonstrations are given of its ingenious construction and wonderful possibilities. The photographs of the instrument give a very clear illustration of it, but one has to see it to fully appreciate its wonderful merits. The company are busy at the factory, under the personal supervision of the manager and their expert in the construction of the machines, assuring perfection in every detail. A number of sales have already been negotiated, and from the numerous inquiries which the company are in daily receipt, the enterprise is designed to prove entirely successful. The company have been a long time working out the details of the construction of the Multinola, and claim it is now absolutely perfect, and are placing it on the market with the utmost confidence that it will prove a valuable addition to the stock of every talking machine dealer in the country.

The magnetic communication of thought between audience and singer is lacking; there is no longer any inspiration or any atmosphere. We address our impassioned appeals to a tin funnel, and however violently our temperament may prompt us to 'act' we must stand rigidly in front of the tin funnel."

SIXTEEN YEARS' EXPERIENCE

Handling Talking Machines, Records and Accessories Does Count

EDISON

Experience is a great teacher.
The results of our experience are yours to command.

VICTOR

Especially if these goods are handled exclusively.

If you do not handle our GRAND OPERA NEEDLES you are not supplying your customers with the best.

GOOD REPORTS FROM SOUTH.

Leading Furniture Men of Atlanta and Tampa Speak Enthusiastically of Their Columbia Graphophone Departments.

(Special to The Talking Machine World.)

Atlanta, Ga., July 5, 1911.

John A. Puch, of the Rhodes-Puch-Collins Furniture Co., Jacksonville, Fla., and Jack T. Mahoney, of the Rhodes-Peach-Mahoney Furniture Co., Tampa, Fla., spent a day here last week en route to the furniture market. They both speak most encouragingly of their Columbia graphophone departments. Even though the summer months in Florida are very dull, they report business remarkably good, and predict that this fall and winter would show an enormous increase in sales. The Rhodes-Puch-Collins Furniture Co. have recently doubled the size of their graphophone department, which was found necessary in order to make a proper showing of the Grafonola line and take care of the increased business.

Business as a whole in the Atlanta territory is very satisfactory, each month showing substantial increases over the same months of last year. On account of the splendid crop prospects the Columbia store has found it necessary to put another traveler in the field, but their entire force is working full time. Instead of withdrawing their travelers during July and August, as has been the custom heretofore, the Columbia Co. expect to keep them out right straight on through until Christmas. Indications are that the July sales will be by far the biggest July in the history of the Atlanta establishment. Indeed, the outlook is most satisfactory, viewed from any standpoint.

THE EASTERN TALKING MACHINE CO.

177 TREMONT STREET BOSTON, MASS.

DISTRIBUTORS OF EDISON AND VICTOR MACHINES, RECORDS AND SUPPLIES
The biggest thing in the musical world

Before the time of the Victor, the talking-machine was a mere plaything. But when the first Victor was placed on the market all this began to change. In a few years the Victor had taken its place among the world's musical instruments. And to-day, after thirteen years, it has become the most important factor in the world of music. The newest styles—the Victor-Victrola—mark the highest development of the talking-machine, and are the most complete of all musical instruments. The Victor-Victrola was introduced to the public nearly five years ago and its success was instantaneous. There is nothing that equals the Victor-Victrola. The people know that. Dealers know it. And the fact that our business for the first five months of this year is the largest of any five months in the history of the talking-machine industry, is the most conclusive proof of all.

THE VICTOR DISTRIBUTORS:

Albany, N. Y. E. S. Finch & Hain.
Atlantic, Ga. Elyes-Austell Co.
Austin, Tex. Phillips & Crew Co.
Baltimore, Md. Cohen & Hughes, Inc.
Bangor, Me. Andrews Music House Co.
Birmingham, Ala. E. E. Parker Piano Co.
Boston, Mass. Oliver Dixon Co.
Buffalo, N. Y. W. D. Andrews.
Butler, Mont. Orion Brothers.
Chicago, III. Leon & Healy.
Cincinnati, O. The Rudolph Wortlieb Co.
Cleveland, O. W. H. Bingham & Sons.
Columbus, O. Perry B. Whistlet Co.
Denver, Colo. The Nest Music Co.
Des Moines, la. Chase & West.
Dubuque, Iowa. Herger & Blair, Inc.
Duluth, Minn. French & Basett.
Elmira, N. Y. Elmina Armas Co.
Indianapolis, Ind. Bergraven Music Co., Ltd.
Jacksonville, Fla. J. W. Jenkins Sons Music Co.
Kansas City, Mo. E. E. Parker Piano Co.
Knoville, Tenn. Knoxville Typewriter & Phonograph Co.
Lincoln, Neb. Ross P. Currie Co.
Little Rock, Ark. O. K. Housh Piano Co.
Los Angeles, Cal. Sherman, Clay & Co.
Louisville, Ky. Montgomery-Walsh Music Co.
Memphis, Tenn. E. E. Parker Piano Co.
Milwaukee, Wis. Wisconsin Talking Machine Co.
Minneapolis, Minn. Laurence H.ucker.
Mobile, Ala. Wm. H. Reynolds.
Montreal, Can. Berlinger Gramophone Co., Ltd.
Nashville, Tenn. O. K. Housh Piano Co.
Newark, N. J. Price Piano Company.
New Haven, Conn. Henry Horton.
New York, N. Y. Blackman Talking Machine Co.
Oklahoma City, Okla. Schmeier Armas Co.
Omaha, Neb. A. H. Goe Co.
Pittsburgh, Pa. C. C. Myers Co., Ltd.
Portland, Me. Craney & Allen.
Portland, Ore. Sherman, Clay & Co.
Richmond, Va. Cable Piano Co., Inc.
Rochester, N. Y. E. J. Champion.
Salt Lake City, Utah Carter & Jones Co.
Salt Lake City, Utah Carter & Jones Co.
St. Louis, Mo. Koehrer-Brennen Music Co.
St. Paul, Minn. W. J. Dow & Bros.
Syracuse, N. Y. W. D. Andrews.
Toledo, O. The Whitney & Currie Co.
Washington, D. C. E. F. Droop & Sons Co.

Victor Victrola XIV, $150 Mahogany or oak.
Victor Victrola IX, $50 Mahogany or oak.
Victor Victrola X, $75 Mahogany or oak.
Victor Victrola XVI, $100 Mahogany or quartered oak.


Always use Victor Records played with Victor Needles—there is no other way to get the unequalled Victor Tone.
Now that the jobbers’ convention is over, let’s get back to business. And business means selling musical instruments and records, not a continual discussion of what’s going to happen next and who’s going to get it where.

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

FROM THE CITY F THE GOLDEN GATE


(Special to the Talking Machine World.

San Francisco, Cal., July 6, 1911.

The Oakland Phonograph Co., located in the ar-cade of the Bacon building on Twelfth street, have found this spring’s business in that city a very gratifying one. The company formerly rented floor space from the Eilers Music House in San Francisco, but moved this stock to the Oakland headquarters late in the spring. The Edison style is making a great hit with buyers, and the managers say that they are unable to secure enough machines to fill orders for this model. The department is handicapped by a lack of Victrola goods, which have not been received in sufficient quantity this year to supply the demand. Wm. Ringer, head of the talking machine department, has returned from a two weeks’ vacation spent in Lake county.

The Heine Piano Co.’s talking machine department, under C. F. Lundberg, has just laid in a complete line of Victor goods, with which the department has been doing a good business this spring. The company expect to do a good business with the $50 Victrola, specially as other models of Victrolas are hard to get out here from the East.

Peter Bacigalupi & Sons are now settled in their handsome new quarters in the Douglas building at Market, Eddy and Powell streets, where they have a large and finely lighted store, with several times the window display space formerly used by the firm. This old house has laid in a new stock of Edison goods, for which active demand is felt at this season, with many of the summer resorts just opened and people leaving town for country homes. The new home of the company is much better situated than the former one, and the business will undoubtedly prove to be benefited by the change. P. Bacigalupi, Jr., is present on an outing in Lake county, and Mr. Bacigalupi, Sr., has just returned after a short trip for the company in this East.

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

If you find a new set of restrictions nailed to your front door pretty soon, don’t blame the jobbers. They represent the manufacturer, not the dealer, and they can’t help it. Handle the Columbia line and you can help it yourself.

Columbia Phonograph Co., Genl., Tribune Building, New York
The Columbia sales-policy often results in other lines being thrown out; but never under pressure and often with a similar concession on our part in the way of protection from competition.

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

Baltimore's Budget of News.


(Special to The Talking Machine World.)

Baltimore, Md., July 6, 1911.

While the sales during June in this territory have not been up to those of the spring months, a comparison with June of last year shows a decided increase. This is rather pleasing to the dealers and they have every reason to believe that the fall trade will surpass that of last year. There has not been much doing in the way of sales of machines thus far during July, and neither do the dealers anticipate any big sales. The records, however, have had a good run, the usual demand from persons who take their talking machines to the various sections of the city. The investigations have been going along nicely, he said, taking everything into consideration. He believes that the talking machine is becoming more popular every day and that the fall and winter season to come will prove among the best experienced by the trade.

Mr. Eisenbrandt was chairman of the executive committee, and it was to a great extent due to his efforts that the Fourth celebration here proved such a big success.

Mr. Eisenbrandt stated that the month of June showed up very favorably against the same month last year, and that the indications greatly favor a good fall trade. He is laying plans accordingly.

William C. Roberts, manager of the local store of E. F. Droop & Sons Co., states that he is satisfied with the way business has continued during the warm weather. While, of course, the Victor records are in favor, the popular songs have not been much doing in the way of sales of machines.

The new Outfit is at one and the same time the best and cheapest way of protection from competition.

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

The I. C. S. system of language instruction by means of the phonograph makes easy the mastering of a foreign language, and appeals with compelling power to thousands. The dealer in phonographs who does not carry I. C. S. Language Outfits is neglecting a quick and sure way to increase his business. The new $35 Language Outfit of the I. C. S. is a marvel. It represents the highest art in the teaching of languages, and embodies a method that has won the warmest praise of thousands qualified to speak authoritatively. The Spanish, French, and German Embassies at Washington, as well as the leading colleges, have cordially 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 25 Conversation Records teaching pronunciation guaranteed to be absolutely correct, with native intonation and inflection. In addition to these Conversation Records there are pamphlet Instruction Papers teaching the theory of the languages. The new Outfit is at one and the same time the best and cheapest ever offered—the price being only $35.

If you want to increase your business, write to-day for full particulars.
Are you using this great series of ready-made ads? You know everything contained in these ads by heart—but your prospects want to know and ought to know. And you’re the one to “put them wise.”

The Amberola

the newest Edison Phonograph

The Amberola has the sweetness, clearness and faithful reproducing powers that characterize all Edison instruments and, in addition, a case that is a masterpiece of the cabinet-maker's art. It plays both Edison Standard and Edison Amberol Records. It comes in either Mahogany or Oak. Has drawers for holding 100 Records. The price is $2.00.

Other types of Edison Phonographs, $15.00 to $125.00. Edison Musical Records, 35c. Edison Amberol Records ($1.00 to $5.00). Edison Grand Opera Records, 75c to $1.00.

The thing to consider

In purchasing a sound-reproducing instrument is the fidelity with which it reproduces the human voice in songs or speeches and the musical notes of instruments. Until you have heard the Edison Phonograph you cannot appreciate how far Mr. Edison has carried his invention in this respect. Every note of music and every syllable of a speech is not only clear and distinct, but also a perfect reproduction of the singer, band, orchestra or speaker who made the original Record.

Have you proofs of this entire set of ready-made ads? There are 20 in the set. Write for them today.

Thomas A. Edison, In
Run these ads in your local paper and make our big national magazine campaign directly and doubly beneficial to yourself. Let your prospects know all the definite advantages of the Edison over other sound reproducing instruments.

**The Amberola**

**A new Edison Phonograph**

The greatest of all sound reproducing instruments—as beautiful artistically as it is wonderful, harmonious and natural musically. It plays both Edison Standard and Edison Amberol Records.

It comes in either Mahogany or Oak; has drawers for holding 100 Records. The price is $200. Circassian Walnut, $250.

We furnish electros free to you. Get the full set of proofs and order cuts by numbers.

Lakeside Ave., Orange, N. J.

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**Thomas A. Edison**

**did another wonderful thing**

when, having brought his Phonograph to a point where not even the most critical could ask for improvement, he multiplied its entertaining ability by two.

He did this by producing a Phonograph Record that plays, sings or talks twice as long as the Standard Edison Records.

He did this without increasing the size of the Record, making it a Record that can be used on old instruments as well as new.

He did it without affecting in any way the clear, rich, musical tones for which Edison Records have always been famous.

He calls this double-length Record "Amberol."

**Edison Phonographs**

$15.00 to $200.00
Next time any jobber's salesman brings up the subject of which lines you are to carry, say this to him: "I have decided that I, John Smith, retailer, male, of legal age, and not in business for my health, am the backbone of the talking-machine industry and I make my own decisions." Look him in the eye and say that. Then let us jot down some figures and send them to you.

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

SCIENTIFIC SALESMANSHIP.

Characteristics Which Mark the Successful Man in the Selling Field.

The successful salesman is a clean-cut, neat, quiet individual, who aims to gain your confidence and does it; he never promises anything he cannot do; price is not the argument he advances—but quality.

He dresses up his story regarding the goods he is offering, strictly adhering to the truth, understanding the merits, rather than overstating them, knowing that you will be more than glad to see him on his next visit if you have received more than you anticipated in quality. He makes a study of the purchasing agent, and in the two or three minutes of general conversation, or introductory talk, forms his idea of the purchasing agent and plans his attack. This is where the true salesman shows his ability. Should he fail to make a sale, he will not spoil his future welcome by useless importance or argument—he knows when to quit; retires leaving a good impression, and before his next visit will analyze the interview, endeavoring to locate his mistakes and rectify them.

PACIFIC COAST BUSINESS GOOD.

Orson A. Lovejoy, manager of the talking-machine department of the Southern California Music Co., Los Angeles, Cal., accompanied by Mrs. Lovejoy, has been tarrying a few days in the East.

Mr. Lovejoy speaks optimistically of the steady development of the talking-machine business in California and predicts a splendid fall trade.

He represented his company at the Talking-Machine Jobbers' Convention at Milwaukee.

NO RECORD OF JERSEY "SKEETER."

The phonograph is constantly coming into new service. A Boston artist and musician who has a summer home in the White Mountains and is a great lover of nature in all the phases of outdoor life proposes to catch the notes of song birds and reproduce them for the benefit of the public. A concert of bird music no doubt might be made highly delightful. But there is no "bird" whose song is not likely to be perpetuated on the phonograph record. The music of the Jersey "skeeter" will never become popular.

PRAISE THE TALKING MACHINE.

Victor Herbert Speaks Enthusiastically of Its Educational Value in a Musical Way.

During the stay of Victor Herbert and his famous orchestra at the Piano Exhibition held last month in Chicago, he spoke in a very enthusiastic way of the educational value of the talking machine and the splendid work the Victor talking machine is doing in developing a taste for the better class of music. "The talking machine is really the poor man's opera and concerts," said Mr. Herbert, "and those who hear the records of Caruso and other famous artists are fired with a desire to attend a grand opera performance and hear the great artists in the flesh and blood. Invariably the users of talking machines start out with the use of popular music, but that is only for a while. Sooner or later their preference becomes more striking and they demand 'Lohengrin' and 'Tannhauser,' and the vocal and instrumental compositions of the great composers."

VICTOR RECORDS BY ALMA GLUCK.

Alma Gluck is one of the latest additions to the Victor's list of famous opera singers, the youngest of the Metropolitan Company's prima donnas. Her first contribution appeared in the June supplement to be followed by others. Although born in Bucharest, Roumania, Miss. Gluck is essentially American, as she came to this country at the age of six, and most of her musical education was received here. Nature has been most kind to the lady; she is dainty, petite, beautiful to look upon, with a lovely, even, sympathetic voice.

Two other artists, whose records appear for the first time in the current month's supplement, are Janet Spencer, a talented American contralto, and Albert Reiss, the versatile tenor-comedian of the Metropolitan Opera Company.

DECORATED FOR JULY 4TH.

Goetz & Co., the well-known piano dealers of Brooklyn, N. Y., had their place handsomely decorated in honor of the Fourth of July celebration which was held in the Borough Hall, in the neighborhood. In connection with the display of flags and bunting they showed a very fine line of Victor talking machines in the Victor talking-machine department, which is in charge of E. S. Van Arsdale.

A new enterprise is the rebuilding of talking machines, the same as typewriters. It is a New York concern on Fulton street.
THE "MULTINOLA"

THIS new creation is a decided innovation in the phonograph world. It being the only multiple phonograph that will play all makes of cylinder records—16 in number, of 4-minutes each—and do it AUTOMATICALLY. A reproduction that is perfect, and of a quality unequalled.

Attractively built for Commercial and Home uses, with coin controlled mechanism if desired; and the only instrument of its kind constructed on correct principles. Others are imitations of no comparative merit or value.

Our "DISC" record instrument, manifestly unique and a marvel in simplicity, will soon be ready for the market. It will be offered in various Cabinets made of any wood and design to harmonize with any environment ranging in prices from $5.00 to $500.00 each—playing any disc record manufactured, in a manner unapproached for purity and sweetness of tone.

These instruments are distinctively new and original, possessing quality of great merit. They are covered by fundamental patents here and abroad, owned exclusively by us, and our rights thereunder will be maintained against all infringers.

Representative Dealers Everywhere are invited to communicate with us for further information, Exclusive Selling Rights, Etc.

THE AMERICAN MULTINOLA CO.
CLEVELAND, OHIO

THE ARCADE
Capital $2,500,000.00

The "MULTINOLA" with Cabinet front opened, partially displaying its Controlling Mechanism and Records in Carriers.
THE TALKING MACHINE WORLD.

Edward Lyman Bill, Editor and Proprietor

NEW YORK, JULY 15, 1911.

THE talking machine business is maintaining a fair degree of activity during the summer months, and it is again obvious that the business is being secured by those firms who are tireless in their efforts to keep their business before the public by effective advertising and through the activity of their traveling representatives.

In the summer season the talking machine fills a new place of usefulness. It is utilized on the water, in the motor and passenger boats and canoes; on land, in the large hotels, private homes, and boarding houses, where it supplies music for dancing and other entertainments in a manner most pleasing.

When we consider the great percentage of the population that leaves the large cities for recreation at this season one can realize what a large volume of business can be transacted in talking machines during the summer months.

While the talking machine is the ideal musical instrument for the summer, a great many people who are now using them would never think of doing so, nor would they consider their adaptability, were it not that some wide-awake talking machine man converted them into a new viewpoint regarding the talking machine.

In the summer months you must not wait for business to come to you. You must seek it.

Too many talking machine men are prone to look upon summer business with indifference, and it is evident they are not reap-    ing the reward which is being secured by competitors—the live ones in the industry—by working business, by going about it in the right way.

People utter few complaints about a summer business.

In another month it will be time to consider the plans for fall trade, which promises to be the largest and most satisfactory in the history of the industry.

It is the wise man who prepares for business well in advance. It takes a good while to get stock in shape, and it does not pay to wait until the rush is on before ordering stock and getting ready to capture the desired measure of fall trade. It is good business to be prepared before the rush comes, and it does not require such an exhaustion of nervous energy to keep things up to the high water mark.

Last fall as well as that of the preceding year jobbers and dealers complained of delays in shipments, which were largely due to the fact that orders were not placed with the manufacturers at a sufficiently early date to enable them to make up stock or apportion it with any degree of certainty.

There is no reason why orders should be delayed until the last moment, and the man who has his stock in hand in good season is prepared to meet the incoming business wave with a feeling of confidence and security that well repays the outlay of an early consideration of this matter of placing orders.

In another part of The World will be found a report of the fifth annual convention of the National Association of Talking Machine Jobbers, which occurred in Milwaukee from July 10 to 14. The gathering was very successful in many ways. It brought together a great assemblage of jobbers from the principal states in the Union. This was due in a large measure to the very central city where the convention was held.

Many important matters were taken up for consideration which have a direct bearing upon the trade, present and prospective, in which the manufacturers are most interested. It must be kept in mind that the manufacturers are the key men in the industry, and lend every aid toward placing talking machines in every school, large and small, throughout the United States.

Thus, the students in the country school in time will become as closely acquainted with the works of the great masters as their more fortunate brothers and sisters in the larger cities, and a new era of musical enlightenment and advancement will mark this movement throughout the country.

The musical critics, many of whom were skeptics up to a recent date, must now recognize that the talking machine has entered a new sphere—as a potent factor in the musical uplift of the country.

In a very few years the work which has recently been started and which is now being systematically pursued, will produce results that will be as surprising as they will be gratifying.

The great campaign now under way to equip the music schools of the country with talking machines will receive the hearty approval of everyone interested in the musical advancement of this country. It will be superfluous to enter into a dissertation on the elevating influence of music; the selections they make, and the ease and facility to which minute of the time was thoroughly enjoyed.

As an educational factor its power is certainly far-reaching and potent for good. The program carried out at Milwaukee this year kept the talking machine in every school, large and small, and lent every aid toward placing talking machines in every school, large and small, throughout the United States.

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As an educational factor its power is certainly far-reaching and potent for good. A well-known musician said to the writer recently, when discussing this subject: "I consider the talking machine the greatest musical educator I have yet known. I find in my own case that my children, young as they are, already develop good taste in the selections they make, and the ease and facility with which they recognize the great vocal numbers sung by distinguished artists, as well as the excellent music of the leading bands and orchestras.

"I am confident that the talking machine will exercise a tremendous influence for good in the field of education and elevating the musical taste of the general public; that it will do this effectually is obvious from the fact that it enables them to become familiar with the works of the great composers without previous musical training on any instrument."

These remarks uttered by a man of wide vision emphasize the great part the talking machine is destined to play in the school room.

It is, therefore, the duty of the dealer to co-operate enthusiastically in the great work that has been so very successfully started, and lend every aid toward placing talking machines in every school, large and small, throughout the United States.

THE intense heat which covered a vast section of this country the early part of the month has, of course, seriously affected business.

Then to the uncertainties of policies has been added the uncertainties of the crops and the slackening of the demand that ordinarily accompanies mid-summer.

The result, of course, has been dulness. While there is perceptible in business conditions as a whole a slightly accelerated tendency to wait, there is at least one notable exception.

We refer to the iron and steel trade. The reports which have come in from the iron and steel centers during the last two or three weeks indicate improvement in both orders and actual volume of work.

The improvement has been very slow and moderate and has in it nothing of the rush buying character.

The Government cotton report was the highest percentage in fourteen years and several points over a year ago.
More than 100 New U-S Records in June and July

They are Records of quality, too, for the standing of the talent represented is of a very high class. The portraits on this page will convince you of that fact.

Our Record demand is growing rapidly among the best dealers. Whether it be classic Opera selections by Metropolitan stars; musical renditions by popular favorites; or vaudeville specialties of unusual merit; it will be found on

Send for Sample Record

and let it show you that it produces the music in all its original quality for your permanent enjoyment—that there is nothing made to equal it—for it does not wear, chip, crack, or deteriorate, and is practically indestructible. PLAY IT ON ANY PHONOGRAPH and see the improvement. though its highest excellence is reached on the

U-S Combination Phonograph

Call at any of our branches and hear this new machine with its following improvements: Flexible Tone Arm to properly amplify the sound waves; Automatic Change Reproducer Carriage which shifts instantly from two-minute to four-minute records and vice versa; Mandrel Pulley Balance Wheel which insures reproduction true to pitch; Improved Motor; New Diaphragm or Speaker, etc., etc.

Write at once for details concerning our liberal arrangements with dealers. U-S Phonographs and Records are taking the lead, and this proposition is pleasing everywhere. HOW ABOUT YOUR TERRITORY?

THE U-S PHONOGRAPH COMPANY
ASSOCIATED WITH
THE BISHOP-BABCOCK-BECKER COMPANY
1013 Oregon Avenue - - Cleveland, Ohio
Good product, sold to the dealer and by the dealer strictly on its merits, co-operation always, and protection against competition when the dealer can show it is merited—that's business, Columbia style.

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

OPTIMISTIC IN MILWAUKEE.

(Special to The Talking Machine World.)

The local retail talking machine business has taken on new life during the past two weeks, as a result of the opening of the summer resort business. Just as soon as the schools closed for the year people began to flock to their summer homes to escape the unusually hot weather which Wisconsin has been experiencing this season. The State and surrounding territory includes within its confines some of the most famous outing spots in the Northwest, so this phase of the business has many possibilities for the Wisconsin talking machine dealer.

Milwaukee dealers say that demand is unusually brisk, and dealers are beginning to place their advance orders even at this early date. Lawrence McGreen is the local Edison jobber.

The Wisconsin Talking Machine Co., incorporated last month to take over the jobbing interests of the Victor Talking Machine Co., are now nicely settled in quarters on the third floor of the McGreal building, 174-176 Third street. Handsome mahogany furnished offices have been fitted up on the Third street side of the building, and the remainder of the floor has been given up to display and warerooms. Harry Fitzpatrick, formerly a member of the Victor Co.'s traveling sales force, is in active charge, assisted by Joseph Gannon, brother-in-law of Lawrence McGreen, Miss Gertrude Gannon, proprietress of the company, will divide her attention between the new jobbing business and her retail store.

The new talking machine department opened by the William A. Kaun Music Co., 909 Grand avenue, some weeks ago, is now in direct charge of Mr. Kaun himself. "The talking machine business fits in nicely with our sheet music business," said Mr. Kaun. "There were people who told me that I was making a mistake in entering this field, but now I am thoroughly convinced that any sheet music dealer can increase his business by adding a talking machine line."

Among the recent visitors at the store of the Hoeffer Manufacturing Co. were: Mr. Ornstein, of the Victor Talking Machine Co.; H. Thomas, U-S Phonograph Co., and Roy J. Keith, of the Talking Machine Co., Chicago.

The New Idea Cabinet Co. are now operating at full blast in their new plant at 3306-3308 North avenue and are turning out 100 cabinets each week. Considerable additional equipment has been installed during the past four weeks, and the plant is admittedly one of the finest of its kind in the Northwest. Manager William Schmidt is now giving particular attention to the manufacture of disc cabinets intended especially for Victrolas IX, X and XI. Lawrence McGreen, a member of the company, reports the receipt of orders from entirely new territory during the past week.

The Milwaukee Retail Talking Machine Dealers' Association, reorganized recently, held an especially interesting meeting at the store of President George Eichholz on July 5. Details in the work of completing the reorganization of the association were carried out and various matters of interest to the local trade were discussed. Preparations for the part which the retailers will play in the entertainment of the delegates to the convention of the National Association of Talking Machine Jobbers in this city, July 10, 11, 12 and 13, were completed. Oscar Schefft, of the firm of Charles H. Schefft & Sons Co., 838 Third street, will probably deliver a paper before the convention on some topic relating to the retail business.

Mrs. Lawrence McGreen, wife of the well-known Edison jobber of Milwaukee, is confined to her home as the result of a painful accident which she experienced recently while at Pewaukee with Mr. McGreal. Mrs. McGreen sprained her ankle severely and present indications are that she will not be able to attend the social features during the coming convention of the National Association of Talking Machine Jobbers. Mrs. McGreen has not missed one of these conventions since the organization of the association.

A brisk business in high-grade machines is reported by A. G. Kunde, Columbia retailer and jobber, 516 Grand avenue. Mr. Kunde has been working faithfully and persistently in the interests of the Columbia and his efforts are being rewarded by a trade never before secured by a Columbia store in Milwaukee. Charles F. Baez, Chicago manager of the Columbia Phonograph Co., accompanied by his wife, spent a few days in Milwaukee recently as the guests of Mr. and Mrs. A. G. Kunde.

Miss Gertrude Gannon, proprietress of the McGreen retail store, 174-176 Third street, reports an active demand for Edison and Victor machines.

L. C. Parker, manager of the talking machine department of Gimbel Bros.' Milwaukee store, has been making some good sales of Victor machines to the Milwaukee school board of late, despite the

Columbia dealers are holding a mid-summer convention of their own—all over the country—largely attended by customers with money to spend.
fact that the public schools are not now in session.

Mr. Parker bears the distinction of having made
more sales of talking machines for use in the local
schools than any other dealer in Milwaukee. The
afternoon concerts at the Gimbel store on the Victrola, accompanied by the Knahe-Angelus player,
are drawing immense crowds that pack the new
Victor concert hall daily and prove an excellent
advertising for the talking machine department and the entire store.

Lawrence McGreal, Milwaukee Edison jobber,
has completed plans for the erection of a hand-
some new residence at Forty-eighth street and
Highland boulevard. The building will be a two-
story frame structure, 38 x 92 feet, and will cost
$3,000. The neighborhood is rapidly coming to
be one of the most attractive on the Milwaukee
west side.

J. H. Becker, Jr., manager of the talking machine
department of the Hoeffler Mfg. Co., is closing
negotiations with five Milwaukee dealers for the
handling of the U-S line. Mr. Becker has been
meeting with an excellent business in the U-S ma-
achines and records, and is predicting a bright fu-
ture for this new line which the company has just
taken up.

An unusually interesting Victrola concert was
given in one of Milwaukee's largest sanitariums re-
cently by J. H. Becker, Jr., manager of the talking
machine department of the Hoeffler Mfg. Co. The
concert, which extended over two evenings, enter-
tained a large number of patients and resulted in
the sale of several Victrolas and a large number of
Red Seal records. The entertainment was given
in a room 45 x 150 feet in dimensions, and yet
the Victrola was understood with ease in every
corner of the quarters. Victor fiber needles were
used both evenings by Mr. Becker.

Talking machine dealers of Wisconsin are among
the many classes of business men who will be
affected by the new law relating to the working
hours of women and girls just passed by the State
legislature and signed by Governor McGovern.
The act, a Republican platform measure, provides
that women and girls shall not work in any estab-
lishment in cities of the first, second and third class
for more than hours per day, eight hours if work-
ing nights, and not more than a total of fifty-
five per week. While the law is admittedly a good
one, it will seriously affect dealers, especially dur-
ing the rush season of the holidays, and will neces-
sitate the putting on of extra forces. Children
under sixteen years of age are limited to nine
hours per day and fifty per week.

Honesty means what a man thinks as well as
what he does. And a man is nothing short of a
fool nowadays who is not absolutely honest.

<table>
<thead>
<tr>
<th>FOR</th>
<th>EDISON PHONOGRAPHs</th>
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<td>List Price</td>
<td>15c each</td>
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| Patented Sept. 26 and Oct. 2, 1906; Sept. 10, 1907. |
| --- | --- |
| VICTOR TALKING MACHINES |
| List Price | 25c each |

**FOR SALE**

**CLEANRITE RECORD BRUSH**

**ANNOUNCEMENT**

To the Trade:

Our line of RECORD BRUSHES as per ad below formerly known as the "PLACE" will
hereafter be known by our new, trade-mark, name.

New printed matter is ready but NO
time, they will be supplied with the
stock on hand is exhausted.

IT SAVES THE TONE

You can't afford to lose
this protection.

**NOS.2,3**

**IN OPERATION**

**FREE SAMPLES**

will be sent upon request to any Jobber or Dealer

**DEALERS**

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

**MANUFACTURED BY**

BLACKMAN TALKING MACHINE CO.

97 CHAMBERS STREET, NEW YORK

**INCOMPETENT HELP COSTLY.**

Better to Pay Good Wages for Good Help—Unsatisfactory Clerks a Detriment to the Business—They Should Be Instructed.

It is necessary to pay good help good wages
sometimes—even high wages perhaps—but this is
money made in the end, as new and inexperienced
help work to the detriment of the business at first.
If too young, they may not be suitable for the posi-
tion; or, on the other hand, are not fitted for the
particular place and have to be transferred to an-
other stock, and are generally unsatisfactory for
the first six months.

There are clerks that are utterly hopeless, and
the sooner they are dropped the better. Others,
by temperament or inclination, are better suited to
some other line and should be transferred.

Incompetent help are often taught how to be
good help by encouragement, advice and careful
instructions from the management. Placing in their
hands trade journals and periodicals pertaining to
their line of work for their study at home brings
good results. It is well worth the time of
any merchant to teach his help all that is possible,
remembering that greater selling efficiency is thus
acquired, more loyalty to the business is created
and the wheels run smoother.
WHY MANCHESTER PROSPERS.


Manchester, N. H., July 7, 1911.

This city lays claim to the largest cotton manufacturing plant in the country, employing as it does, approximately 12,000 people. It is the Amoskeag plant, and is but one of many factories, the others, of course, being considerably smaller. Cotton manufacturing is the main industry, and while others, of course, being considerably smaller. Cotton manufacturing is the main industry, and while the average pay of the city is small, say even less than $7 a week, there are many instances where the family income will range from $35 a week and upward. Take a family with four "growing-ups" plus the husband and wife, working in these mills, upward.

The family income will range from $35 a week and upward. The many friends in the talking machine trade will be glad to know that he "kitty" gets the major portion of their earnings. They live very cheaply and it is said that the "kitty" gets the major portion of their earnings. The talking machine business is on the cheaper priced machines and foreign records have a big sale.

John B. Varick Co., one of the biggest sporting goods houses in New England, are the Edison jobbers here, with the department managed by E. L. Burrows. Mr. Burrows reports a fairly stable condition in the wholesale field, and from his observations of general conditions, he believes that the fall will show some good results.

C. H. BAGSHAW CONVALESCENT.

Friends of the Well-Known Needle Manufacturer Will Be Glad to Learn That He Is Recovering from His Serious Illness—Prevented the Bagshaws from Being at Milwaukee—Business With This Concern Is Excellent.


The many friends in the talking machine trade of C. H. Bagshaw, of the House of Bagshaw, needle manufacturers, will be glad to know that he is recovering from his recent illness. Both C. H. and W. H. Bagshaw were planning to be in Milwaukie at the time of the convention, so they could shake hands with the "boys," but owing to the illness of Mr. C. H. both were detained here. "No-Scratch" needles are having an increase in sale, and there will soon be an announcement from these quarters that will be still further interesting. Everyone who has tried these needles has been unanimous in praise from all standpoints, and it is apparent that their sales will reach tremendous figures. Jobbers from all over the country are buying and selling "No-Scratch" needles, and a big bunch of samples await those who write for them to W. H. Bagshaw, Lowell, Mass.

QUICK EDISON SERVICE.

C. R. Cooper, Manager of the Boston Cycle & Sundry Co., Tells How They Look After the Dealers’ Edison Requirements in the Summer Time—Mr. Cooper Spends All His Outing Time on His Motor Boat.

Bedford, Mass., July 8, 1911.

“During the summer many extra trains and additional express lines are operated,” says Charles R. Cooper, manager of the talking machine department of the Boston Cycle & Sundry Co., exclusive Edison jobbers, “and under our summer service, we are enabled to give even quicker service than customary to some points. Take, for instance, to the summer resorts, we can offer very quick Edison service both on records and machines. At frequent periods, the dealers in summer vacation spots have a rush that they are unprepared for, and it is right at those emergencies that we fit strongly.”

Mr. Cooper has been enjoying himself this hot weather by sleeping on a 36-foot cruiser boat down the harbor, which is also the way he takes his vacation. It has averaged practically over 100 degrees for the past five days, which is hot enough to even make talking machine men swelter.

HANDES EDISON EXCLUSIVELY.


One of the enterprising talking machine dealers of this city is M. E. Havener, owner of the Havener Sporting Goods Co., at 507 Main street. Mr. Havener handles the Edison line exclusively, and reports a very active business with it. His store is admirably located.

THE "ART TONE" DIAPHRAGM.

The Talking Machine Co. of Springfield Who Manufacture This Specialty, Succeed in Securing Additional Quarters for Manufacturing—Will Be Able Henceforward to Insure Rapid Delivery of Diaphragms.


Important developments have occurred during the past month with The Talking Machine Co., of this city, whereby they have changed the name of their new diaphragm from the "New Art" to the "Art Tone" diaphragm. They have also succeeded in securing additional quarters for manufacturing.

W. W. Young, inventor of the "Art Tone" diaphragm, states that the improvement in tone results from putting one of these diaphragms onto any talking machine is considerable; in fact, making an "art tone." Mr. Young could not think of anything better to be desired by talking machine owners than an "art tone"—hence the name.

This company is printing new cards of requests for samples and particulars from its advertisers in The Talking Machine World, which evidently show two things—one that the readers of The World are keen, and second, to be in that class, the dealers and jobbers all must read The World closely. This company's proposition is on another page of The World and is worth reading.

TRADE NOTES FROM PUTNAM.

The Great Factory of John M. Dean Kept Busy Manufacturing "Puritone" Needles—Business Is Fine and That the "Art Tone"—Hence the Name.

Putnam, Conn., July 6, 1911.

Just a year has passed since John M. Dean, manufacturer of "Puritone" talking machine needles, removed from Lowell, Mass., to his new factory, which was designed and erected especially to accommodate his rapidly growing business. It is built of brick with concrete floors, and in order to be profitably operated, it is necessary to have a gas-making plant that produces 100 tons of gas at 100 feet long by 50 feet wide. The annex is 50 by 60 feet. The company reports receiving a big pile of "Puritone" needles and is having an immense amount of work. The "Art Tone" diaphragm is growing all the time, and it is the only one that produces the kind of tone, opera, exhibition, symphony, ideal, soft tone and speech—altogether—and it is furnished with any "Puritone." The "Puritone" is more durable, and it is not to be had at any other price. The company has a new diaphragm, which is an "art tone." Mr. Dean operates a gas-making plant that produces 100 tons of gas at 100 feet long by 50 feet wide. The annex is 50 by 60 feet. The company is having a very busy time, and it is ready to ship anything at any time.

This is the time of the year when the “ordinary” talking machine dealer’s backbone limbers up. He gets a little lazy and in a “what’s the use” attitude. Don’t be “ordinary.”

Be “extraordinary!” Keep your backbone taut—your enthusiasm high—your energy at 100 per cent. Bang right after those “will buy in the summer” prospects and send the orders to the Boston Cycle & Sundry Co.

Why—in New England over $6,000,000 is spent yearly by summer tourists; your summer resort machine and record business should be tremendous. We back your efforts with the largest Edison stock; with speedy service and a brother to brother co-operation.

See if you cannot close just one more sale this week and "test" us with that order! Remember we are “exclusively Edison and exclusively wholesale.”

Boston Cycle & Sundry Co., 1380 Hanover Street, BOSTON, MASS.

J. M. LINSCHOTT, Manager.
For the first time in the history of the talking machine business several stores having a retail department were obliged to close several days this week at 2 o'clock on account of the excessive heat. Prominent among these were the Oliver Ditson Co. and the Eastern Talking Machine Co. The officials of the Houghton & Dutton Co. gave any employe liberty to go home if they felt the heat. The talking machine business, consequently, for the past week has been very quiet, although the average for the month will assume fair proportions.

**Cutting Prices of Records.**

The Henry Siegel Co., has been severely criticized by some of the trade members because of their advertising of $1, $1.50 and $2.12 talking machine records for 28c, which they claim arouses suspicion among a certain class of people.

**Enjoying Outing.**

H. R. Skelton, the Edison ambassador, is about town enjoying a deserved rest for a couple of weeks.

**Henry Winkleman's Good Work.**

Henry Winkleman, manager of the Victor talking machine department of the Oliver Ditson Co., which is "the largest Victor talking machine distributors east of Chicago," has returned from a trip to the New York headquarters and also a jaunt to the Victor factories. This department, under Mr. Winkleman, is putting out some exceptionally fine retail advertising, which is showing up in good results. On their jobbing end they also enjoy similar prosperity.

**Attending Jobbers' Convention.**

Two well known talking machine men who attended the Milwaukee convention are John L. Gatesy, the district manager of the Victor Talking Machine Co., and Geo. D. Ornstein, manager of the traveling department.

**Well Known Talking Machine Man.**

Charles P. Trundy, manager of the Victor department of Geo. Lincoln Parker, the Krakauer piano dealer, has leased a cottage at Nantasket Beach for the summer, where he can enjoy an ad lib. program of aquatic's. Although a comparatively young man, Mr. Trundy has enjoyed a training during the past eight years that covers all phases of the industry, particularly in the retail department store, jobbing and wholesale road work, and he ranks as one of the best informed talking machine men in this territory.

**Stay West, Young Man!**

"Would like to know the name of the department store in Boston that is having too much trouble getting a desirable manager," writes a talking machine man from Chicago to The World. It appears that this man has been successful in the western field and wants to come East, but to revise the Horace Greeley stuff—"young man, stay west"—as far as that store is concerned. A chocolate is a "piker" compared to the changeable qualities of their policy. Some of the very best men in the field here have got out or were fired (no known reasons why), and from the past it appears that a man who goes there takes all the chances with nothing to gain in any event.

**Where E. F. Taft Is Rusticating.**

E. F. Taft, general manager of the Eastern Talking Machine Co., Edison and Victor, has purchased a summer home at Touissett, Mass., where his family and himself are enjoying the beauties of that spot, it being a combined salt water and woods location. Before Mr. Taft departed for Milwaukee he remarked to the World man that the convention is the most important one ever held and that there was considerable interest in it.

**Merry Pranks of E. T. M. Co. Associates.**

The accompanying snaps show some of the merry bunch of E. T. M. Co. Associates who enjoyed an outing at Providence, R. I., on June 17. The "triplets" are S. H. Brown, chairman of the outing committee; Wm. J. Fitzgerald and Frederick Hager, the well-known composer and music publisher. The seven world wonders are their advertising of music publisher.

**THE SEVEN WONDERS.**

E. Beaudon, M. Price, M. L. Read, D. McLaughlin, George Rees, Fred Finn and Edward Welch. Following the ball game, wherein the "Victors"urray. For the first time in the history of the talking machine business, several stores having a retail department were obliged to close several days this week at 2 o'clock on account of the excessive heat. Prominent among these were the Oliver Ditson Co. and the Eastern Talking Machine Co. The officials of the Houghton & Dutton Co. gave any employe liberty to go home if they felt the heat. The talking machine business, consequently, for the past week has been very quiet, although the average for the month will assume fair proportions.

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VACATION SPIRIT IN DETROIT.


(Special to The Talking Machine World.)

Detroit, Mich., July 9, 1911.

Small Victrolas, the $46 Grafonomia Favorite, and $35 and $30 horn machines which play disc records are in big demand in Detroit just now. They are used for steam yachts, launches, canoes and other small boats. The large hornless machines are placed on passenger steamers to a probable extent. These latter are utilized in place of orchestras. They provide first-class music for travelers by water without the expense to the company of hiring and feeding a dozen or so musicians.

Detroit is a particularly fertile field for this class of business. In Belle Isle Park probably three thousand canoes glide about. Perhaps a third of the city have talking machines—small ones, of course.

July is opening a little dull here, but business is a heap better than it would be were it not for the natural summer lull in every line of endeavor except baseball. What dulness there is is up-State, and this is accounted for principally because the farmers are bottling is crops that matured too early because of the extraordinarily fine spring which blessed the Middle States this year. They have no time for angst but work and sleep. June was better, with this company than May, and collections were better, too, contradicting the tales that Detroit and Michigan are in the dumps commercially.

The talking machine dealers here are unanimous in saying that every month of the first half of this year was better than the corresponding month of last year. The enormous growth of Detroit undoubtedly has a good deal to do with this. But if there was any truth in the stagnation report Detroit would not be growing like a beanstalk, nor would the talking machine business be soaring even faster as when certain manufacturers tried to force certain dealers to recognize the difficulty of competing on even terms with the Columbia line.

Up-State talking machines and supplies are sold in all sorts of places. The Doran Co., which has a very large list of State agencies, even has one located in a farm house. The farmer is wealthy. He lives near Ovid. He has fitted up a couple of rooms as a store and sells to farmers for miles around. He sends in a good many more repeat orders than do a whole lot of agents in small cities and villages.

Grissell Bros. also do an enormous up-State business, because they carry Victor and Edison talking machines in every one of their twenty-five general music stores in Michigan. They have a special department for them in every store, with demonstrating rooms.

In the new branch store just opened in Detroit, on Monroe avenue, they sold eight machines in the first day's business. They have a fine location and a fine display window, which accounts for their early success in a strange district.

The Columbia Phonograph Co. also are doing well in their new location. They carry a third more stock than they did in their old Woodward avenue store. The city wholesale business is larger than ever before, so is the up-State wholesale business, of which the Detroit branch of the company has entire charge. The Columbia Co. have 32 agencies in Detroit alone, and 305 in the State.

In locating on Broadway the Columbia Co. are taking part in a pioneer movement the object of which is to get away from the exorbitant rentals on Woodward avenue. Heavy purchases of real estate on Broadway by capitalists who propose to erect expensive office and store buildings have been put through within the last three weeks. Within six months a lot of fine retail stores will be available on the upper part of Broadway, and they are bound to be filled at once by first-class firms. That will place the Columbia branch in the heart of the newest and therefore best retail district.

MAKE THOROUGH TEST OF NEEDLES.


Max Landay, of the Talking Machine Supply Co., New York, states that one of the leading concerns engaged in the manufacture of disc talking machine records in this country have been conducting extended experiments with the needles imported by his house and reports that the needles have given the greatest satisfaction both as regards finish and reproducing powers. The experts in charge of the laboratories of the company in question, with a thorough knowledge of just what should be expected of first-class needles, gave the needles handled by the Talking Machine Co. a most thorough trying out. The tests may lead to an interesting trade announcement in the near future.

The features claimed for the needles offered to the trade by the Talking Machine Supply Co. are: (1) high quality, low price, first-class finish and attractive packing, in keeping with the special demands of the customer if desired.

Why You Should Push Udell Cabinets

For Your Customers' Records

($) We offer such a range of price, pattern, capacity and interior. They are entirely practical. The WORKMANSHIP AND FINISH of EVERY UDELL CABINET is POSITIVELY GUARANTEED.

($) We cut all patterns so generously owing to an enormous demand that orders can be filled promptly. Every Victrola and Victor machine has its cabinet in the Udell Line. For your convenience we have assembled all of these Cabinet pictures between the covers of a splendid catalog.

($) Now, where do we address Yours?

THE UDELL WORKS

Indianapolis, Indiana
In adding the name of Victor Herbert to the list of great artists who recognize in the Victor the best way to perpetuate their art, and send true examples of their work into the homes of music lovers in every nook and corner of the earth, we feel it is just like adding one more priceless gem to the diadem that crowns the Victor.

Victor Herbert needs no introduction to the American public—his great work as composer and conductor has established his fame in every home where music is known, and the simple statement that he has entered into an arrangement to make records of his great orchestra under his personal direction, exclusively for the Victor, is sufficient to stir every Victor owner to a happy expectancy of what future supplements will bring to them.

Dealers throughout the country will probably recall that during the past two years Victor Herbert and his orchestra have made phonograph records for another company, and his reasons for entering into an exclusive agreement with the Victor Company is fully explained by Mr. Herbert's announcement to the public as follows:

June 1st, 1911

“I have entered into an agreement with the Victor Talking Machine Company to make exclusively for them, under my personal direction, records of Victor Herbert's Orchestra; and have entered into this agreement because of the artistic merit of their goods and because of the great names represented in their record catalog.”

Victor
COMPARE the Victor factory of 1911 with the Victor birthplace of 1898. That tells the story of Victor success.

What is the reason for this immense growth?

What has made the Victor plant grow to be the greatest musical instrument business in the world in the short space of thirteen years?

You, Victor dealers, have appreciated our instruments and what we do to help you sell them.

Your business has increased as ours has increased, and we thank you for your help in making the Victor business for the first six months of this year the largest in the history of the talking-machine industry.

Victor Talking Machine Company
What you can do with changeable needles

Adding the Fibre Needle to the Victor is like adding a new group of beautiful pipes to a church organ. It gives new range and variety, as well as beauty.

Some Victor Records sound best played with a Victor Steel Needle, others with a Victor Fibre Needle. With the Victor you can have both. You can adjust volume and tone to suit the record and the conditions. Practice soon develops the ability to use the different Victor Needles in bringing out the peculiar beauties of different records.

Learn how to use the changeable needles in playing the Victor, and you will find in it new charms and beauties.

Loud Victor Needle produces the full tone as originally sung or played and is particularly suited for playing records in large rooms, halls, etc., and for dancing.

Medium Victor Half-tone Needle produces a volume of tone about equivalent to what you would hear if seated in the third or fourth row of the dress circle at the opera house or theatre—a splendid needle for general home use.

Soft Victor Fibre Needle is particularly suited to the discriminating music lover, and reproduces Victor Records with all their clarity and brilliancy in a slightly modulated tone. With this needle your records will last forever. Victor Fibre Needles may be repointed eight to ten times and used as often as repointed.

Always use Victor Records, played with Victor Needles—there is no other way to get the unequalled Victor tone.

For 50 cents and 2 cents for return registered postage, we will alter your Exhibition Sound-box so you can use Victor Fibre or Steel Needles at pleasure.

Or, on payment of 50 cents and 44 cents to cover cost of registered postage both ways, your dealer will forward it for you.

Victor Fibre Needles may be repointed eight to ten times and used as often as repointed.

And be sure to hear the Victor-Victrola

This is one of the Victor Needle advertisements now appearing in the leading magazines, calling attention to Victor Fibre Needles.

The more thoroughly you understand the many admirable qualities of Victor Fibre Needles, the more enthusiastic you will be in bringing them to the attention of Victor owners.

Victor Talking Machine Company
When you were younger you wouldn't let anybody tell you "you dissent." Has any manufacturer told you you "dissent" salt away the profits of a Columbia line?

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

Have You Received a Sample of the "ART-TONE" Diaphragm?

(Fits ALL Machines.)

Ma le in combination of Aluminum and fibre.

Dealers

This invention retails for $1. A good margin of profit for you. Every machine already sold and selling is a sure sale for the "ART-TONE" Diaphragm.

Send out a batch of our circulars with your regular mailing. Piles of orders will result. Profits sure. No selling expense.

Jobbers

Send business card with request for FREE Dollar sample and our proposition. Write right away.

THE TALKING MACHINE CO.

218 WORTHINGTON ST.
SPRINGFIELD, MASS.
When the manufacturers get all through deciding which lines you may carry, and which lines you must not, go take a look at your cash register. The Columbia policy is a selling policy—not a bookkeeping policy.

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

TRADENOTES FROM CLEVELAND.

(Continued from page 28)

fifth street. In connection with the piano and musical instrument trade, in which he has been engaged for several years, he has taken on a full line of Columbia goods. He states that while business is rather slow, it is fair for the season, and that he is making sales of machines right along, including a goodly number of records. He is an importer and jobber of musical instruments and strings and, together with a good line of pianos and Columbia machines and records, is destined to become an important factor in the trade.

The Columbia Phonograph Co. are having an excellent run of trade since moving into their new quarters, and under the local management of Geo. R. Madson. "We anticipated some falling off in business during the month of June," said Mr. Madson, "but both in machines and records it was exceptionally good, and was the best month we have had since establishing our new store; and July has started in with a volume of trade, which, if it continues, will prove a record month for records always in stock, so that an order may be filled the moment it is filed.

S. A. Minta, manager of the Talking Machine Co., 42 The Arcade, says business is fairly good for the season, and that there is an excellent demand for records, especially the July Amberol list, all of which are very popular. He stated that Victor records were also selling fairly well, while the demand for machines was light.

Not very many sales of machines, but a pretty fair record trade for the season was reported by the May Co. Especially in demand were said to be the three new songs by Cohan, and all of the new red seal records.

The company handle both the Victor and Edison lines and in connection with the piano trade do a large volume of business.

DEMURRER SUSTAINED

By the United States Circuit Court of Appeals in the Case of American Graphophone Co. Against Victor Talking Machine Co.

(Special to The Talking Machine World.)

Philadelphia, Pa., July 4, 1911.

On June 12 Judge Buffington, of the United States Circuit Court of Appeals, third district, handed down an opinion sustaining the demurrer of the Circuit Court, district of New Jersey, in the case of the American Graphophone Co., New York, against the Victor Talking Machine Co. Camden, N. J. The American Graphophone Co. had brought a suit against the Victor Co., charging them with a restraint of trade and infringement of the Jones patent by certain acts of the defendants. The defense demurred to the complaint in the lower court, and was upheld. The Graphophone Co. appealed, with the following result, the decision, a technical document of some length, however, stating they could obtain their remedy in another way if desired.

When the manufacturers have decided what lines you may not handle, ask yourself whether the reason for that decision may not now be stronger than the decision itself. This isn't a matter of sentiment for you—it's entirely a matter of present profits and business independence.

Columbia Phonograph Co., Genl., Tribune Building, New York
THE TALKING MACHINE WORLD

Talking Machine Conditions Unsettled

The nationwide demand for recording equipment in favor of new equipment in favor of new records continues, with the introduction of new machines and new developments in the field of recording.

Bankruptcy

The committal of the bankrupt to prison if, in the event of the bankruptcy of a company, the bankrupt is found to have committed fraud or to have concealed assets, is the committal of the bankrupt to prison if, in the event of the bankruptcy of a company, the bankrupt is found to have committed fraud or to have concealed assets.

The Favorite Interests

The Favorite Interests now pass into the hands of the sheriff or the receiver appointed by the court.

The Automatic Telephone

We are so interested in the development of new inventions that we are apt to overlook the ceaseless activity of those engaged in perfecting some of the older ideas. One is that of the automatic telephone, at the idea of which was put forward by a Mr. A. M. Thomson about ten years ago. In his system the number required was built up on the instrument. It was sent to the telephone exchange by a number of impulses. These impulses actuated an electromagnetic counter device. The number was made to appear in front of the operator. There were the usual plugs and cords for connecting the subscriber to the number which was to be called. There is no evidence that the system was ever used on a commercial scale. At the same time there was a number of current plays with automatic telephones at work in the States. One of the manufacturers of these instruments in Chicago claims that there are 300,000 of them at work on their systems, from the subscriber's point of view, the matter is quite simple. The ordinary type of telephone is used, except that there is a small circular switch for opening the line. There are finger-holes on a face, and under each of these finger-holes is a number. The figure is inserted over the figures which make up the number to be called, and the dial is pulled round. If it is required to call up 484, then the finger is placed over 4 and the dial pulled round to the stop. Similarly with 2 and 8. The number is then automatically connected. An aspect of the automatic system which is likely to make it popular is its complete secrecy. Clearing is also quite instantaneous. There is an increased cost with the automatic equipment, which is that this system is not as highly developed as the usual type of automatic telephones.

The National Gramophone Co.'s

The National Gramophone Co. is the title of a new concern recently formed to exploit a disc record engraved with a distinct outline of its name. The company was capitalized at $6,000, and their registered office is located at 14a New St. Hill, London, E. C. The invention of a gentleman of wide experience, Mr. Packman, this new record is said to be V cut on the hill-and-dale principle, and is played by an ordinary steel needle which touches the bottom only, not the sides of the sound track. Under their special process of recording (at the standard speed) and making of galvanographs, they have produced a record which will carry an entire song. The time required for engraving is five minutes on a 10-inch disc, and eight minutes for a 12-inch disc, although some of the formers will run for six minutes. There is a noticeable absence of surface noise, and the tracking is perfect. It is a double-sided record, and will sell for 3s. 6d. and upward. The record is characterized by a smooth and natural tone, and its reproduction is of the highest order. Obviously the commercial value of such an original product is almost unlimited in its scope, but it is a monopoly that has been obtained with great difficulty. It is understood that the record proportion under review is backed not only by men of ability and great experience, but also by a large city firm of sound finance, whose policy it is to have the record machine and successful sale of the instrument which we extend our hearty wishes.

New Gramophone Issues

The special mid-month issue of Electric World is devoted to new gramophone records are inevitably a novelty, but we would particularly emphasize this fact in regard to the company's recent titles of "Tony from America," by Mr. Cecil Millar, one of her most successful songs; and "The Quaker Girl," by Geo. Grossmith, Jr., and Edmund Payne; "Archibald, Certainly," by Geo. Grossmith, Jr., the song being with our own "The Quaker Girl," just out, a novel feature of gramophone records is such as to make it a most popular record, and will sell from 2s. 6d. and upward. It is a novel feature of gramophone records is such as to make it a most popular record, and will sell from 2s. 6d. and upward. It is

Music by Wireless

Speaking at the historic town hall of Cambridge, T. Thorpe Baker, F. C. S., described several new wonders in wireless telegraphy. One novelty of great interest was a wireless instrument by which musical sounds could be transmitted. During some
The House of Murdoch absolutely controls four of the best and biggest sellers in the trade. In the judicious handling of "just those goods that sell" coupled with a perfect and prompt dispatching system, The House of Murdoch stands where it is today—England's largest factor.

EXCELSIOR TOURAPHONES

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

INDESTRUCTIBLE PHONOGRAPH RECORDS
2 minute series 1/2 each, 4 minute series 1/6 each. American and English selections. Lists free.


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

PETMECKY MULTI-PORE NEEDLES

The finest needles made. We also control the Angelus Dupont Fort, Invincible Bull Nose and Touraphone needles.

ENGLAND'S LARGEST FACTORS!

The House of Murdoch...
been blind from birth." "And where is he taking his rest?" demanded the benedictive player. "Well, sir, the fact is," was the hesitating reply, "he's heard so much about these animated pictures that he's taken a night off to go and see them!"

_Lively Summer Campaign._

As announced in our last issue, the splendid summer advertising campaign inaugurated by the Gramophone Co., not to mention, too, the generous circular letter scheme for dealers, has oiled the wheels of commerce and stimulated sales to an amazing extent. Well might the company congratulate themselves, but their appreciation modestly takes the form of bestowing praise upon their traders for the magnificent response and enthusiasm displayed. It is a reception quite beyond comparison with any public city scheme issued within memory, and in Manager Goff's own words, "the results are already a foregone conclusion."

Certainly Gramophone agents know how to appreciate a good thing, and that their appreciation is directed along practical lines in co-operation with the company's policy, is the best and only reciprocity desired. UNION'S GIFT.

_Schubert's Unfinished Symphony._

The Columbia Co. are assuredly earning the gratitude of music lovers by the constant issue of music which alone entitles Schubert to the reach of all, at the regular prices of Columbia records. Such an issue is invested with a much higher rate, Messrs. Hough are making no charge above their standard price of 3s. per single record. Miss Jonestil has a soprano voice of great beauty and power, and her records are a real treat to listen to. On the same list we find four titles by the famous Revard Clarionette Quartet, "Scotch Melodies," "Irish Melodies," "Caprice" and "Paul Cretins "Minuet," all excellently rendered. Other good numbers are: V. F. "The Palms" and "My Dreams," by Miss Ruby Holder; "Fra Diavolo" (overture) and "Echo des Bataisons" (interlude), King Edward's Horse Band; "Cupid's Garden" (intermezzo), Parisian Orchestra; "Whispering of the Flowers" (intermezzo), King Edward's Horse Band; "Morning" and "Death of Art" (Peer Gynt suite), Royal Guards Band; "Dance of the Imps" and "Anitra's Dance" (Peer Gynt suite), Royal Guards Band; "Still Is the Night," Miss E. May and R. Carr: "Oh, Robert, Oh, My Beloved," Miss E. May; "In the Shadows" and "Narcissus," Royal Court Orchestra; "The Maple Leaf Forever," Royal Guards Band; "The Territorial March" and "Trafalgar March," Royal Guards Band; "Festival of Empire," Royal Guards Band; "The Maple Leaf Forever," King Edward's Horse Band.

_The Truth About the Canadian Copyright Bill._

An interesting reference to the above bill was made by Mr. Boston at a recent meeting of the grand committee now sitting in discussion upon the British copyright bill. He said: "Reference had been made to Canada and Australia, and he had communicated with Mr. Fisher, the minister who was responsible for the new Canadian copyright bill, but he was sure it was not intended that there should be any change in the nature of a printing or publishing clause in Canada with regard to English copyright works." Mr. Fisher had replied to his telegram as follows: "Copyright bill provides for complete reciprocity in copyright between Canada and all other parts of the Empire by order in council. Any owner of British copyright who is a British subject or a bona fide resident in Great Britain would be given copyright protection in Canada without conditions. Similar arrangements may be made with each self-governing Dominion."
and Miss Eni Vine and Mark Breuer, the soprano and her accompanist, have succeeded in producing a very pleasing duet of voice and piccolo. The titles are: "The Songster's Awakening" and "Silver Birch.

For Tyneside Coronation trade, the Columbia Co. have issued a special record of "Geordie at the Coronation," in which Eric Foster as "Geordie" proceeds to prove that King George is "a New-castle chap." Coupled with it is "Coronation Bells" by the Scots Guards Band. Other good records to hand are the following: "Then You'll Remember Me," from "The Bohemian Girl," and "An Irish Love Song," by Walter Wheatley; "Rocetta" and "You're the One," by Billy Williams; "That Funny Little Tie" and "The Harem-Scarem Skirt," by Harry Champion, and "Persevering Potts," Parts I. and II., by Fred Kitchen & Co.

COPYRIGHT BILL STILL UNDER DISCUSSION.

Continued Hearing and Discussions Regarding the New Measure—Cablegram Announces a Postponement of Hearings Until July 11th—The Situation to Date.

(Special to The Talking Machine World.)


The present is an anxious time for the whole of the talking machine record manufacturers, not to mention the wholesalers and the thousands of dealers largely dependent upon this industry for their commercial existence. The copyright bill is still under discussion in grand committee. What to-morrow will bring forth we know not. But there is one ray of hope, and that is centered in the person, the strength rather, of the president of the Board of Trade. Tuesday, July 4, he will introduce amendments or new clauses in the bill framed in conformity with the just claims of record makers. At least, that is our belief, which is based upon his expressed recognition that compulsory license on a universally fixed rate of royalty is imperative. We believe also, that the Ministers in charge of the bill now realize that it would mean almost ruination to the majority of record makers. At least, that is our belief, which is based upon his expressed recognition that compulsory license on a universally fixed rate of royalty is imperative. We believe also, that the Ministers in charge of the bill now realize that it would mean almost ruination to the majority of record makers. At least, that is our belief, which is based upon his expressed recognition that compulsory license on a universally fixed rate of royalty is imperative. We believe also, that the Ministers in charge of the bill now realize that it would mean almost ruination to the majority of record makers.

Since my last report great advances have been made, as outlined above, in consequence of the agitation set up by prominent members of this industry. About two weeks ago, another memorandum was suggested that in order to adjust themselves to the new conditions a royalty of 12½ per cent. only should be fixed for the first three years, after which period the manufacturers would agree to pay 5 per cent. on the retail price of every record actually sold. This to come into force as and from the date of the bill passing into law.

Mr. Hough Dissents.

"Personally speaking," said Mr. Hough, "I do not agree with the 5 per cent. proposal, because it seems to me a greater burden than the trade ought to be called upon to bear. These royalties will be earned in a manner which gives no trouble or risk to composers, who have nothing to do but draw the money. I should strongly advocate reconsideration at the end of three years as to royalty of 2½ per cent., and a re-fixiture based on equity, rather than making an arbitrary re-fixiture now. The question of registration also calls for consideration. At present there is no compulsion for a copyright owner to register his name, but we in the trade consider it very necessary to be in a position to know who is the actual owner of a copyright. Changes in, or enforcement of ownership should also be registered. The trade also require that in some way or other public notice should be given when any author is prepared to license his productions, otherwise secret communications may be made to favored manufacturers, thus giving them an unfair start."

Provisions Passed by the Committee.

Several clauses have been added to the bill, others amended, and some deleted. Of special interest are the following particulars: Clause 18 provides that an action in respect of infringement should not be commenced before the expiration of three years next after the infringement. This was agreed to.

Mr. Buxton moved the omission of clause 13, authorizing a court of summary jurisdiction to grant a search warrant to a constable to enter premises and seize any copies of an offending work or plate. He stated that in order to carry that out it appeared necessary, on the face of it, to bring copyright generally under the provisions of summary jurisdiction as applied to musical works. He thought the penalty too severe. The clause was deleted from the bill. Clause 16, which provides that copies made out of the United Kingdom of any work in which copyright subsists, which, if made in the United Kingdom, would infringe copyright, shall be prohibited from importation, providing that the copyright owner gives due notice to the commissioners of customs. This clause was added to the bill.

MEETING POSTPONED UNTIL JULY 11.

A cablegram received from our London correspondent on July 7 reads as follows: "Copyright meeting has been postponed until July 11."

This Is A Genuine Klingsor

KLINGSOR

THE ONLY MUSICAL TALKING MACHINE

Beware of cheap and spurious imitations and make sure it is a Klingsor you get. Don't be deceived by similar outside appearance of other Cabinet Machines.

NO HARSH OR TINNY MUSIC

Klingsor Records are better than most, but second to none.
OUR FOREIGN CUSTOMERS.

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

(Special to The Talking Machine World.)

Washington, D. C., July 10, 1911.

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

June 15.

Antwerp, 1 pkg., $100; Berlin, 11 pkgs., $239; Buenos Ayres, 14 pkgs, $306; Callao, 5 pkgs., $688; Colon, 6 pkgs., $279; 6 pkgs., $214; Copenhagen, 12 pkgs., $320; Cartagena, 3 pkgs., $129; Havana, 28 pkgs., $918; 8 pkgs., $457; Havre, 47 pkgs., $1,410; Kingston, 5 pkgs., $100; Limon, 1 pkg., $455; Manila, 38 pkgs., $1,955; Montevideo, 3 pkgs., $173; Para, 14 pkgs., $1,574; Pernambuco, 3 pkgs, $200; Sydney, 10 pkgs., $235; Valparaiso, 15 pkgs., $711; Vera Cruz, 167 pkgs., $4,575; 17 pkgs., $524.

June 19.

Bahia, 7 pkgs., $265; Berlin, 8 pkgs., $155; Buenos Ayres, 196 pkgs., $12,524; Callao, 4 pkgs., $733; 29 pkgs., $1,097; Cartagena, 3 pkgs., $129; Colon, 6 pkgs., $160; Copenhagen, 29 pkgs., $865; Guayaquil, 13 pkgs., $562; 5 pkgs., $113; Havana, 17 pkgs., $374; Havre, 58 pkgs., $1,140; Kobe, 12 pkgs., $711; Lima, 5 pkgs., $314; Montevideo, 5 pkgs., $173; Para, 14 pkgs., $1,574; Pernambuco, 3 pkgs, $200; Sydney, 10 pkgs., $235; Valparaiso, 15 pkgs., $711; Vera Cruz, 167 pkgs., $4,575; 17 pkgs., $524.

June 22.

Berlin, 66 pkgs., $1,025; Callao, 1 pkg., $135; Cape Town, 61 pkgs., $1,325; Demerara, 5 pkgs., $113; Guayaquil, 23 pkgs., $562; 5 pkgs., $113; Havana, 6 pkgs., $341; London, 11 pkgs., $239; 36 pkgs., $722; 171 pkgs., $3,143; Lima, 6 pkgs., $160; Manzani, 3 pkgs., $125; Rotterdam, 2 pkgs., $172; Sorenlauy, 14 pkgs., $382; Valparaiso, 15 pkgs., $711; Vera Cruz, 167 pkgs., $4,575.

June 29.

Berlin, 66 pkgs., $1,025; Callao, 1 pkg., $135; Cape Town, 61 pkgs., $1,325; Demerara, 5 pkgs., $113; Guayaquil, 23 pkgs., $562; 5 pkgs., $113; Havana, 6 pkgs., $341; London, 11 pkgs., $239; 36 pkgs., $722; 171 pkgs., $3,143; Lima, 6 pkgs., $160; Manzani, 3 pkgs., $125; Rotterdam, 2 pkgs., $172; Sorenlauy, 14 pkgs., $382; Valparaiso, 15 pkgs., $711; Vera Cruz, 167 pkgs., $4,575.

July 6.

Acapulco, 15 pkgs., $219; Bahia, 57 pkgs., $3,362; 9 pkgs., $651; Guayaquil, 7 pkgs., $579; Havana, 4 pkgs., $1,097; La Guaira, 18 pkgs., $3,009; La Paz, 4 pkgs., $167; Macuria, 8 pkgs., $567; Santiago, 6 pkgs., $134; Shanghai, 10 pkgs., $550; Vienna, 19 pkgs., $686; Yokohama, 14 pkgs., $571.

POCKET MOVING PICTURES.

Berlin Padd of Getting Photographed in Motion to Come Here.

One of the latest novelties with which Berliners are amusing themselves is about to be imported into America.

For some weeks one of the popular pastimes among the people who loiter in the evenings along the Friedrichstrasse has been to get photographed in moving picture machines.

There are a number of small shops where the customer, after attitudinisng a few minutes before the camera, receives a roll of photographs packed in a small metal box. By turning a crank rapidly the pictures are made to appear in as rapid succession as in the cinematograph. The proud owner goes around exhibiting his pocket picture shows to his friends.

Marcus Braun, Port Warden of New York, has decided that the idea would catch the popular fancy in American cities, and has made complete arrangements to introduce it into the United States.

The best existing recording material for Berliner-(Gramophone-) cut? If not write for free sample to CHIMESCHE FABRIK E. SAUERLADT FURSTENFELD beti Apolda L Th, Germany

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

MR. RECORDER, do you know my WAX "P," the best existing recording material for Berliner-(Gramophone-) cut? If not write for free sample to

CHEMISCH FABRIK E. SAUERLADT FURSTENFELD beti Apolda L Th, Germany

GOOD TRADE LITERATURE.

New Booklet Which Should Be Widely Read by Dealers-Some Business Points Interest-ingly Presentedy.

"How to Become a Talking Machine Dealer" is the title of a cleverly written booklet recently put forth by Lyon & Healy, Chicago.

This book has been compiled by L. C. Wiswell, manager of the talking machine department of Lyon & Healy, and is brimful of good, sound and practical advice and suggestions to talking machine dealers.

It starts off by showing the advantage of the talking machine and says:

"The inventors are not resting idly on their laurels so far achieved, but are continually striving to make improvements, perfecting their invention."

"The wonderfulness and permanency of the talking machine as a musical instrument is found in the fact that the world's greatest artists, namely, Caruso, Scotti, McCormack, Mme. Melba, Patti, Tetrazzini, Geraldine Farrar and others too numerous to mention, have made records for use on these machines. These artists, as you undoubtedly know, are paid fabulous sums for their services."

"Many of the leading musical colleges of the country are using the Victor talking machine in their course of instructions."

"Churches are using them for choir work."

"Public schools throughout the country have and are adopting the Victor for use in their school work, using the instrument in teaching the pupils proper musical intonations, accurate execution of song, and artistic work, etc.

"Business colleges and business houses are using Edison phonographs for dictation purposes, etc."

"The versatility of the talking machine is its greatest asset."

Here are a few lines on "Stability" which are well worth repeating:

"In casting the foundation on which talking machines were to be sold to dealers and retailers, both companies were astounded enough to realize that the ultimate success of themselves, as well as their distributors and dealers, lay in the fact that their product should be sold on the one-price method, as well as protection system for their dealers."

"All piano dealers realize the seriousness of this one-price question. We are safe in saying that it is the one-price method as well as the protection afforded the dealer by the manufacturers, that has made the talking machine business so profitable and successful; therefore, Mr. Prospective Talking Machine Dealer, you need not fear in taking on the talking machine lines, that you will experience the same difficulty that the piano dealers do—namely, price cutting."

Then follows a series of short articles on profits, advertising, record exchanges, etc.

This is the kind of literature that dealers should read and, right here, we might state that the great producing houses have sent out within the past few years literature most valuable to salesmen and dealers, but many of them do not read this matter as they should.

And yet the great houses never lie down.

They are constantly carrying on extensive work in order to counteract the inertia which exists on the part of the retail selling forces of this country. The Lyon & Healy booklets will do good and dealers should read it.

DON'T BUY NEEDLES THAT DAMAGE RECORDS.

When a needle is running a record, the friction causes the polished surface of the needle to be taken off, while its interior (grain) is exposed and touches the sound waves.

Consequence:

The poorer the polishing and rougher the grain, the more the sound waves are injured!

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.

Sole Manufacturer
JOS. ZIMMERMANN
Needle and Pin Works
AACHEN, GERMANY

Sole Distributor
H. R. H. NICHOLAS
258 Broadway, Room 615
NEW YORK
COLUMBIA CO.'S NOTABLE ARTISTS.

This Institution Steadily Adding to Long List of Famous Artists—Prominent Recent Accessions Are Josef Hofmann, the Famous Pianist, and Cecil Fanning, the American Baritone—Hofmann Records Destined to Have a Tremendous Vogue, Owing to Popularity and Eminence of This Artist.

Perhaps it is needless to call the trade's attention to the excellence and extent of the opera numbers rendered by the Columbia Phonograph Co., General New York. Details have been given of the long list of artists, together with their repertoire, in previous issues of The World. Among the latest records of this description are those of Cecil Fanning, the distinguished American baritone; Lydia Lipkowska, the famous Russian Coloratura soprano, Alice Nielsen, and Josef Hofmann, one of the world's greatest pianists.

The position to which Cecil Fanning has attained during the past few years in one that places him in the front rank of contemporary recital artists. His voice—a rich, vibrant baritone that thrills the listener with its abounding virility and inherent musical beauty—would alone entitle him to be included in a list of perhaps a half dozen singers who dominate the American concert stage to-day. When, however, with his voice are considered the many other high qualities of temperament and educational fitness which combine to make him the finished and impeccable artist that he is, we are forced to realize how much of the charm of interpretation is due to personal endowments that transcend the demands of merely perfect technique and pure vocalism. With Fanning the literary sense of the poem he is interpreting is paramount, the turn of every phrase conveys its due significance, every word is given its correct emotional and intonational meaning. He makes a tone picture of everything he essays.

The first list of Fanning records follow: 10-inch double-disc—A-1067, Widmung (Dedication) (Schumann) in German, with orchestra; Bid Me to Live (Hat on), in English, with orchestra. 12-inch double-disc—A-5309. It Was Not So To Be from "The Trumpeter of Salskibgen" (Neisler), in English, with orchestra; A Perfect Day (Jacobs-Bond), in English, with piano and violoncello accompaniment.

Among the world's famous coloratura sopranos may be included Lydia Lipkowska, the dainty and charming young Russian singer. In common with many of her countrywomen, who have become world-famous as coloraturas on the operatic stage, Lipkowska has a voice of extraordinary flexibility with which she interprets the dazzling florid and spectacular music of the old Italian school with the ease and grace of a most consummate artist.

Alice Nielsen.

In sweetness and clarity, flute-like intonation her voice is almost unique among coloratura singers now appearing in America, and her voice has the rare combination of warmth, color and brilliancy. In spite of her youth, Lipkowska is an experienced and seasoned singer, having made her operatic debut five years ago in the St. Petersburgh Imperial Opera House.

In view of her American success, the Columbia Phonograph Co. was quick to secure her exclusive services for recording work and the first series of Lipkowska records is issued hereafter. As will be seen, it includes some of the best and most celebrated numbers in the coloratura repertory, as follows:

- Symphony series—A-3294, Rameo et Juliette (Gounod) (waltz song, "Is Fairy Dreams I'd Live"), in French, with orchestra; "Lipkowska Waltz" (Troldh), in Russian, with orchestra. A-3295, Lucia Di Lammermoor (Danteii) (These Flaming Tapers), in Italian, with orchestra; Rigoletto (Verdi) (Dearest Name), in Italian with orchestra.
- A-3296, Rigoletto (Verdi) (My Daughter's Father), soprano and baritone duet in Italian by Lydia Lipkowska and George Baklanoff, with orchestra; La Traviata (Verdi) (Fair As an Angel), by Lydia Lipkowska and Ramon Blanchart, with orchestra. A-3297, Don Giovanni (Mozart) (Now Hush in Hand We'll Go), duet a l'alian, by Lydia Lipkowska and Ramon Blanchart, with orchestra; II Barbiere di Siviglia (Rossini) (Then Til' I You Mean), in Italian by Lydia Lipkowska and Ramon Blanchart, with orchestra.

The Columbia Co. have now ready and are issuing a new series of double-disc records by Alice Nielsen, supplementing the splendid list issued in December of last year, the success of which, though phenomenal, was so much more than to be expected in view of the popularity of this world-famous artist and the excellence of the recording. The recently announced engagement of Miss Nielsen as leading lyric soprano of the Metropolitan Opera House has brought her more than ever into public regard.

The Nielsen records are altogether of unusual interest in all respects, not the least of which is the fact that they include recordings of the immortal old ballads—"Old Folks at Home" and "Bonnie Sweet Bessie." This double record forms a splendid companion to that of the "Last Rose of Summer" and "Home, Sweet Home," issued some time ago. In another combination is found a record of the famous page from "The Sacrifice," the new Converse opera, produced at the Boston Opera House last season. Coupled with this is a new and popular number by Charles W. Colman. Two new numbers from Miss Nielsen's star roll, that of Cio-Cio-San in "Madam Butterfly," form another double-disc and the list closes with two of the most dainty and effective of the many duets in "Rigoletto," sung with Ramon Blanchart, leading baritone of the Boston Opera House. The list:

- A-6288, The Sacrifice, in English with orchestra; "From the Land of the Sky-Blue Waters," in English, with orchestra. A-5299, "Old Folks at Home" (Foster), in English, with orchestra; "Bonnie Sweet Bessie" (Gilbert), in English, with orchestra. A-5300, Madam Butterfly (Puccini) (Last Now to What I'll Tell You), in Italian, with orchestra; Madam Butterfly (Puccini) (Beloved Idol), in Italian, with orchestra. A-5301, Rigoletto (Verdi) (As On Festal Days I Went), in Italian, by Alice Nielsen and Ramon Blanchart; Rigoletto (Verdi) (Vengeance I'll Have), in Italian, by Alice Nielsen and Ramon Blanchart, with orchestra.

Hofmann, as one of the world's greatest pianists to-day, stands in no need of the critic's eulogistic analysis. Since, years ago, he first delighted the musical world, when, as the most gifted boy pianist of the age, he toured America and Europe, creating one of the most profound impressions pianistic traditions had ever known, his fame has been constantly before the musical public as standing for interpretative resourcefulness, facility and impeccable execution. To the faultless technique that has been at his command since his earliest days, manner years have added breadth of style, dignity and temperamental power.

An extraordinary reflection of Hofmann's dominant personality is found in his first two Columbia recordings now issued as one Columbia double-disc. His playing of Rachmaninoff's celebrated Preludes in C sharp minor has ever known, his name has been constantly before the musical public as standing for interpretative resourcefulness, facility and impeccable execution. To the faultless technique that has been at his command since his earliest days, manner years have added breadth of style, dignity and temperamental power.

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Fifth Annual Convention of the National Association of Talking Machine Jobbers

Milwaukee, Wis., July 10, 11, 12, 13, 1911.

(Special to The Talking Machine World.)

One of the first things which the National Association of Talking Machine Jobbers accomplished at the annual convention which opened at the Hotel Plater this morning was to select a place for the 1912 convention, and Atlantic City, N. J., which entertained the association last year, was the fortunate city. Not that the jobbers did not like Milwaukee, for the events of to-day and the coming three days will make them like it, but the East alternates with the West in the entertainment of the association, and the tidewater city did so well last year that its invitation to come back was enthusiastically accepted.

The election of officers, which was to have been held this afternoon, was postponed until to-morrow, because of the press of other business.

The business sessions are not open to the public, and representatives of the press must remain beyond the portals until the close of each session. The mayor, fact that Emil Seidel, mayor of Milwaukee and his catch the spirit of the association, wished to hear him.

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The morning session was called to order promptly at 10 o’clock and fifty-seven men were in the room, as the roll call showed, the meeting was adjourned. It is to be hoped that these remarks will not be construed as officious or offensive in their pointedness, surrounded as we are by this hospitable German atmosphere and that the secretary will be able to withdraw gracefully without cries of “Roush! hit ‘im!”

Your secretary is so filled with enthusiasm (from various sources) that he cannot restrain the desire to express in allegory and fact a certain contentment—akin to enthusiasm—that should be shared by each and all the members of this association.

Sentiment is a wonderful factor in life. It is a wonderful factor in business. It is born of a keen appreciation of the bright side of existence, and when the real historical facts of this past year’s business are brought to light there is certainly great cause for rejoicing among ourselves.

The meeting of last year will be always a pleasant memory to those who attended. It will likewise be always a regret to those who stayed home. The direct and indirect result of the business and social features of the Atlantic City sojourn has been felt throughout the year by all our members, and it is safe to say that this meet at Milwaukee will go last year’s just one better.

THE OLD OFFICERS TALKING IT OVER.

When the point of this year’s “round-up” was in consideration, I was reminded of the anecdote of the man and woman who were preparing to take a summer vacation. The man wanted to go to the seashore and the woman to the mountains. There was a considerable dispute between the two who finally resulted in a compromise by going to the mountains.

To those members to whom there was a slightest suspicion of a doubt that Milwaukee, for a minute, was second to any other place, we propose showing them our long-headedness and keen-sightedness by giving them the time of their lives.

Milwaukee is just like Chicago—only not so much. But, notwithstanding this last statement we think the association, to a member, at the end of this meet, will cast a unanimous vote that “Milwaukee’s the place.”

It is to be hoped that none of you remember, verbatim, the secretary’s report of last year, for fear that the deadly parallel will be drawn and the secretary pronounced (not accused) the victim of a chronic summer complaint. The disease (if there be one) is only an aggravated, acute attack which could be removed by a sort of osteopathy which we would relieve unto compression and restriction on certain vital anatomical portions of the secretary’s job.

As you all know, the secretary is paid with “conversation money.” You have heard that story of the four bums playing poker out in the country. They really makes a net gain of nine new members, the names of which are as follows: Talking Machine Co., of Philadelphia; R. I. Penick, Montgomery, Ala.; R. S. Williams & Sons, Toronto, Canada; R. S. Williams & Sons, Chicago; Wash.; Phillip W. Weine, New Orleans, La.; Schultz Bros., Omaha, Neb.; Early Music House, Fort Dodge, ld.; Walter G. Clark, Omaha, Neb.; Eilers Piano House, Seattle, Wash.; Henry Horton, New Haven, Conn.; Emanuel Bost, New York City; Wisconsin Talking Machine Co., Milwaukee, Wis.

This makes a total membership of 120, the largest in the history of the organization.

Since October 15, 1910, the secretary has collected and turned over to the treasurer $2,363.42 for current dues, leaving $45 still outstanding. It is to be hoped that the observation that this is the smallest amount we have ever delinquent, will not in any way appease the disturbed conscience of those not in good standing.

During the past year there have been two special executive meetings held upon call of the president, the first at New York, Orange and Camden, August 4, 5 and 6, 1910, at which were present Messrs. Whitst, Blackman, Buehn, Wurzler, Taft and Roush. At this meeting the following committees were appointed:

Press Committee—L. C. Wiswell, chairman; A. A. Trostler, R. Shaw, Herbert Royer, J. Davega.

Finance Committee—J. E. Buehn, treasurer; Lawrence McGrew, Buehn J. Pierce.


(Continued on page 32.)
Too much energy during the last two years, concentrating on instructing the dealers what lines to discontinue has resulted in the most rapid increase of Columbia representation the trade ever saw.

Columbia Phonograph Co., Gent., Tribune Building, New York.
believe we have passed a fairly peaceful period since our last convention. Unofficially, three or four individual cases of complaint have reached the ears of the committee, but nothing has been presented for action. All of which is respectfully submitted.

REPORT OF MEMBERSHIP COMMITTEE.

At the beginning of the year there were 150 jobbers, both Victor and Edison, in the United States. There were 117 who were members of the association. During the year every firm and every individual not a member of the association has been solicited by mail to join the association, and an application blank sent them. We have been able to secure the following members: Sol Bloom (Talking Machine Co., Philadelphia); R. I. Penick, Montgomery, Ala.; R. S. Williams & Sons Co., Toronto, Can.; Sherman, Clay & Co., Seattle, Wash.; Philip Werlein, New Orleans, La.; Schult Bros., Omaha, Neb.; Early Music House, Fort Dodge, Ia.; Walter G. Clark Co., Omaha, Neb.; Ellery Piano House, Seattle, Wash.; Henry Horton, New Haven, Conn.; Wisconsin Talking Machine Co., Milwaukee, Wis.; Emanuel Blount, New York City; making a total membership of 120. There are now thirty jobbers who are not members of the association. Respectfully submitted,

Geo. E. Miccius, Chairman.

REPORT OF PRESS COMMITTEE.

L. C. Wiswell, chairman Press Committee, submitted the following report:

Your Press Committee desires to report that they have worked diligently endeavoring to give as wide publicity as possible to all notices and announcements pertaining to our association. Your committee, immediately upon receipt of news matter, placed same in the hands of the trade papers for publication.

All members present can testify that the trade papers, especially The Talking Machine World, have had, during the past few months, many excellent articles pertaining to our association and the present convention, i.e., arrangements made for the entertainment of delegates, etc.

This small report would not be complete without a due vote of thanks and extension of our lasting appreciation to the trade papers, especially The Talking Machine World, for their support and good fellowship.

Edward Lyman Bill, editor of The Talking Machine World, is due a special vote of thanks for the excellent full-page ads. be ran in The Talking Machine World, issues of May and June, in the interest of this convention.

LAWRENCE MCGREAL'S REPORT.

Lawrence McGreal, chairman of Arrangement Committee, made a report detailing the program which was carried out so successfully during the week.

TREASURER BUEHN'S REPORT.

Louis Buehn, treasurer, made the following report: It has been my privilege since the formation of the National Association of Talking Machine Jobbers at Buffalo in 1908 to hold the office of treasurer, and it is with considerable pleasure that I submit herewith my report showing the most healthy condition of our finances since our organization.

RECEIPTS.

Balance on hand, July 1, 1910 ... $119.72
Cash received from dues ... 1,726.36
Cash received from Report blanks ... 20.42
Banquet receipts ... 415.00
Balance on hand ... $1,060.42

EXPENDITURES.

Printing ... $200.43
Salary (J. C. Roush) ... 618.00
Balance on hand ... $1,060.42
Artistic Reproducing Disc Machine Designed.

We have recognized that for some years past a demand has been gradually growing for phonographs outside of the field of popular amusement; that is, in the field of artistic reproduction. Robert G. Ingersoll divided music into three classes—that which appeals to the head, that which appeals to the heart and that which appeals to the heels. We now recognize that it should make an appeal to the head. For the past two years we have been devoting much time and expense to the perfection of a disc machine designed especially to make this appeal, but which we do not anticipate will seriously displace our present machines and records in the special fields they have always filled.

It would have been a simple matter to have copied the designs of our competitors, making only such changes and adapting such expedients as were necessary in view of patents, and in doing so we would not have been without precedent. We need only call your attention to the fact that probably the greatest invention in the phonograph art was the system originally introduced by us of selling goods under agreements to maintain prices. We

(Continued on page 34.)
Can you imagine anyone saying there would be no demand for Nordica records? Or Mary Garden records? Or Fremstad records? Or Nielsen records? And can you imagine any Smart Aleck trying to offer you a substitute for them? And does a manufacturer's policy shut you out of the profits in them?

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

CONVENTION OF TALKING MACHINE JOBBERS.

(Continued from page 33.)

have no fault to find that our methods have been copied, because if one method of doing business is desirable, it is well that such a method should be followed by all.

Mr. Edison Original in His Ideas.

Mr. Edison set his face like a sledge against copying any of the types or designs of our competitors, and has produced a new disc record based on his ideas that run back as far as 1878, when he took out a patent in England on the first disc phonographs ever made, and which, by the way, disclosed a double-faced record. This record is made of an exceptionally hard material, so that it may stand very rough usage, and the grooves are practically invisible. A jewel stylus is used which does not require changing. Surface noises are reduced to a minimum. The record is rotated at a high surface speed, so that its perfection of detail is greater.

Notwithstanding this, by reason of the fineness of the record groove, a 10-inch record runs upward of five minutes, and a 12-inch record more than seven minutes—between one and onehalf longer than any other disc record now made. Its tone is marvelously sweet and pleasing to the ear, being entirely free from the harsh, strident, bony tones that are often noticed in reproduction. It is essentially an artistic record—one that makes its appeal to the artistic sense of the hearer, and which can be heard over and over again without diminished pleasure. The records in question will be 10 and 12 inches in diameter, generally double-faced, although in the case of very expensive records they will probably be single-faced. It may be of interest to know that in the development of this record Mr. Edison constructed and tested almost 3,000 separate reproducers and recorders.

New Product Ready for Fall Delivery.

Although we have not definitely settled upon the price, and while the records are considerably more expensive to make, are of superior quality, and run much longer than other disc records, yet we expect to be able to list them at prices and with such profits to the trade as will be entirely satisfactory. We confidently expect to have a fair size list of records ready for delivery in the fall, and the number will be added to as rapidly as possible until a catalog of substantial size is secured.

We recognize that the trade have looked forward with considerable interest to the introduction of this new disc record by us, and in some instances jobbers have expressed impatience at what they evidently thought were unnecessary delays. If they could, for one moment, appreciate the tremendous efforts and expense that are required to practically inaugurate a new industry they would realize that we have moved as rapidly as could be expected under the circumstances. It has come to our knowledge that in the case of a prominent typewriter company upwards of five years were spent in developing and introducing a new visible writing machine; and we regard the introduction and development of the new disc machine and records as a much more difficult task.

Two Types of Machines Perfected.

On the subject of disc machines we were strongly hopeful that by this fall we would be able to present to the trade at least five different types, but in this we have been disappointed. We shall, however, have a high class enclosed horn cabinet machine, similar in appearance to the Amberola, and we hope also to be able to offer a considerably cheaper machine in time for the holiday trade. The larger machine will represent the very highest class of finish, workmanship and material. It will be equipped with the finest motor ever put into a talking machine, and the horn will present a continuous passage from the reproducer through to its mouth, without any joints to give trouble or leakage, and interfere with the reproduction. It will be so arranged that sound boxes of varying degrees of volume can be used from a soft low tone, suitable for the home, to a louder tone of great carrying power.

Important contracts have been made with noted artists from the opera houses in London, Paris, Berlin, St. Petersburg, Vienna and Milan, as well as with some of the finest and best known orchestras in Europe. The trade need have no apprehension, therefore, as to the character and adequacy of the discs we will put into operation, but we believe our list will compare in these respects very favorably with that of any other company.

The introduction of the Edison disc machine and records will not be difficult, and in view of the name and reputation behind the goods, and their intrinsic novelty and merit. Many dealers and users are anxiously awaiting the advent of this great musical instrument.

Improvements in Cylinder Outfits.

So much for the new disc product; and now taking up the cylinder business, this should have your thoughtful attention, because it is through this line that a large majority of dealers will increase their sales. We expect to materially improve our cylinder machines from time to time, and this fall many of the present options will be eliminated, and a smaller number of standard outfits will be listed, ranging from the Gem machine with straight horn, to the Amberola with concealed horn. This will eliminate many of the troubles which the trade have experienced in handling a larger number of outfits, each with different options, and will simplify the proposition very materially.

The improvements being made by us should clearly demonstrate our faith in the future of the cylindrical goods, as well as convince you that we do not in any way propose to lessen our efforts in promoting that line. We, therefore, urge most strongly upon jobbers not to diminish their efforts in promoting cylindric and development.

Record Exchange Proposition Discussed.

Before leaving the subject of phonographs, it would seem well to refer to a matter that appears to be the cause of considerable anxiety to some of our jobbers, although entirely satisfactory to others. We have reference to the 10 per cent. record exchange, as announced in our bulletin of December 31, 1910. It would seem unnecessary to discuss the facts leading up to the exchange in question.

The plan, as is well known, was not arbitrarily put into operation, but was seriously and carefully thought out and fully discussed, and it was approved and endorsed by several members of your executive committee and by numerous other jobbers. Every jobber to whom the plan was explained approved it in principle, although in two or three instances the claim was made that an allowance of 10 per cent. was not sufficient to the
jobber and should be 15 per cent., the dealer to have an allowance of 10 per cent. This criticism was based on the fact that if dealers took advantage of the full 10 per cent. exchange they would return to the jobbers a larger amount of pictures than the jobber would be privileged to return to us.

To this our reply was, that while in theory dealers would be in a position to return two films of 1,000 feet. a month and thereby make a profit of 50 cents on each 1,000 feet, owing to the small size of the picture film now used for exhibition purposes.

The price of the film will be $1.50 to $12, list, with substantial discounts to the trade. This machine will be ready for fall delivery, in time for the holidays, and its introduction, we believe, will fill a very large and active demand.

Profits Predicted for the Trade.

Having recounted as briefly as possible what our plans are, we do not think it requires much foresight to see what the future holds for phonograph jobbers and dealers. We believe that with the return of the country to normal conditions, the cylinder business can and will be developed to a point beyond the fondest hopes of anyone. There is no reason why it should not be when one considers how popular this form of entertainment has become.

With the advent of the Edison disc machine and record, is an additional opportunity, not substantially in conflict with the cylinder business, will be offered to deal with a class of customers who probably could not be reached in any other way, and to whom the artistic appeal should be made; and with the introduction of the household moving picture machine an attractive side line is offered that should be a source of large profit to the trade.

Program for Monday Evening.

At 6 o'clock the party of more than 125 left the Pfister for the famous Schlitz Palm Garden, the original institution of its kind in the world. The mammoth resort was reserved for the convention, and while the party looked rather small in the mammoth resort it was out of doors.

Profits Predicted for the Trade.

This was the "fresh air day" of the fifth annual convention of the National Association of Talking Machine Jobbers, and the members were indoor, only to eat and sleep. Beginning with an excursion to the mammoth brewery of the Pabst Brewing Co. at 10 o'clock this morning, and ending with a joyous visit to Ravenna Park this evening, everything was out of doors. Even to-day's business session was held practically in the open air, for the delegates assembled in the salon of a lake passenger steamer. For the first time since the convention opened the jobbers really felt cool, but only for a few short hours.

Not one was "among the missing" this morning when the members and their ladies gathered in the lobby of the Hotel Pfister to take trolley cars to the great Pabst brewery for a look at one of the largest institutions of its kind in the world. Col. Gustave Pabst, president of the company, who, by the way, is a real patron of the talking machine, was on hand to welcome the jobbers at the door of the administration building. He was ably seconded by Vice-President C. W. Hennings and Secretary Henry J. Stark. A fine-looking lot of guides took charge of the party and every step in the manufacture of beer was shown to the visitors.

At the same time the weather is cool, that is, Milwaukeeans, who have been suffering under a 104 degree temperature for two weeks. Some of the Eastern and Southern jobbers don't think so, however, and are hoping for snow. The convention is being held on the seventh floor of the Pfister, facing Lake Michigan, two blocks East, and there is always a cool breeze.

THE DOINGS OF TUESDAY.
It is getting harder by the minute to substitute for the Columbia. There is no substitute for the Grafonola "Regent", for instance, and it was some time before there was a substitute for the "Favorite" at $50. Same thing over again in this Fall's business—put a chalk mark on that!

Columbia Phonograph Co., Genl., Tribune Building, New York
The Columbia sales-policy is that of the open shop for the dealer. He can make his own business decisions— and we will boost both his demand and his supply.

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

resort in Milwaukee, where the management had provided special entertainment in the line of acrobatic features, vaudeville specialties of other kinds, and refreshments. The jobbers took particular delight in riding on the scenic railway, the roller coaster, the miniature railway, and taking the sensational tub ride down the spiral slide. A few tried to stick on the human roulette wheel too long and just escaped severe bruises, the penalty of stile-to-stiliveness. There was plenty of music and as an honor to the visitors the management had several large talking machines in the refreshment and dance halls.

Tired, but thoroughly happy, the jobbers returned to the city late this evening and gathered in open session at the Schlitz Palm Garden, where Francesco Creatore and his Banda Verdi played a special program for the benefit of the visitors. The athletes of the association went home early, to be fit for the great struggle at Athletic Park tomorrow, when East meets West in a battle for supremacy in the art of baseball.

THE BASEBALL GAME ON WEDNESDAY
(Special to The Talking Machine World.)
Milwaukee, Wis. July 12, 1911.

The West repeated its triumph of last year over the East in the annual baseball contest this morning, trimming the cream of athletes among the Eastern jobbers by the score of 14 to 4. There was only time for three full innings, as the game did not start until after 11 o'clock, and the heavy hitting of the Westerners prolonged their innings until lunch-time.

The entire party of jobbers and the ladies went out to Athletic Park, the grounds of the Milwaukee American Association Club, as early as 10 o'clock, making quite a formidable appearance in the huge grandstands as compared with the attendance at Atlantic City last year. The members of the two teams rode to the park in stylish rubber-seated wagons pressed into service by the managers, while the lowly brougham was obliged to take street cars. It was expected that Mayor Emil Seidel, who made such a hit with the members with his address of welcome on Monday noon, would pitch the first ball, but his honor was too busy and could not spare the time, much to his regret, of course.

As Manager Trostler, of the Westerners, trotted his henchmen on the field to meet the bitter enemy from the Atlantic, there was a mighty cheer from the Western contingent. It was repeated when Manager Landay strode majestically into the grounds at the head of his Eastern jobber-athletes. His hands and pockets full of yellow bills, watches, diamonds, jewelry, pearls and junk, which the adherents of the East had entrusted to him as chief bookie to back their rather vociferous claims that the West would be licked up clean this time. The teams warmed up—until they could no longer practice in the face of the insistent cries of "play ball!" from the bleachers and grandstands and promised to get down to work or get thrown out of the grounds. Then the umpires, H. C. Brown, the doughty, little champion of the Victor, and C. H. Wilson, general manager of the Edison, made pretty little speeches to the ladies, explaining in detail how baseball originated, progressed, and its future prospects. But for the fact that their voices were drowned out by more insistent cries to "play ball!" the umpires doubtlessly would be talking yet.

A sharp command from Umpire Brown, who took care of balls and strikes, and the great contest of the age was on!

The Easterners went to bat and after considering good, bad and indifferent playing amassed the grand total of three runs, which, by the way, was more than half of the total earned during the entire game. McMenimen, who never had a ground in his life and can sell Music Master horns and Pooley cabinets much, much better than he can play the national pastime, ignominiously fanned (Continued on page 38.)

TOUCHING THE BASE.

BUEHN BRACING FOR A CATCH.

(He repeated this performance several times afterward.) Moffatt hit to left field for two bases, and once proceeded to pilfer the third sack, scoring easily on Towell's slashing home run to right. Royer died by the strike-out route and Gore hit a neat fly to Lucker, who was overcome by the glare of the sun and let the pill fall six feet outside of his reach. Mrs. Lawrence McGreal immediately dispatched Billy Schmidt to third base with a pretty and dainty little green parasol for Mr. Lucker. Buehn walked and yegged (meaning stole) second, and on an overthrow by Pierce, went to third. Roberts fanned and the inning ended with the score 3 to 0 in favor of the East.

The West only scored six runs in their half of the first—only six. It was pie for Trostler's bear-cats. Luckier hit a ripping single through McMenemy and took second on Bowen's passed ball. Wiswell reached the initial sack on a muffed third strike, and Luckier went all the way home. Foxy Wiswell stole second and Bowen overthrew second, sending Wiswell to the plate. Creed pounded a liner over second and stole that bag, scoring when Pierce hit through the same place. Pierce swiftly pilfered second and third while Siemens was fanng-out, and then crossed the plate on Roush's Texas leaguer. Davison hit to third and stole second and third behind Roush, after Trostler struck out and Fischer sent a stinging grasset through short. Luckier came to bat the second time but was out on Gore's fine stab of his line drive. Score: West, 6; East, 3.

Round Two—Wiswell tried " Null," and Creed came in from short to do slab duty, the Chicago man taking the short field. Blackman got a free trip to first and stole second. Morris hit the air thrice in the same place and retired to his bench with lowered head. Blackman stole third, but had to slide for it, and it was several minutes before the dust lifted and the umpires, after a conference, decided he was safe. McMenemy fanned again and Blackman scored on a passed ball, with Moffatt at bat. It took four strikes to convince Moffatt.

Score: West, 6; East, 3.

AFTER ROUSH AND THE BALL HAD MET.
Personally we are glad to say that we are the best of friends with every jobber from Milwaukee to There and back. But we don’t believe in the politics that is sewing them (and their dealers) up in a sack.

ELECTION OF OFFICERS.

(Special to the Talking Machine World.)

Milwaukee, Wis., July 12, 1911.

Lawrence McGreal, Edison wholesaler and jobber, 178-179 Tremont St., Milwaukee, and one of the best known talking machine men in the United States, was elected president of the National Association of Talking Machine Jobbers at the executive session in the Red Room of the Hotel Pfister this afternoon. The selection of Mr. McGreal is considered a reward of merit to one of the ablest and most active workers in the trade and one who was among the earliest interested in the N. A. T. M. J. After the result of the balloting was announced, the choice being unanimous, Mr. McGreal thanked the members in a neat speech, saying:

"In accepting the honor you have extended me, I wish to thank you and assure you that I will do my very best to repay this confidence in giving the association such service as presiding officer as will warrant your approval."

"If I can render such splendid service or even approach the excellent work of my predecessors, Mr. Bowers and Mr. Whitsit, I will feel that in your action to-day you have made no mistake. It will be my constant endeavor to rule impartially and fairly in the conduct of my duties, and I earnestly ask the co-operation of all members in carrying out the work of my administration."

"To promote and foster what is for the best interests of the association (as I see them) will be my constant plan and purpose. I am your servant during the next twelve months; use me as you deem necessary and I will stand ready at all times to give the best that’s in me toward the welfare of our splendid organization."

E. F. Taft, of the Eastern Talking Machine Co., Boston, was elected vice-president to succeed J. N. Blackman. J. C. Roosh, of the Standard Talking Machine Co., Pittsburgh, was honored with re-election as secretary, and William F. Miller, of the Penn Phonograph Co., of Philadelphia, was chosen first vice-president, for treasurer to succeed Louis Buehl, of Philadelphia.

The executive committee will consist of the following: J. F. Bowers, of Lyon & Healy, Chicago; Percy B. Whitsit, of the P. B. Whitsit Co., Columbus, O.; Rudolph Wurlitzer, of the Rudolph Wurlitzer Co., Cincinnati; G. E. Michels, of the Nebraska Cycle Co., Omaha, and C. A. Grinnell, of Grinnell Bros., Detroit.

Protest Against Change of Classification.

The proposition of the Western railways to change the classification of box and case machines from first class to double first class, which covers only the jobbers’ committee received intimations that their answer had been given by the classifiers, but the official business of the convention, no definite

CONVENTION OF TALKING MACHINE JOBBERS.

(Continued from page 21.)

that he can’t bat worth a cent and the half was over with the score: West, 6; East, 4.

The West scored four more in their half and it was seen that the East was groggy and could not last. East’s second refused to throw up the sponge, however, and Referee Brown allowed the gory battle to proceed. Wiswell made a peach of a hit to left field, and Creed came through with a three-bagger, scoring the erstwhile pitcher. Creed came home on Rower’s muffed Gore’s throw of Pierce’s snake-like grounder, and when Siemann got to first on a neat single, Pierce romped under Roush. As the Easts started to trip daintily into the field a roar came from the stands and hands stretched skyward, the spectators begged pitifully that the slaughter be stopped. Lucker and Creed came through with a three-bagger, scoring the erstwhile pitcher. Creed moved over with the score: West, 14; East, 4.

The seconds tucked away the sponge and egged the game on during the game. Lucker was seen that the East was groggy and could not last. East’s second refused to throw up the sponge, however, and Referee Brown allowed the gory battle to proceed. Wiswell made a peach of a hit to left field, and Creed came through with a three-bagger, scoring the erstwhile pitcher. Creed came home on Rower’s muffed Gore’s throw of Pierce’s snake-like grounder, and when Siemann got to first on a neat single, Pierce romped under Roush. As the Easts started to trip daintily into the field a roar came from the stands and hands stretched skyward, the spectators begged pitifully that the slaughter be stopped. Lucker and Creed came through with a three-bagger, scoring the erstwhile pitcher. Creed moved over with the score: West, 14; East, 4.

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While Roush was busily engaged in striking out, Siemann died on the circuit and the inning ended with the score: West, 14; East, 4.

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to injury to call out a man who suffered a blow on the head that was heard downtown, but "rules is rules," and Roush came to the grandstand for sympathy. The beat he got was to be called "Bonehead" and "Solid Ivory," because he was unhurt sympathy. The best he got was to be called "Bonehead" and "Solid Ivory," because he was unhurt.

A. Gressing; final score—West, 14; East, 4. Scene of next contest—Atlantic City, N. J.; probable winner—West.

Columbia Phonograph Co., Genl. Tribune Building, New York
The change of classification on box or case machines, which includes all hornless machines, such as the Victrola, Amberola, Grafonola, Multina, etc., would be one of the most serious handicaps the American and especially the Western trade has ever experienced. The change would double the freight rates now existing, and on long distance shipments, which all shipments to the West actually consist of, the margin of profit would be so small that it would hardly pay to do business. Not only is it feared that an increase by the Western roads would influence the Eastern roads to make a similar change in classification, but the increase in the West would apply to all shipments from point of original shipment in the East to point of destination in the West.

Protection in Installment Sales

The matter of protecting talking machine dealers in regard to installment sales also demanded considerable time from the members at this session. At present there are no laws giving protection in such cases, although other organizations, especially in the music trade, are fighting vigorously for such legislation. The convention, by resolution, authorized the president to appoint a committee of two to investigate and confer with other bodies, notably the National Association of Piano Merchants, which is doing valiant work along these lines. The committee's report doubtless will mark the course to be pursued in securing such legislation, both State and national.

Automobile Trip to Donges Bay.

After the long session the members and the ladies were not slow in getting started on the automobile trip to Donges Bay, where Lawrence McGreal's committee on arrangements had prepared a splendid feast of chicken and waffles. About twenty-five machines were provided and by 5:30 o'clock the last of the jobbers were seated and sent away from the Pfizer in the wake of a steady stream of purring and chuckling cars.

At Donges Bay, which is on the north shore of Lake Michigan, eight miles north of Milwaukee's center, and is reached by a beautiful winding road along the lake shore, the tables had been set and no time was lost in filling the inner man. There was no time for speech-making or addresses, everyone being busy with the delightful pastime of eating. The chicken was great and the waffles likewise, and when the time came to get back into the automobiles not a few demurred.

Enjoyed Outing Immensely.

The train of autosparsely, making up the entran
cing groove into the open country and away from the smoke and grime of the city. It was delightfully cool and as the machines rumbled through wooded roads and overhills, every member of the party sat back and enjoyed the time of his life. Upon returning to the city, the party was taken to the Schlitz Palm Garden, where an open session was enjoyed until the midnight hour.

THOMAS R. TOWELL,
General Manager U.S. Phonograph Co., and whose classification forms now term "Home Run Tom," after his famous work at the association gatherings, has a business in general has not been up to the standard, the talking machine business has shown an increase each year, probably due to the very generous advertising campaign of the manufacturers, and the wonderful improvements made both in machines and records.

To-day, as near as we can calculate, there is an annual sale of approximately $500,000 worth of talking machines and records in the city of Milwau-
ekee alone. It is gratifying to the dealers who have invested their money and carry representative stocks to know that the factories are protecting them as far as possible from competition, and this fact alone, if nothing else, will give the dealer confidence in the future of the business and relieve him of anxiety occasioned by the fear of others stepping in and reaping the fruits of his labor after he has given the business his capital and time. We have unbounded faith and confidence in the factories, and believe that they will take proper care of the dealers in the way of providing some means of relieving them of stock which has been done dead and unsalable through no fault of their own.

Some Recommendations

The object of this paper, however, is not to flatter ourselves and bolster up our achievements. We have a few suggestions to bring to your kindattention in this regard.

First—We wish to compliment and thank the manufacturers for the extensive advertising campaigns they have carried on so successfully, and which has made it so much easier for the dealer to dispose of their respective goods.

Second—The introduction of Victor machines into many public and educational institutions. The new department under the good guidance of Mrs. Frances E. Clark (who, we are proud to say, was for years an official of our local public school sys-
tem); the descriptive label on the opposite side of the Red Seal records; the fiber needle arm attachment on all machines; the new album system in the Victories; all these things have materially added to the promotion and salability of the Victor product and lightened the work of the dealer considera-

Third—Last, but not least, the great help every dealer has derived from the visit of Mr. Schwenker, who has greatly helped the repair department of every concern and given every repair man valuable points in repairing and keeping in good running order the Victor machines.

Fourth—The untried efforts of the Edison labo-
ratories in bettering and improving their products have found their climax in the model "Q" and "R" reproducers and the new Music Master horn. The excellent talent which they have lately acquired is very commendable.

(Continued on page 42.)

Schefft's Address at Closing Session

(Special to the Talking Machine World.)

Milwaukee, Wis., July 13, 1911.

When the final session of the fifth annual conven-
tion arrived a number of members were among the missing. As most of the important business had already been disposed of, some of the jobbers who attended at a sacrifice of time, returned home before the close of the meetings to resume work without delay. There was considerable talk of shortening the annual conventions to three days at the most, it being believed that all of the business can be finished in that time and still leave enough time for enjoyment and amusement. While the proposition was not brought before the convention, there is much agitation in its favor, and the members at the final session adjourned the men assembled for the final session. There was little left to do, for the jobbers' confinements on the freight clas-
sification matter found it impossible to make a final report and all other matters had already been disposed of. Most of the ladies took advantage of the offer of a sightseeing automobile ride and after the final session adjourned the men joined them in seeing the beauties of Milwaukee.

Following the presentation and adoption of a resolution thanking the various interests, individ-
uals and organizations for the excellent provisions made for the convention—a resolution which

Lawrence McGreal, a Characteristic Pose.
We are moved to take this occasion, while the Jobbers' Convention is still in session at Milwaukee, to say a few things that have needed saying for quite some time.

First of all let us state that we have a full understanding of the jobber's point of view—and we admit that in a good many cases he is "up a tree." We are referring now not to the big retailer who sells at retail under a jobber's discount, who cannot legitimately be held down to a contract to carry any one line of musical product, but to the jobber whose business is that of middleman, representing directly the factory, and whose contract with the manufacturer calls for the handling of a single line.

This direct relationship of the jobber to the manufacturer only makes it all the more certain that he is pretty nearly the last man who should undertake to tell you what line to carry—for his interests are tied up; as one of them wrote to us, "the factory interests are identical with those of the jobbers'."

ARE YOURS?

We believe YOUR interest lies in carrying any line of goods that is in demand.

We believe that any policy of restricting you against doing that very thing is one that can last only so long as you permit it—and not three minutes longer. If there is any other side to that we wish you would suggest it.

All right then—what is in demand? How much money do you suppose you have lost, flat, simply because you could not supply a demand that amounted to a shout—for an enclosed horn disc machine to sell at $50? During a period of six straight months on end, you had to see the Columbia dealer delivering $50 Grafonola "Favorites" as fast as his factory orders could be filled, just because the Columbia Company was more progressive than the factory represented by your jobber.

That's only one example of what the Closed Shop for Retailers has done to you. And you can see it happen again if you keep your eyes open—and you've got to keep your eyes open in this business from now on if you never did before. The "Favorite" was an innovation—not our only innovation, but a recent one, and an extremely profitable one. Our plans for the Fall will bring out a few other "innovations"
Are Missing Every Day

be shut out from the Columbia business that non-Columbia dealers could not even share in.

likewise, that will have dollar signs all over them. Are you going to be content to stay shut out?

Demand? If any of the thousands who crowd the opera houses of America and Europe to hear Lillian Nordica should hear a salesman suggest that there would be no demand for Nordica records, they would wonder what sanitarium was one shy. And those Nordica records are selling at a fine margin—and all this time you have been shut out because of a jobber’s contract!

Olive Fremstad, too. A Wagner night at the Metropolitan Opera would hardly get into the papers without her. Mary Garden? Oh, yes. Mary Garden: It is safe to say, even without any account of our sales, that there is a demand for Mary Garden records. Rather—when you realize that there is probably hardly a person among the fifty millions or so who read the papers, who doesn’t know her face and fame. Alice Nielsen, Lina Cavalieri, Lydia Lipkowska, Emmy Destinn, Celestina Boninsegna and Eugenie Bronskaja, among the sopranos; and David Bispham, Zenatello, Ponci, Amato, Anselmi, Baklanoff, among the tenors and baritones; Kubelik, the violinist, and Josef Hofmann, the pianist—every one of them offered to music lovers in the Columbia list and nowhere else, and therefore every one of them fitting into a demand that you can only see increasing and which up to now you have not been able to share in.

We want to go on record once more as telling you that we not only believe in the policy of the Open Shop for Retailers, but have proved it profitable to them and can give you the names and dates; and that the only way for a manufacturer, jobber or dealer to build up this business safely and rationally is to make quality of product the foundation.

The Columbia sales policy of exclusive selling rights, which instead of strangling the dealer gives him protection in his own zone, is right. It gives us, as manufacturers, no underhand hold on the dealer, but it does give the retailer a mortgage on all the Columbia business that can be built up by him and by us in his neighborhood. It’s fair, and it works.

We have the goods, we have the organization, we have the advertising, we have the demand, we have many thousand loyal, plugging dealers, we have a doubled and re-doubling business, and we want to see you share it!
CONVENTION OF TALKING MACHINE JOBBERS.
(Continued from page 39.)
Edward Lyman Bill and his Talking Machine World deserve praise for his good work in acquainting the many jobbers and dealers with the current news every month. The World is a paper every jobber and dealer ought to have.

It is not all praise and comments that we have to offer to you, gentlemen. The Wisconsin Talking Machine Dealers' Association respectfully submit the following points as suggestions and criticism for your consideration.

First: The Exchange Proposition. We refer in particular to the 500 Edison Standard records, notification of which has been served on all dealers that these will be cut-outs on or about September 1, 1911. As it will take the average dealer too long on the present 10 per cent. exchange basis to eliminate these records, and as it will not carry out the intent of the manufacturer to have the dealer dispose of his surplus stock retail way, we suggest the following:

The Edison Co. to make an exception and take back the 500 Edison Standard cut-outs on the following basis: 1 Amberol for 1 Standard. The dealers to pay the difference in the cost of the records, and the 10 per cent. exchange proposition will put the dealers in a position to turn his old unsellable stock into money, and will eventually assist the manufacturers and jobbers to sell more records.

Columbia Distributors were on the job all over the country every minute during the Milwaukee Convention. And their job is to take orders from you, not to issue orders to you. Pretty fairly busy at that! June sales totaled a huge increase over last June—maintaining our two years unbroken record of monthly sales-increase.

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

THE JOBBERS' BANQUET WAS A PRONOUNCED SUCCESS

(Special to the Talking Machine World.)
Milwaukee, Wis., July 14, 1911.

Thursday night the convention closed with a banquet in the Fern Room of the Pfister Hotel.

The room, with its decorations and its beautifully-gowned ladies, presented a very pleasing appearance. On either end of the speakers' table was a floral talking machine, one in the form of a Victor and another in the form of an Edison. Jas. F. Bowers, who has fairly won the reputation of being one of the best toastmasters in America, presided, and his witty remarks evoked rounds of applause.

Frank L. Dyer, president of Thos. A. Edison, Inc., had sent a communication which would be read by Carl H. Wilson, general manager.

Mr. Wilson prefaced the communication of Mr. Dyer by stating that he did not know who first invented proxies, but their existence gave him the opportunity of presenting himself as proxy for one of the most honorable men, Frank L. Dyer.

FRANK L. DYER'S PAPER.

The following address, entitled "A Look Into the Future," by Frank L. Dyer, president of Thos. A. Edison, Inc., was read by Mr. Wilson:

In addressing the talking machine jobbers at their annual convention, where I suppose the usual harmony has prevailed, and especially when addressing them after finishing one of those banquets for which this association is famous, it becomes me to strike a note of encouragement and cheer. For some of you the past three years have been hard and trying. But remember that they have been much harder and more trying to jobbers in numerous other lines. The actual pinch of poverty has been felt by the working man, and even the bloated capitalist has had his trials in carrying on his business in a way that will meet the expectations of the federal authorities. But "let the dead past bury its dead." The future to all of us holds out hopes for a sound and recovering business. Industrial conditions never stand still, and no one yet has been so pessimistic as to believe that we are moving backward.

Edison Disc Officially Announced.

Undoubtedly there are a number of jobbers who sincerely believe that the day of the cylinder business is past. To such men we offer our new disc, which will be an assured factor in the business in the near future. But those predictions, in my opinion, are groundless, and there has been a confusion of cause and effect. To those jobbers whose cylinder business has fallen off, let me tell them that the reason is not that people do not want to buy phonographs, but because they are not able to buy phonographs. The cylinder machine, because of its low cost and other good points, has always appealed to what Mr. Bryan has called "the common people"; and I believe for many years to come it will continue to appeal to them. I cannot bring myself to the point of believing that concurrent and simultaneous with the panic of 1907 the working people of this country suddenly evinced a distaste for the phonograph. It is too much to believe that the two phenomena were separate and developed at the same time merely as a strange coincidence. It is much more rational and logical to assume that one was the effect and the other the cause of that effect.

Cylinder Phonographs Still a Factor.

Remember that there exists at the present time upward of $120,000,000 as an investment by the American public in cylinder machines and records, and that vast property is considered it will be seen that it cannot become obsolete for many years. Count the number of machines and records you are selling, and not the dollars you sell them for; and probably you will find, machine for machine and record for record, that they are selling more Edison phonographs and more Edison records than of any other type. This is an industry, and you is the desirable business. A lawyer who has many small clients is in a better position than one who has a few large clients, because if a few of those large clients should become capricious and turn their patronage from him, greater inroads would be made upon his income.
FRANK L. DYER.

B. G. Royal said that he expected to come up to the last moment, but unexpected circumstances prevented him from doing so.

LOUIS F. GEISSLER'S ADDRESS.

The toastmaster then introduced Louis F. Geissler, general manager of the Victor Co., whose remarks were upon the topic, "The Probabilities That the Future Holds for the Victor—For Its Distributers and Dealers."

Mr. President, Toastmaster, Ladies and Gentlemen: It has been suggested that I choose for discussion the topic, "The Probabilities That the Future Holds for the Victor—For Its Distributers and Dealers." I have been asked to attempt to prophesy, to look into the future, but, to do so somewhat intelligently, I would ask you to enter into a most keenly sentimental mood. I want you to go back ten years—those of you who can—those of our distributers are so young in the business that they may not be able to recall the year 1901 in the talking machine business, and that was the date of the incorporation of the Victor Talking Machine Co. A very short space of time, is it not? A decade has produced what you all know as the Victor Talking Machine Co. of today.

As my own mind reverts to the conditions of that date, and I see in my mind's eye the Victor factories and organization as they exist to-day, it seems a veritable Arabian Nights tale—an Aladdin's lamp. I do not intend this talk as an advertisement for the Victor Talking Machine Co.—we do that through our national and international publicity campaign.

It is not necessary for me to take advantage of this appearance before you for that, and I trust that in talking about my company you will assume that I do so only as an emblem of your interests, as I have always been and ours in the sale of talking machines and records. I want this to be a hard-headed talk; a free and full discussion, as it were, upon my part, of some of the things of which I know you think as much and have wondered much.

I have never before felt like talking at one of our business banquets; in fact, it embarrasses me to no inconsiderable extent to do so now, but it has been my pleasure, in my business capacity, for almost six years now, to have met each one of you I have been with you, and by this time I should feel very well acquainted, and I shall presume upon my business and social friendship for each one of you to talk to you in this friendly and open manner.

The Victor Organization.

In 1901 our esteemed president, Eldridge R. Johnson, gathered the board of directors of the Victor Talking Machine Co. as it exists to-day. In 1909 we was honored with a place upon that board; in 1919 B. G. Royal, an old time personal friend, with whom I have worked and cooperated with Mr. Johnson in his early days at the beach, was called back from Europe, where he was in the Victor interests, to join our board of directors. In 1910 our efficient chief accountant, W. J. Staats, was admitted to the board and made comptroller of the company.

Every man of the Victor directorate, excepting Thos. S. Parvin (who has not been well for a great many years), is an active working man; each selected with special reference to the filling of some fitting position. I doubt if there exists another manufacturing or commercial institution, with interests as great and diversified as ours, that has a board of directors that works together as courteously, as considerately and as effectively as does the board of directors of the Victor Co.

We have, during the year—every month—about twenty-five meetings, inclusive of directors, executive committee and "special" committee meetings. For such meetings our president has laid down the maxim of "full and free discussion of all subjects pertaining to the business." Everything is there discussed from the sinking of a well in the Delaware river for the production of steam to turn our wheels to the expenditure of a million dollars for an advertising campaign to sell our goods.

Without in the slightest removing the responsibility, or relieving the respective heads or directors of their respective responsibilities, each one, however, at these meetings inculcated into him much of the affairs and duties of each of the others. Whether the subject under discussion be the price of copper, lumber or shellac; the labor situation; the extension of our factories; legal affairs; conditions of our patents in Europe or the copyright law throughout the world; the affairs and relations of our distributors, or finance, they are discussed and decided as carefully by the entire board of directors as though each were in charge of the whole affair.

And what has this secured? It has evolved a circle of men that move about the business as men who have been trained as trained men, and progressed as efficiently as a well-trained football team.

As a result there has been, through this directorate, an organization in the various laboratories, factories and other departments which, I assure you, is as pleasant to work with as it would be possible to imagine could exist in any large corporation.

Mr. Johnson's wonderful spirit of liberality and broad-mindedness has tied to him indubitably the interests of all the men who have helped him, in whatever degree, to his success. His broad-mindedness has tied to him inalienably the ambition of his life to get back into active life in the California mountains.

He said that it was his ambition of his life to get back into active life in the California mountains.

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He said that it was his ambition of his life to get back into active life in the California mountains.

He said that it was his ambition of his life to get back into active life in the California mountains.
Any time you get tired of being told where you "get off at", remind yourself that with the Columbia line, under the Columbia policy, you quickly settle the only question that really counts—where you "get on at". Run your own business and we back you up in it.

CONVENTION OF TALKING MACHINE JOBBERS.

We will now pass to that very important situation upon which our business is based—The Patent Situation.

Any one operating a factory or a business fundamentally based upon patents is fully appreciative of the intricacies of the patent situation. There is probably no industry so packed with patents as the talking machine industry that is so fully covered by patents and patent claims. The Victor Co. has been particularly fortunate in the successful maintenance of its patent claims. Perhaps this is because the Victor Co. steals no man's patents; appropriates no man's ideas. It has paid large sums to outsiders for valuable patents; it has paid generous compensation to patentees all over the world, many times, for patents of doubtful value; many times looking far ahead into the future, when time might or would mature the value of a patent.

Its own employees are encouraged in every possible manner to invent; they well understand that a liberal reward awaits them. I desire you to follow me closely upon this "patent section" of my talk. I would remind you of the statement in my prologue, that this talk was not intended to be an advertisement for my company. I am talking to you on matters that your pocketbook may eventually be more interested in than your brain to-night. I am quite positive that our letters to you, touching on patents and patent suits, are, in the great majority of cases, consigned to the waste basket.

We have, during the last ten years, sent out many letters on this subject; our competitors or infringers have sent out their answers, perhaps many times refuting our claims and pooh-poohing our prophecies. Had you followed these matters as you should, you would now know that my statement, that we have made good in each and every case so far adjudicated, and to which we may have called your attention, is correct. The affiliated interests of the maker, the distributor and the dealer can be forcibly illustrated by citing the interest of the maker, the distributor and the dealer.

We appreciate the millions of dollars that other manufacturers—who would infringe it—have invested in our goods, and we can—do not this, of the expiration of the Berliner patent. The date which they fixed for its expiration was Feb. 19, 1912; and, as you are now no doubt aware, final adjudication on that point is the date, and not this, of the expiration of the Berliner patent, but the all important denouement now takes place. Follow this closely.

In 1908 a patent was granted to our Mr. John- son for his invention, and in 1911—most opportu- nely and just one year before the expiration of the Berliner patent—the United States Circuit Court of New York City has decided that this "Johnson cut record" patent is valid, and this means a further control by the Victor Co. of the most perfect disc recording process thus far in- vented, and valid for fourteen years after the expiration of the Berliner patent. Therefore, its value, in view of the fact that the only fundamental patent for records and making them that will be in ex- istence next year will be the "Johnson cut record" patent, the enormous value of this decision to yourselves and to us must be very apparent.

For the benefit of those among you who have not interested themselves much in the mechanical side, of the business, I am going to illustrate the three processes of recording, so that you may grasp the meaning of the expression "Johnson cut record" process.

First.—We had what was known as the "up and down," or "hill and dale" Edison employed commercially almost exclusively on cylinder rec- ords in this country, but upon disc records in Europe, to some considerable extent, for nearly ten years past.

Second.—Following this, in 1905, appeared the Berliner etching invention for recording disc rec- ords, wherein the stylus, by a lateral vibration, pressed the wax into the metal plate.

Third.—In 1901 commercially appeared and was employed the "Johnson cut record," and from that year dates the great commercial use of records made in this art of recording.

The "Johnson cut record" patent or process, generally speaking, embodies a cutting stylus or microscopical plow of the most delicate inse- nable perfection, which, while laterally undulating, cuts out and removes from the record plate the wax spiral, recording far more per- fectly than by any preceding processes absolutely a reproduction and not a facsimile of the voice, adjudicated in our favor by the court in a case care- fully written, broad and unanswerable decision at such an opportune time, is certainly a well de- signed and engineered device, of the kind and incalculably important to our representatives.

We have now discussed, somewhat, the "organ- ization" and the Victor strength under the "patent situation." I take it that the third topic is of ex- ceeding interest to you, and one which all mer- chants can fully appreciate from every standpoint of view, because it is usually the cause of most harassment; that is One's Capital and Financiering.

To represent a line of goods; to put money into and place investments in a stock of merchandise of a new factory, or of a concern of a mushroom growth, or one possibly just organized, in the full expectation of only an ephemeral existence, every merchant knows—and some of you have learned—is a hazardous undertaking. The clean-up generally results in great financial loss, usually many times that of the expected profit.

To deal with and exploit the wares of any company whose organization and policies are of such insecure and doubtful character, which make their future doubtful, or whose financial management seems to be entirely in the interests of the in- siders, dwarving the expansion of the enterprise, aliasing its financial credit and making hazardous investments of every dollar in their line, is cert- tainly a condition to be deplored, and one to be avoided by every level-headed business man. You have all seen a number of such concerns come and go during the last few years. It is well that you should be satisfied and assured upon the all important matter of the financial strength of the factories that you represent.

They must carry on immense and expensive de- velopments; immense sums of money and quick assets must always be available for emergencies if their position of world's leadership in this dis- tinctively American industry is to be retained.

We feel this responsibility keenly as a company. We appreciate the millions of dollars that other people have invested in our goods, and we cannot afford to let ourselves at any time approach a condition of doubt on finances. Stumps will come. Unlooked for and explosive emergencies will arise and panics will occur. The
talking machine industry, as yet, is comparatively a new one. The piano industry is admittedly established. You can form an amalgamation of piano companies, incorporate a new company and list and sell their stock to advantage on the New York Stock Exchange.

Certainly, by Lathout, the term of the "fad." It has been steadily developing for thirty years, but I doubt if, in an emergency, a talking machine factory could go into the market and borrow one-fourth the money (unless it had the best of securities to offer) that a piano manufacturer might. Looking towards this very condition, at the beginning of the year, our directors felt certain that the Victor directors have, from the very beginning, financed most conservatively.

Like a good merchant who loves his business; who intends to stay with it; to sink or swim with it, the Victor directors have put every dollar's worth of their profits back into the business. There has been no exploitation of that company—6 per cent. on the common stock and 7 per cent. on a small proportion of preferred stock is all that has ever been taken out of it.

Increase of Victor Co.'s Capital.

 Incorporated for $3,500,000 in 1901, with $180,000 in cash invested, the Victor Co. was enabled, through its careful, economical management and the enormous business through a series of years, to write off (out of its then fully earned capital stock and surplus) the sum of $2,500,000 in the year 1908, the original estimated value of its patents and good will, while these two items being carried upon our books at present at $2. This year our capital stock was increased by the addition of $2,500,000 common stock to $5,000,000. This capital is entirely paid in, as is a surplus of no considerable sum in addition thereto. The Victor Co. is, in my opinion, as strong financially as any bank in America. There can be no run upon it; there are no creditors, excepting for the current monthly accounts. Its cash securities and quick assets are of a size sufficient to make it improbable that any new financing or borrowing would be necessary for many years to come, no matter what the emergency.

Relative to ownership and control of the Victor Co. you are probably aware that it is a very close corporation. There being at the present day about twenty stockholders, the directors and officers themselves constituting a large proportion of the stock, and Elbridge R. Johnson, by personal ownership, controlling a majority of the stock of the company, thereby insuring, without any danger of interference from outside parties) a continuance of the present progressive policy of the company. I sincerely hope that the Victor Co. will appreciate that the foregoing statements are made exclusively for the purpose of enabling you to make up your own minds as to the probabilities of the future of the Victor interests.

To be sure, such statements as I have just made regarding finances are available to every merchant, through the mercantile agencies, and are published in the New York financial books, but these are, I know, not always available to our distributors and dealers. Bankers know more of these affairs than our merchants, but it is well that you should understand them, and we want you to feel fully acquainted with us in every particular and in every department.

Types of Machines.

Let us now jump from the factory to the distributors and dealers' store. There is where you live, and it is there that you have the greatest interest. It is "The Probabilities for the Future." The thought uppermost in your mind just at present, relative to our wares, will be the influence or prestige, that the Victor types of machine and the horn type. The matter of when and how to introduce the respective new styles—to try to handle the market conditions in an intelligent manner has been possible—has been the subject of a great deal of thought on our part for several years past.

I believe that the hornless type of machine will have an enormous sale for the next year or eighteen months, but I have no idea that it will entirely supplant the horn machine. I believe that, after a reasonable period, the trade will come back, to a considerable extent, to the horn type of machine. If you have but the horn machines and your competitor has the hornless, your customer will probably go from you and buy the hornless style, but, when the choice is given to your customer, when the machines are placed side by side, then be no longer must have either one style or the other. Being able to make a choice, it is my opinion that the peculiar tone qualities of each style will make its own converts.

We shall not drop any styles of horn machines from our forthcoming catalog. We shall gradually complete our line of Victorola types, and unquestionably, in the end, the line will be perfect and comprehensive; one that will meet every demand that can be made upon it and regarding which we feel so certain and secure that we shall be willing to throw the gauntlet to any competitive manufacturer, either American or foreign. The hornless machine, down to a very cheap price, has already been sold in Europe for several years past. We have shipped hundreds of thousands of these things; over there it has, in no wise supplanted the horn types.

The largest German manufacturer's catalog, recently issued—if my memory serves me correctly—illustrated forty-two varieties of horn types, of which but eight were hornless types, and this company ships his goods through all sections of the world, excepting North America. The pros and cons for the future development of trade—and especially on account of the new interest that has been given to the talking machine industry by the introduction of the Victorola—are very flattering. Indeed, I will not expatiate further upon that point, but if our people will read carefully the printed matter that we send out, the various circulars and the "Victorora, " they will get ideas therefrom and suggestions from other dealers which they could profitably emulate.

The Conventions.

I wish now to touch upon our "Public School Educational Department," to which we have been calling your attention for the last few months by various letters and circulars. I shall not attempt to go into the many details of this subject. Suffice it to say it has been a great dream of mine for four or five years past to have at the head of such a department a person who knew how to handle it. I interviewed dozens of people applying for the position, and finally found my "man" in the person of Mrs. Clark, who came from Milwaukee, Wis., where she was a most enthusiastic promoter for the Victor in the public schools. I thought that the public schools could be made the third greatest advertising influence for the Victor Co., rating, I would say: first, our national magazine and other advertising; second, the value of the influence of our Red Seal catalog; third, the anticipated value of the influence of the Victor in the public schools.

Mrs. Clark, this department's head, has personally visited many of the large cities of America; is to-day in San Francisco, Cal., with a suite of exhibition rooms in the heart of the exhibitors of school supplies, in the St. Francis Hotel. The largest educational body in the world is meeting there at present. She is fully equipped to start effectively the influence of the Victor among thousands of the teachers there. She never fails to secure an audience of the most influential teachers of music wherever she goes. They are interested; looking about constantly for new things; very receptive; they want to improve; every year they make additions of one kind or another to their school paraphernalia; the Victor appeals to them.

There are 100,000 school rooms in America. There are thousands of graduates passing out into the world, every one of whom will have heard and have something to say about the Victor, if you assist to make our scheme a success. We have already mailed you circulars and literature telling you "how to do it" and "how not to do it": what selections to play; what selections not to play; giving you the benefit of years of experience on the part of a public school music teacher. Your way and my way of going about this would never do. You cannot sell a public school teacher as you would sell a gentleman and lady in their parlor.

It is an influence on the talking machine which I should be pleased and expect to have our competitors emulate. And I should like to have competitive machines sold there as well, for if you can only realize what it means to have a talking machine made a part of the curriculum of the public schools, and made so by choice and love of the article, then one of the most important possibilities that the future holds for the Victor, its distributors and dealers, will be realized. I will not hold you longer on that subject—it is a dream, but can be made real by the intelligent enterprise and physical hard work of our dealers.

Two Conditions to be Considered.

The future holds for the dealer, in my opinion, two new conditions, and has removed from it, to a considerable extent, one other condition, which made, in the beginning of the talking machine business much of the extent thereof. The two new conditions are harder work and larger sales than in the past. The condition so largely removed is that of novelty and curiosity, which sold goods. It was an influence on the talking machine which I should be pleased and expect to have our competitors emulate. And I should like to have competitive machines sold there as well, for if you can only realize what it means to have a talking machine made a part of the curriculum of the public schools, and made so by choice and love of the article, then one of the most important possibilities that the future holds for the Victor, its distributors and dealers, will be realized. I will not hold you longer on that subject—it is a dream, but can be made real by the intelligent enterprise and physical hard work of our dealers.

The Talking Machine is no longer an absolute novelty. People are no longer astounded by the talking machine. The two conditions to be considered are novelty and curiosity, which have already mailed you circulars and literature telling you "how to do it" and "how not to do it": what selections to play; what selections not to play; giving you the benefit of years of experience on the part of a public school music teacher. Your way and my way of going about this would never do. You cannot sell a public school teacher as you would sell a gentleman and lady in their parlor.

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The Victor in the Public Schools.

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It's a ground-floor proposition, this Columbia Exclusive Selling Rights plan—ground floor, front door, open door; fair and above board, proved and profitable. You meet the Columbia demand, you build up a business in Columbia product—and no dealer is permitted to take any part of it away from you.

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

CONVENTION OF TALKING MACHINE JOBBERS.
(Continued from page 45.)

what a talking machine will do and they can now buy them everywhere, whenever they get ready. There is another, a new invention, but set over against the loss of that influence is the much more valuable one of a large national conversion to the merits of the Victor.

The art of reproducing sound has always appeared to me one of the most interesting and valuable arts in the world. I have watched with interest the development of this wonderful idea. I was the second man in Milwaukee to own a phonograph and to experiment with its possibilities.

The first was the inception of the idea of reproducing the human voice, the second the improvement in the mechanism, and the third the application and uses of the modern talking machine.

The purpose of this talk is to bring to the public the wonderful machine and the wonderful uses to which it is being put by all those who are interested in its development. I have watched with interest the development of this wonderful idea. I was the second man in Milwaukee to own a phonograph and to experiment with its possibilities.

The last six months of this year will surpass by far any other similar period. I am sure all of you who are interested in the Victor, and have the Victor interests at heart, will be gratified with the results of the past six months. I cannot too highly praise the activity of our requests on seemingly minor points. In return for which I promise you continued solicitude in your affairs and the best of your efforts to meet your wishes.

The invitation to speak at this gathering was accepted with a readiness which I can only explain in the charm which your industry has had for me and the sincere desire to make more money. We are in the game and we want to make a success of it; we want to play the game for all it is worth; we wish to sell twice as many goods as we do today for the same net profits, if necessary—not double our profits by so doing.

We will give you the benefit of a lower percentage of profit if you will give us the benefit of a higher percentage of sales. We work like Turks, every one of us at the factory. We are on the job—either in the office or elsewhere—all the time. We believe that we worry and think a great deal more of your interests than you do of ours. We have in the past, and shall in the future, consider your interests primarily, for, without a satisfied clientele we cannot have a prosperous factory.

We have just closed the biggest six months of our entire history—the first six months of 1911 having surpassed, by a very satisfactory percentage, the last six months of 1910. This is a gratifying situation, because mercantile affairs generally throughout the country, the first six months of this year, have not been booming. It seems the talking machine business has been especially blessed.

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W. M. G. BRUCE'S TALK.

Wm. George Bruce, secretary of the Merchants and Manufacturers' Association of Milwaukee, spoke on "The Purpose of Organization," in part as follows:

"The art of reproducing sound has always appealed to me. From the time the first tin foil sound reproducer made its appearance I have watched with interest the development of this wonderful idea. I was the second man in Milwaukee to own a phonograph and to experiment with its possibilities. This was some eighteen years ago. At that time there was considerable uncertainty as to what special directions the uses of the phonograph would take. It was known that there were three possible applications for the instrument, namely, commercial, educational and entertainment. It was then believed that the greatest future would be found in the commercial channels.

"The first was the inception of the idea of reproducing the human voice, the second the improvement in the mechanism, and the third the application and uses of the modern talking machine.

"The second Stage.

"This, the modern talking machine, has, in my judgment, reached the second stage in its development. The first was the inception of the idea of reproducing the human voice, the second the improvement in the mechanism and its attendant devices, and the third the application and uses of the same.

"The period which has been reached would indicate that all the tests for the talking machine had been anticipated. But, with the lapse of time there has been untold new uses for the sound reproducers or new applications of old uses.

"It is illustrated in the use of the machine as a factor in education. At one time it served to give individual lessons in foreign languages, to-day it serves entire classrooms and whole schoolhouses in teaching almost every branch known to popular education. It takes the place of high-priced instructors and has proved and profitable. You meet the Columbia demand, you build up a business in Columbia product—and no dealer is permitted to take any part of it from you."

"The Third Stage.

"This, the modern talking machine, has, in my judgment, reached the third stage in its development. The first was the inception of the idea of reproducing the human voice, the second the improvement in the mechanism and its attendant devices, and the third the application and uses of the same.

"The period which has been reached would indicate that all the tests for the talking machine had been anticipated. But, with the lapse of time there has been untold new uses for the sound reproducers or new applications of old uses.

"It is illustrated in the use of the machine as a factor in education. At one time it served to give individual lessons in foreign languages, to-day it serves entire classrooms and whole schoolhouses in teaching almost every branch known to popular education. It takes the place of high-priced instructors and has
in music, in eloquence, in history, in geography and travel the ambition.

The mission that is upon you, gentlemen, who are the warriors on the firing line of commercial contest, it seems to me, is clear and unmistakable. You who are in immediate contact in the selling field and with the patrons and lovers of the machine are not only entrusted with the commercial exploitation of the same but also with the promotion of its extended and widened usefulness.

The Value of Organization. Your organization has an object and purpose which cannot be minimized and which should impress themselves upon every member. The objects of trade organization are fourfold:

First, to dignify the calling and pursuit of its members.

Second, the elimination of trade abuses and weaknesses.

Third, the exchange of ideas strengthening of correct method and usage.

Fourth, the cultivation of social contact and personal friendships.

You are engaged in a calling of which you may justly be proud. The factors with which you are dealing have an elevating influence upon mankind. You bring into the homes of the humble as well as of the well-conditioned the richest treasures of civilization.

You should infuse your activities with enthusiasm and a realization that you are making an important contribution to the sum of human happiness.

The Duty of Business Men. There is also a common duty which falls upon every business man and therefore is shared by you, namely, to hold high the banner of integrity and honor.

The American business man owes it to himself and to his country to purify the methods and dealings between man and man. If this nation is to command the respect of the civilized world, it is to hold its prestige for vigor and honor, it must depend largely upon the character and stability of its commercial factors.

The duty then to attain high standards in commercial dealings is upon every business man, to the end that we may be worthy of the great Republic under whose flag we live and whose blessings we enjoy.

Frank A. Cannon. Cannon Heard From.

He was followed by Frank A. Cannon, in introducing whom Mr. Bowers gave an interesting automobile experience which elicited roars of laughter. Mr. Cannon, who is secretary of the Citizens' Business League, is a bright and witty speaker. His subject was "Talking Machines I Have Known," and the subject afforded Mr. Cannon an ample chance. It comes by serious application—by close attention to details—by energy—by system.

Non-success can always be traced to definite causes—sometimes a fortunate combination of circumstances called by some luck. But, I have always been a believer that luck is another name for hard work—that business success does not come by chance. It requires some forces usually traced to some reason.

To win out in this busy world—a day world requires some forces usually traced to some reasons and easily explained causes.

Take away ambition and you take away the chances of success, for the world's advancement is gauged by man's ambition.

To be perfectly satisfied means a state of retrogression—to be dissatisfied is to desire more—win more, mentally, financially and spiritually. Ambition always works overtime and never on the eight-hour plan.

If we do only what we are ordered to find no pleasure in the accomplishment—we are laboring against our will and that is a slaving proposition.

Consequently, blessed and fortunate is the man who gets pleasure out of his work. It is he who endeavors to do the best possible—the best in him. It is he who attempts more—hence accomplishes more.

We should aim to improve our work and not make our plans theoretically but practically.

Results can be obtained and the best results in any line of enterprise may be only accomplished through concentration.

We should constantly seek a better knowledge—a better general understanding of the possibilities which are around us.

You can never know too much. Properly fortified you can hold out indefinitely. Read and study all you can secure in your particular line, for, recollect knowledge is power.

Never rest on well-earned laurels, for rest means rust. Always look for something beyond and there is a chance to win more, mentally, financially and spiritually.

Ambition always works overtime and never on the eight-hour plan. If you do only what we are ordered to find no pleasure in the accomplishment—we are laboring against our will and that is a slaving proposition.

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Never rest on well-earned laurels, for rest means rust. Always look for something beyond and there is much to be accomplished in the future in this talking machine industry.

In the first place, we must consider that the one great foe to the development of the talking machine business has been ignorance on the part of the dealers to properly appreciate the possibilities of the talking machine business—ignorance on the part of the salesmen to thoroughly learn their profession, and salesmanship is a profession—ignorance and indifference, on the part of many who are deeply interested, to successfully counteract the inertia which is usually observable no matter which direction you may look.

The talking machine business affords oppor-
Recollect that it is through harmony that advan-
tages are made; and we should recollect that we
cannot get ahead by attempting to cut over
quicksands, for we are liable to be engulfed.
Success is not possible without optimism.
The great West has been developed by an op-
timistic spirit and all of the really great men of
this section of the country carried their way to
success with their own muscles—with their own
brain and their own determination.
We can all learn a lesson by studying the lives
of the great men who have made history in this
specially favored section, where the talking ma-
chine world of the nation are meeting for friendly
conference.
Such meetings should result in permanent good
as they mean a mixing of men and ideas from dif-
ferent sections of the country.
I have many friends in the talking machine trade
with whom I take exceeding pleasure in breaking
bread on these annual occasions, and after all, if
you eliminate friendship from life, you take from
it much that is enjoyable.
"Oh you at the fair, broad Western plain
Oh you of the far, broad Western plain
I call you into my life again,
And into my songs as I go.
And though I stray in a strange war,
It counts not when nor where;
You are a friend to spare,
To that silent sea;
For I have a friend to spare, not one,
No, a friend to spare."

Ball Closes Proceedings.
At the conclusion of Mr. Bill's remarks the toast-
master announced, after a Byronic quotation, that
the program would be still continued in the form
of a ball.
This program then followed, which lasted until
the wee small hours.

Throne of Attendance.
Those present at the Milwaukee meet were:
J. Newcomb Blackman, Blackman Talking Machine
Co., New York; Louis Bueln, Louis Buehn & Bro.,
Philadelphia; Paul and Minnesota Phonograph
Co.; V. B. Taylor, Indianapolis, Ind.; Jos. F. Gannon
and John W. Condon, Condon Autostop Co., New
York; Harry W. Krienitz, Miami, Wis.; James I.
Lyons, Chicago, Ill.; J. F. Meagher, Lyon & Healy,
Chicago, Ill.; Eug. Zimmerman, Peoria Phonogra-
ph Co., Peoria, Ill.; Henry Heinrichs, Koeller &
Heinrichs, St. Paul, Minn.; J. L. Gateley and
C. K. Bennett, Victor Co., Camden, N. J.; A.
A. Troskler, Schmelzer Arms Co., Kansas City,
Mo. and Oklahoma City, Okla.; Lewis H. Clem-
tons, the Whitney-Corrier Co., Toledo, O.; R.
Keith, The Talking Machine Co., Chicago, Ill.; H.
L. Conover, the Talking Machine Co., Chicago, Ill.;
W. S. Moffatt, N. Y. Talking Machine Co., New
York City; M. A. Carpell, Herzog Art Furniture
Co., Saginaw, Mich.; B. E. Neal, Neal, Clark &
Neal, Buffalo, N. Y.; H. B. Hopkins, Lyon &
Healy, Chicago, Ill.; Robert Shaw, Western Talk-
ing Machine Co., Winnipeg, Can.; O. A. Gresing,
Aeolian Co., Indianapolis, Ind.; W. H. Duffe,
Eilers Music House, Spokane, Wash.; Mr. and
Mrs. G. W. Hove, Mr. and Mrs. H. W. Weymann,

Convention Notes.
(Special to The Talking Machine World.)
Milwaukee, Wis., July 14, 1911.
So far as exhibits are concerned the center of at-
traction was the new Edison disc machine and rec-
ords which were displayed at the Plankington Hotel.
The visiting jobbers were very much interested
in this new Edison product: the cabinet was placed
at one of the large booths, and the visitors were
arrayed so that the audience at all times had an
opportunity of testing the qualities of this new
machine, the appearance of which the trade has
been awaiting for a long time. The comments
were distinctly favorable and enthusiastic.
The carrying power of the new Edison ma-
chine was unequalled, and when at first the list-
er's mouth might be inclined to say that the volume
of tone was mellow, yet, the fact quickly became
apparent that it has full, round, penetrating tones.
Seventy-five and one hundred feet away the music
from the new Edison product could be heard with
perfect distinctness.
The Edison Kinetoscope was also shown and at-
ttracted great interest. This is a moving picture
machine which certainly opens up wide possi-
bilities in this particular line. It will retail probably
for about $90 and although no definite policy has
been as yet offered by the manufacturers, it is pre-
sumed that some of the Edison jobbers will
handle this new machine.
Messrs. C. H. Wilson, F. K. Dolbeer and C. E.
Goodwin extended an invitation to all of the visit-
ing jobbers to inspect their product, and they were
much gratified to have the attendance at the favor-
able comments passed.

For Exchange—One Walnut Pianola
in first-class order, with $100 forward of music, some
never having been used. Will trade for 65th Edi-
son 3-minute records. Address "Exchange," care
The Talking Machine World, 1 Madison avenue,
New York City.
The Convention of the National Association of Talking Machine Jobbers.—Continued.

One of the most popular exhibits in the Pfister hotel was that of the Udell Works, Indianapolis, in charge of D. G. Williams, assisted by Mrs. Williams. Twelve styles of cabinets, including the latest product, No. 455 for the Victrola IX, in all woods and finishes were shown and admired.

Max Landay's exhibit of the Talking Machine Supply Co.'s needles also attracted wide interest.

The Chod song illustrator shown in the Pfister parlors by the Picture-Disc Co., 353 South Los Angeles street, Los Angeles, Calif., was a center of interest, not only for the jobbers, but for hundreds of Milwaukee people and guests at the hotel.

An automatic stopping device for talking machines was shown by the Condon Auto-Stop Co., of 25 Broad street, New York, at the convention headquarters. H. W. Condon was kept mighty busy explaining the little device, which retails at $3 each and is one of the most convenient adjuncts to the talking machine ever invented. It requires no skill or mechanical ability to attach the Condon Auto-Stop to any machine. The Auto-stop is provided with a gauge, making it universally attachable to any size machine and for any size of record.

Every day a new program of enjoyment and entertainment was presented, the success of which was due to the efforts of the various committees, which follow: Monday—A. A. Trostler (chairman), H. H. Blush, Ross P. Curtice. Tuesday—Max Strasburg (chairman), Fred H. Postman, Geo D. Mairs. Wednesday—Max Landay (chairman), J. N. Blackman, R. H. Morris. Thursday—George L. Michel (chairman), Frank Davison, Wm. H. Reynolds.

Max Landay, of Landay Bros. and the Talking Machine Supply Co., New York, was very much in evidence every day. Max did his little "stunt," as chairman of Wednesday's entertainment, very much to the satisfaction of everybody, and was one of the most popular figures at the convention.

John Herzog, general manager of the Herzog Art Furniture Co., Saginaw, Mich., was present at the convention and enjoyed meeting with the jobbers.

Miss Gertrude Gannon, the only lady jobber in the United States, graced the business session with her charming presence on Wednesday.

Lawrence McGreal, the newly-elected president, certainly gave the boys a great time in Milwaukee. The entertainment program surpassed anything heretofore planned.

Louis F. Geissler, general manager of the Victor Co., reached Milwaukee Thursday afternoon. Probably the business sessions of the next year's convention will be covered in two days.

It should be understood that the Talking Machine Jobbers' National Association is composed of Edison and Victor jobbers.

The attendance was not as large as was anticipated, but without doubt the terrific heat had much to do with keeping some members away.

A number of the jobbers left Milwaukee early Thursday morning, and therefore were unable to be present at the banquet.

Doris joins Shepard Forces

W. H. Doris, who for the past six years has been associated with the Outlet Co., Providence, R. I., as a Victor salesman, has severed his connection and joined the forces of the Shepard Co. of the same city. Mr. Doris is a most successful salesman and has done much to introduce the Victrola and Red Seal records in his territory.

How the Talking Machine Influences

At one of the recent Elman concerts in San Francisco, a request card from a Victor enthusiast in the audience was handed to Mr. Elman, a facsimile reproduction of which is hereewith given.

ELMAN REQUEST CARD.

This unique and unusual incident in connection with a recital performance shows the wide and remarkable influence of the Victor Victrola.

The J. B. Brown Music Co., of Los Angeles, Calif., recently gave a delightful Victrola recital of selections from the opera "Aida," which attracted large enthusiastic audiences.

At the recent closing exercises of the Los Angeles State Normal School, Miss Philbee, president of the graduating class, presented a Victrola to the school, which gift was accepted by Dr. Milispangh in a very graceful speech in behalf of the school authorities.

The old argument that there is no friendship in business was exploded long ago. Three-fourths of all the business transactions are based on friendship.
The above illustration shows the exact size of "Hitting The Thought Trail."

It contains over 200 pages and the price for single copies delivered anywhere in the United States is $1.75.

Money will be cheerfully refunded in each case where it is desired after an examination has been made of the book.

CHEROUNY PUBLISHING CO.
17-27 Vandewater Street - New York
TEACHING VOICE CULTURE.

The Edison Phonograph Being Used for the Purpose of Teaching Singing by Correspondence—Opens Up New Field for Additional Sales—Some Pointers Regarding How the Phonograph Is Used as an Educational Factor in the Domain of Singing.

A new use to which the phonograph is now put—as an aid in teaching voice culture, or singing, by correspondence—was referred to in the last issue of The Talking Machine World, the information being derived from the Edison Phonograph Monthly. This new use opens up an immense field for additional sales. Instead of being used only as a means of entertainment the phonograph can in this connection be made to contribute to the direct education in voice of those who are interested in learning to sing, and they are many. What town is there, no matter how small, that does not have its half dozen or more choirs, composed of people who love to sing, but who have had very little opportunity for learning how to sing correctly? These people, who have voice to begin with, can, now, through a correspondence course, with the aid of the Edison, improve their voices, learn the fundamental principles of singing, and make rapid and substantial advance toward real musicianship as singers.

The use of phonograph records, for teaching and demonstrating the correct principles of voice culture and singing is the very latest development in the art of teaching singing. This art has long suffered for lack of thorough, practical and interesting teaching and application. The greatest need of vocal students has always been voice models which they could copy and imitate and refer to as ready reference and reliable guides when any vocal difficulties presented themselves.

The usual method of taking private lessons with a teacher, in which the teacher sings tones and exercises for the pupil to imitate, has often proved a failure, because teachers only very rarely are possessed of good voices, and are able to sing correctly themselves. The records used with the Edison phonograph solve this need of the vocal student in a wonderfully successful and convincing manner. They actually sing the teaching of the lesson so clearly that it comes as though the pupils were personally in the presence of his teacher. The records are always on hand at the pupil's service. His teacher will sing the model tones and exercises any time the pupil desires—not merely once or twice, but the same exercise a hundred times, if necessary. The exercises are sung precisely alike every time; they are always right; they are sung when the teacher is at his best—not cross or indisposed.

Anyone with a voice can master even the most difficult things in singing such as runs, embellishments, etc., with such a means as this at his disposal. The model records demonstrate and bring to the mind the teaching of the lesson so clearly and forcibly that they have been truly named "photographs of the voice." These records are very different from all other phonograph records, because they have been made and arranged for the sole and special purpose of demonstrating the correct principles of singing—not for entertainment. All their phonograph records are made chiefly for entertainment, but to a singer who wishes to study the principles of voice culture these records are especially useful, because they sing clearly separate illustrations of every principle and essential of voice culture and singing in progressive order.

L. C. McChesney, manager of the advertising department of Thomas A. Edison, Inc., Orange, N. J., who was in attendance upon an annual convention of advertising men in Buffalo, N. Y., for a few days last week, got back July 10. On the 29th he leaves with his family for a vacation at Pearl Point, Lake George, N. Y.

SEND FOR SAMPLES AT ONCE.

Our needles are of the highest grade and are sold for less than the cheap needles you are now using.

Talking Machine Supply Company
400 Fifth Avenue, New York
IMPORTERS OF HIGH GRADE NEEDLES
and Manufacturers of
HIGH GRADE REPAIR PARTS
for all makes of machines.
Get Our Catalog
The real question for the dealer is how to sell—not what not to sell. The Columbia sales-policy recognizes that fact. That’s why it is a sales-policy.

SOUTHERN CALIFORNIA BRIEFLETS


(Special to the Talking Machine World.)

Los Angeles, Cal., July 9, 1911.

The Wiley B. Allen Co., of Los Angeles, have been making an extra feature in their advertisements of the Grafonola "Favorite;" very clever copy was used, and the results exceeded their most sanguine expectations. The Grafonola Regent, Junior, has been received by all the Los Angeles dealers with great satisfaction, its beautiful lines and exquisite tone being very much admired.

Mr. Janey, of the Red Cross Drug Co., Columbia and Edison dealers, of Santa Barbara, was a recent visitor in Los Angeles. Phil Roche, Columbia dealer in Fillmore, made a business trip to Los Angeles a few days ago. "The Talking Machine Shop" is the name of a new concern about oo open on Fourth street, between Broadway and Spring. Besides D. Wolf, still, who has been in the florist business for years, the firm will consist of Albert Wayne and Frank Moreno, whose connection with the talking machine business is too well known to mention. They will handle the Columbia and Victor lines exclusively.

Tucson, Ariz., has a new music house, which has recently been opened by Herman J. Efker, formerly with Geo. T. Fisher.

A couple of weeks ago the Victor Talking Machine Co. Camden, N. J., notified their dealers that they had completed a week’s engagement at the Victor laboratories, with a resulting series of brilliant records. The company say: "Our enthusiasm over these records leaves no doubt in our minds but that the trade is going to be equally as enthusiastic, and we are therefore losing no time in presenting these records to the public in a special list, consisting of five very striking numbers, to go on sale just as soon as you receive them."

The list follows: 12-inch purple label—60060, "The Rosary" (Nevin); 60061, Melody in F (Rust). 12-inch purple label—70046, Liebestraum, "A Dream of Love" (List); 70047, Air for G string (Eben); 70048, March of the Toys, from "Babes in Toyland" (Herbert). Mr. Herbert upon hearing these records was most enthusiastic in his praise of the Victor Co’s success in obtaining such splendid reproductions of his orchestra and gave them his full approval.

Further, in announcing the engagement of Mr. Herbert, the company make the appended statement: "Victor Herbert needs no introduction to the American public—his great work as composer and conductor has established his fame in every home where music is known." The simple statement that he has entered into an arrangement to make records of his orchestra under his personal direction, exclusively for the Victor, follows: "I have entered into an agreement with the Victor Talking Machine Co. to make exclusively for them, under my personal direction, records of Victor Herbert’s orchestra; and have entered into this agreement because of the artistic merit of their goods and because of the great names represented in their record catalog."

WHAT ABOUT THESE REPRINTS.

An explosion in one of the laboratories of Thomas A. Edison, Inc., Orange, N. J., Monday, used for the manufacture of chlorine, caused a fire resulting in a damage of $500. The employes suppressed the flames, and no one was injured.

ENJOYING LARGE SALES.

The Louis Book & Cigar Co, San Antonio, Tex., are having some large sales of high class talking machines and records, and recently placed a big order with Hyatt Lemoine, who travels for the Columbia Co. in that section.
TIMELY TALKS ON TIMELY TOPICS

During one of the hot days this week, namely, July 11, The World was in Orange, N. J., calling on some of the department heads of Thomas A. Edison Co., Inc. In hunting up a certain party for some special information a peek was taken into the library. Much to the surprise of the newspaper man the impressive hall was occupied solely by Mr. Edison, who sat close to an electric fan in a comfortable position, trying to keep cool, in which effort he was evidently successful. Mr. Edison cordially beckoned to The World to come in and make himself at home, an invitation accepted with alacrity. Doubtless the "Wizard" was contemplating the new disc proposition, for he had a number before him on the table, and the chances were they were being critically examined. It had previously been ascertained that Mr. Edison was giving his personal attention to perfecting the new product, that he had already devised six different speakers for the machine, and that some wonderful results in the reproduction of the vertical cut had been attained.

However, The World had not dropped in to quiz anyone about the forthcoming disc, but to ascertain about Mr. Edison's trip to Europe. It appears his family are now abroad with the exception of one son. "Oh, yes," said he, "I am going abroad Tuesday, August 2. My family are there now, and I will be away about six weeks. You see they took an automobile along, and I will probably tour the Continent with them. I am feeling fine—never better. The weather is awful outside, but I am exceedingly comfortable." Mr. Edison has not been in Europe for many years; in fact, not since the last Paris Exposition.

The efforts of the record manufacturers of England to have the new copyright bill, now approaching final passage and in the hands of the Parliamentary committee, amended so as to recognize their contentions for a compulsory royalty charge, may be crowned with success. Up to the present, or rather recently, allowing for late news to change the situation, the composer or writer reserved all rights or privileges of reproduction. Sir Sidney Buxton, chairman in charge of the bill, has been convinced this is not a "fair deal" to the talking machine trade, whose product is now ranked as educational in the broadest definition of the term, and therefore are entitled to recognition in the copyright scheme. Members of the line who made representations to this effect have been advised to prepare a statement of their claims to a standing in this respect, when it will receive due consideration.

A merchant of Johannesburg, South Africa, who arrived in this country recently, and an importer of American goods, said:

"The preliminary steps have now been followed by very complete lists of records suitable for the schools, and include almost everything of note and that are recognized as standard by the test of time and general appreciation in the "world's treasury of songs," as it has been happily termed. These selections begin with "a few numbers chosen to illustrate various facts and phases of music not ordinarily understood by children and not easily taught, save by hearing the real music." Then follow national songs of the different principal nations and music for various occasions, really a wonderful array, probably 400 in all. The instructions that have been formulated for the handling, care and use of machines and records in the schoolroom are also very complete and informing, and also the position of the dealer in connection with the entire proposition—nothing could be better, as he is the source of supply and his enthusiasm is not expected to go far beyond creating prospects and closing sales. To illustrate what rapid advances are being made in this field of endeavor—one of splendid goods. American-made talking machines are selling, and the only trouble is we cannot get enough stock. You cannot do business down there from catalogs. They demand samples. There is only a 3 per cent. preferential tariff in favor of English goods, which is not at all formidable."

While The World has referred more or less in detail to the vast field which is being opened up by the Victor Talking Machine Co. in connection with their public school work, dealers should appreciate the company's efforts at their true worth, if only from a strictly commercial standpoint. The June issue of The World reported the address of Frances Elliott Clark at the Waldorf-Astoria Hotel, New York, last month, quite fully, as well as other material bearing on the same subject; for the importance of the question and its ultimate bearing on the trade per se cannot be minimized, let alone be overlooked. In fact, too much cannot be said of it.

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The Columbia Phonograph Company is the one manufacturer in this line of business whose broad policy places its dealers in the position of business men dealing with a business condition—others are bound down as manufacturing representatives, even to the extent that they cannot choose whatever stock they may wish to carry.

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

The secretary was instructed to prepare a statement of some of the objects sought to be obtained by the new organization, and to mail it to the various dealers throughout the city. Among the objects suggested by President VanDemark and others present were the following:

1. The establishment of reasonable minimum advance and weekly payments in installent sales.
2. The adoption of measures "to prevent the use of this market as a dumping ground for discarded lines of machines and records.
3. The prevention of misleading advertisements of talking machine goods.
4. The prevention of price cutting.

Among those active in the organization of the new association are the following, all being dealers whose places of business are located outside of the loop district: E. T. VanDemark, 305 East 45th street; Edward Sellman, 3053 Milwaukee avenue; J. S. Reynolds, 1583 Milwaukee avenue; E. J. Melich, 3936 West 12th street; C. Reichardt, 703 Milwaukee avenue; W. Reichardt, 854 Belmont avenue; T. F. Druher, 1700 West Chicago avenue; A. Berman, 5749 West Chicago avenue.

The next meeting will be held on Monday afternoon, September 11, at 2 o'clock, at the Great Northern Hotel.

Quality competition gives ample room for getting trade and holding it. Quality competition is creative, enlarges the demand, and often places a merchant or manufacturer above price rivalry.

Mr. Southern Dealer:

In VICTOR TALKING MACHINES and EDISON PHONOGRAPHS

Do you know that Mobile is your Best Market?

1. Our prices and goods are the same, but our Freight Rates and Service are beyond comparison with more distant Jobbers. Your Stock and Investment can be reduced one-half.
2. We carry the Stock, and fill orders the same day received. Think this matter over, and let us have a few lines from you asking us to prove our claim. This Service is yours for the asking.

REYNALDS MUSIC HOUSE
167 Dauphin Street, MOBILE, ALABAMA
IN THE MOVING PICTURE FIELD.

The Synchronization of the Talking Machine and the Moving Picture Projector Seems to be the Uppermost Topic in the Talking Machine Trade These Days—A Radical Evolution—Moving Picture Theaters New Form an Important Feature of Urban and Rural Life—Their Educational Importance.

In Paris, it is reported, the talking machine and the moving picture projector have been successfully synchronized and used with satisfactory results in public exhibitions. Mr. Edison has devoted some attention to a plan for the simultaneous use of the two contrivances and has made such progress as to give a number of private exhibitions. We have not heard of a commercial exploitation of this means of amusement in this country, but it is the next development to be looked for in what has grown within a few years into a gigantic business.

The moving picture theatres now form an important feature of urban and rural life, says the Sun. Scarcely a village is without its show. The regulation of the performances from a moral standpoint has enlisted the efforts of numerous agencies, official and volunteer. A long step in the improvement of conditions has been taken by the arrangement of appliances which allow the room in which the pictures are shown to be kept light throughout the displays.

To the extent of results depicted by means of film and lantern there can be slight if any objection. The largest manufacturers submit their products to an unofficial board of censors, whose approval is received before public exhibitions are made. Love and adventure, comical incidents that appeal particularly to the common taste, are the staple goods. But the pictures are used to advantage for educational purposes, for the implanting of patriotic thoughts and to show current incidents of passing or historical interest.

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OF THE LIFE TO TALKING MACHINE.

That he owes his life to the song of a talking machine is the opinion of Herbert Baker, a leading attorney of Greeley, Colo., and son of E. G. Baker, a pioneer, who last week was given up for dead and who to-day is at work and well on the way to permanent recovery.

One afternoon last week Baker was lying in bed too weak to move or even to care what became of him, when through the open window floated the music of a talking machine and the song "Oh, Think of the Home Over There." This aroused him and he burst out laughing, saying:

"Not much. I'm going to think of the home over here." With that he jumped from his bed, dressed, and there was an immediate change for the better in his condition.

Another argument for the mental curists

ORIGINALLITY.

People are always talking about originality, but what do they mean? As soon as we are born the world begins to work upon us, and this goes on to the end. And after all, what can we call our own, except energy, strength and will? If I could give an account of all that I owe to great predecessors and contemporaries there would be but small balance in my favor.—Goethe.

Columbia Phonograph Co., Genl., Tribune Building, New York
**MUSIC IN THE SCHOOLS.**

Some Interesting Information Sent Out to Dealers by the Public Schools Educational Department of the Victor Co.—An Interesting List of Records That Can Be Utilized in the Schools, Where Victor Are Now Prominently Featured.

The Public School Educational Department recently inaugurated by the Victor Talking Machine Co., under the direction of Mrs. Frances E. Clark, who has had much successful experience in the use of the Victor in schools in the West, is already making rapid strides, and the prospects are that a surprisingly large number of schools will open in the fall fully equipped to look after the musical education of their scholars, with the Victor talking machine as a medium. The campaign has reached a point where the chief difficulty is the question of ways and means by which suitable contents can be obtained by schools is the proper selection of music to meet the needs of the different educational institutions, for the scheme has already proven successful and the majority of educators are willing to acknowledge the fact.

In a recent letter sent out by the Public Schools Educational Department of the Victor Co., the question of obtaining a machine and suitable apparatus of records is answered as follows:

"In some cities and towns it will be thought best to ask the school board or committee to appropriate money to equip each school with a Victor, just the same as with maps, globes, etc. In many cases this will not be practicable, and the expense is so very small compared to the return in use of records, that each school neighborhood can easily raise money to buy one and at the same time by doing so very small compared to the return in use of records, that each school neighborhood can easily raise money to buy one and at the same time by doing so will be much easier to raise the money at once, and pay for the instrument and at the same time by doing so will be much easier to raise the money at once, and pay for the instrument and good standing and of the different educational institutions, for the scheme has already proven successful and the majority of educators are willing to acknowledge the fact.

The problem of proper music is actually solved by the Victor Co. in their carefully prepared lists of records especially suitable for instructional purposes and which include the best known and most distinctive folk and national songs of Ireland, early England, later England, Germany, Italy, Spain, France, Austria and Russia, together with the record numbers, names of composers and recording artists. Another list contains songs for special occasions, such as songs of springtime, songs of the sea, songs of summer, songs of fashions, songs of the Christmas season, songs of warfare, songs of church and praise services, songs of Easter and the well-loved songs of our grandmother's day.

The last and best of the lists issued up to the present is entitled "Some of the things we can teach in the schools with the Victor," and is devoted to examples of the various forms of vocal and instrumental music. The contents of the list are well worth reproducing and are as follows:

| List Price, $5.00 |

- **SONORA AUTOMATIC STOP**
  
  (Patents Applied for Throughout the World.)

The Only Positive Automatic Stop in Existence. Adjustable to All Makes of Disc Machines.

This attachment may be set to stop the mechanism the instant a tune is finished—a positive necessity after its advantage is once realized.

Among other things, it will count the grooves on the record for you which is essential. Anyone can adjust it—within a few minutes—and it may be attached to ANY disc talking machine.

No Talking Machine of value is complete without an automatic stop, and it will not be long before we get the Trade and the Public to realize this fact.

Orders are already coming in from all parts of the country, and our present capacity for manufacturing this article will soon be taxed to the limit. Dealers should not hesitate in placing their orders without delay, so as to secure prompt deliveries.
The Columbia sales-policy is a policy of progress and co-operation, not one of repression and restriction. Columbia product fits in with the policy, too.

Columbia Phonograph Co., Gen'l., Tribune Building, New York
The Columbia policy of Exclusive Selling Rights has succeeded, and is spreading, because it is safe, sane and reasonable, and there's money in it. It gives the Columbia dealer a good market, good product, good profit and protection.

CONDON AUTOSTOP CO. ORGANIZED.
Incorporated for the Purpose of Making the Above Device—Something of Those Interested—Claimed to Be Positive in Results.

The Condon Autostop Co. have been incorporated at Albany to engage in the manufacture of a device to automatically stop the record and motor of all disc talking machines. The company acquires its name from a device which has been patented by E. T. Condon, Jr.

The officers of the company are John F. Talmage, president; William A. Condon, secretary and treasurer, who are directors of the company with Mr. Mills and E. T. Condon, Jr. The company is located at 25 Broad street, New York City. Mr. Talmage is on the directorate of one of the Hill railroads, and has been a director of the D., L. & W., is identified with mining interests, and is also a director of the Colima Lumber Co., of Colima, Mexico.

The Condon Autostop device is well styled by the company "a synonym for simplicity," and "its effectiveness has been well demonstrated." It only consists of a small, thin plate permanently attached to the reproducer of the talking machine, and a disc plate which is put on the machine over the record disc. The reproducer plate has a thin knife-like edge which engages a small spring on the disc plate at the conclusion of the piece, thus instantly, effectively and automatically stopping the playing of the piece and the rotation of the record. The device is well made, and its durability is unquestionable. The inconvenience experienced by the necessity of stopping the playing of the machine by the present method is known to all, and the advantage of the Condon Autostop will be heralded with delight by all users of the talking machine. The inquiries and orders received by the company have been far in excess of the optimistic hopes of the officers of the company.

J. O. PRESCOTT IN EUROPE.

June 18 last J. O. Prescott, who returned from Japan in 1871, left for Paris via "La Savoie," of the French line. He expected to look the "trade over a little on the other side before returning, and attend the coronation of King George V. in London.
A GREAT EDUCATIONAL FACTOR

Is the Miniature Victor Theater Recently Exhibited at John Wanamaker's in Conjunction with Great Victor Victrola Display—Seen in Many Cities During the Past Twelve Months Under the Able Management of Ernest John—Its Purpose and Accomplishments Worthy of Record and High Praise—Interesting Chat with Ernest John.

No one factor in the great campaign of publicity which has been conducted by the Victor Talking Machine Co. for years past has excited more admiration and comment from the general public than the miniature Victor Theater which has been exhibited in eight or ten cities during the past twelve months by Ernest John, as an aid in illustrating his lectures and other educational work in behalf of the Victor Victrola.

In connection with the great special display of Victor Victrolas at Wanamaker's New York store from June 14 to 28, when over two hundred of these instruments were shown in the main auditorium just adjoining the talking machine department, the Victor Miniature Theater formed a timely and interesting feature of this great event.

Under the direction of Mr. John concerts were given at stated intervals throughout the day; the effect of many of the records was heightened by the excellent work of the organist in charge of the auditorium pipe organ. Large audiences were in attendance at all the various recitals, and they were given a realistic idea of the various operatic numbers when sung by distinguished artists. For instance, Caruso's wonderful record "Vesti La Giubba," from "Pagliacci," did not only convey to the ears of the audience the actual voice of the great artist, but they could see his presence on the stage just as he appears in that same song at the Metropolitan, with all the beauty of stage settings.

The lighting effects were in keeping with each requirement, and the illusion, whereby a complete stage setting appears to evolve from a Victrola, was so perfect that both eye and ear were satisfied. Thus those who attended not only got a new conception of the value of the Victor Victrola but were enabled to appreciate operatic impressions without the presence of the great artists.

In the opinion of the writer this work of Victor exploitation which is being carried on by Mr. John by means of this miniature Victor theater ranks unquestionably as among the most advanced and progressive forms of publicity in any industry.

Just think what has been accomplished and can be accomplished in cities where opera is seldom or never sung, where everything is more intimate and never sung, where everything is more intimate and can be accomplished in cities where opera is seldom or never sung, where everything is more intimate and people are more inclined to be receptive than in cities like New York.

In an informal chat with Mr. John about his experiences he said: "The Victor Miniature Theater has proven an immense success in whatever city or town it has been introduced. The plan is to send out invitations in advance of its appearance to the better class of people in the city, and give a series of programs made up of ten selections including numbers that appeal to all tastes. These programs as introduced in conjunction with the scenic effects have given the greatest pleasure and excited the admiration, not only of the audience, but of musicians and musical critics."
The only thing that has so far barred you from your legitimate profits in such demand-filling trade leaders as the Columbia Grafonola "Favorite," for instance, and the Columbia records by Nordica, Fremstad, Nielsen, Garden, Bispham and the rest, has been the manufacturer's inability to meet that sort of competition. It can't last, but meantime you are losing the money.

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

A GREAT EDUCATIONAL FACTOR.

Ellis Hansen.

(Continued from page 55.)

A GREAT EDUCATIONAL FACTOR.

(Continued from page 55.)

The Victor Miniature Theater is the invention of Ellis Hansen, the manager of the window display department of the Victor Co. It was a slow development, and first occurred to Mr. Hansen on his trip to Paris in 1907. At that time he secured many pictures of grand opera and also desired data covering lighting effects and stage illusions which he first introduced the miniature theater to the public in Sherman, Clay Sr Co.'s establishment in San Francisco four times and first exhibited the completed theater during the convention of Talking Machine Jobbers at Atlantic City last year. Shortly after Ernest John, realizing the possibilities, took it on the road to aid him in illustrating his lectures, and he has been scoring success after success with this device ever since.

In the picture of the great Wanamaker Victor Victrola display on page 55 the Miniature Theater may be seen in front of the regular stage of the auditorium. No means, however, can convey an idea of the illusion whereby the Victor Victrola first stands out prominently on the "drop" curtain, until it "dissolves" into the various operatic scenes as they are produced.

The display at Wanamaker's in New York, and which was later shown at Wanamaker's in Philadelphia, called forth the highest praise from not only Louis Jay Gerson, manager of the talking machine department, but the members of the Wanamaker Institution, who appreciated how difficult it is to arrest the attention of New Yorkers at any time in musical matters, particularly where so many free musical events occur weekly.

That the concerts under Mr. John's supervision at Wanamaker's did attract and interest is indeed a tribute to his ability and to the very novel and effective medium which he adopted to bring about these satisfactory results.

A PERSISTENT SALESMAN.

The Method of the Book Agent Which Should Be Studied, but Not Emulated.

While there are things in this incident not to be commended, yet the point as to shrewd, industrious persistence is one that cannot be overlooked:

On the way to the railroad station one morning a man in Cohoes was hailed by a book agent, and being a great reader he bought a book for $6.

"It will be something to read on the train," he thought, as he gave his name and accepted a receipt.

It was a dull book, however, and the Cohoes man left it at his office; but on his return home that evening there was another copy on the library table, and his wife explained that the agent had left it, and had collected $5, saying that such were her husband's orders.

The Cohoes man was wild with rage. "If I had that agent here," he growled, "I'd kill him, the dustardly hound!"

"Why, there he goes now," cried his wife. "Look—lurrying down the street toward the station!"

The Cohoes man rushed upstairs for his coat and shoes; but while he was dressing, a neighbor came along in a motor-car. He halted the neighbor from the window:

"Hurry down to the station and hold up that chap for me!" he cried. "That chap with the books!"

"Sure," said the obliging neighbor; and he put on full speed and soon reached the agent.

"What man up there on the hill wants you," he said.

"Oh, yes," said the agent, as the train steamed in. "That's Mr. Smith. He wants one of my books. Do you mind taking it for him? It's $5, please."

Then the train steamed off, with the agent on it, and the motorist sped back to Smith again.

"Here's your book," he shouted, holding it aloft, and "you owe me $5!"

ESCHEW PROGRAM ADS.

Better to Make Cash Contribution, if Desired. Than to Have Name in Such Publications.

Certainly it is good policy to "stand in" with churches, "social life" and all good movements, but a most foolish and extravagant way to show your good feeling is by advertising in the sporadic publications, called "programs" or "souvenirs," with which these movements frequently manage to corrall the coin. Of all forms of advertising this is the least advisable. Usually the number of copies printed are so few that what cost is figured on the basis of issue it will be found out of all proportion with that of a newspaper ad, and if you measure the effect by yourself you'll note how fleeting, if any, is the impression created.

Give, if you will, and, if you can, give freely; but keep your name out of all such publications, for as sure as you appear in one you are marked by every other fraternity or association that may adopt this means of swelling their funds. Then, as the Dry Goods Economist says, if you refuse to one what you have granted to another, the insidious distinction marks you as an enemy to a cause which promptly becomes resentful and by word of mouth creates more harmful publicity than all the programs can ever counteract.

Appearing in none, you can retain an impartial attitude to all and firmly give the why and wherefore for your position. There are plenty of good ways of showing liberality.

Velvet Tone Needle Balance

FOR Victrolas and Victoris Preserves Records Like New!

Patented June 8, 1910

It really attached to the Taper Arm of any Victor Talking Machine. It holds sharp needles from cutting the records and also prevents scratching. Retail price, 50c. (other Gold or Nickel. Money refunded if not satisfactory after one week's trial.)

Coming on application. Discounts to the trade.

A. D. Macanley, 417 Walnut Street, Columbia, Pa.
ATLANTA PUBLIC SCHOOLS
Have Adopted Victor Talking Machines with
Success.
(Special to The Talking Machine World.)
Atlanta, Ga., July 9, 1911.
Victor talking machines have been recently es-
blished with splendid results in Atlanta public
schools, and the new departure marks the begin-
ing of an important epoch in the progress of edu-
cation in the South.
Atlanta, as usual, is taking the lead in a move-
ment which is destined in the near future to mean
more in advancing the cultural side of public school
education, both in cities and smaller towns, than
recently purchased from the Phillips & Crew Co.
In this school, and in the eight or ten others
where talking machines have already been installed,
the children march in and out of the class-rooms,
conduct all their wand-drills and calisthenic exer-
cises, no longer to the old tunes banged out on a
piano, but to the stirring strains of splendid mili-
tary marches played by Sousa's band, by the Marine
Band, and others of the most celebrated organiza-
tions in the world, giving the youngsters the mag-
nificent martial rhythm which makes marching a
veritable joy, and at the same time inculcating in
their minds a love of good music for music's sake.
This, however, is only one phase of the talking
machine's usefulness in the schools. People in
America are coming more and more to realize that
music is a real force in human life, and that for
good music to be spontaneously appreciated the
love of it must be inculcated in childhood. A child
should know the music of the world as it knows
its history, its civilization, its kingdoms and gov-
ernments, its sciences and its literature. The Vic-
tor machine has made it possible for children in
the public schools to have this opportunity.
Good music, real music, has thus been made a part
of the course in these Atlanta schools, and with such
splendid success that educational leaders predict
the system will eventually be adopted by every com-
unity, large and small, in the entire land. In
fact, it is already being widely adopted in the most
progressive localities.
In addition to its regular records, embracing
practically all the music in the world worth while,
the Victor people have a special educational cata-
log, a sort of musical "school library," from which
records of folk-songs, familiar airs, patriotic songs,
records suitable for kindergarten and primary
grades, may be obtained in infinite variety.
The company is establishing, in fact, a regular educa-
tional department, which will not only furnish the
ideal records for music in the schools, but short
and interesting stories of the composers and of
their works.
The talking machines used in the Atlanta schools
have been bought through the Phillips & Crew Co.,
Victor distributors, who are taking an active in-
terest in the movement.

The committee of the Automobile Club of Paris,
France, elected Thomas A. Edison an honorary
member by acclamation at a meeting held July 5.

New Idea Cabinets
FOR
Victrolas IX, X and XI

WE have been forced to triple our capac-
ity in order to meet the big demand
for our line of Victrola cabinets to match.
They have anything else of the kind beaten
a hundred miles, in both attractiveness and
salability. The retailer can sell one with
every IX, X or XI without any trouble at all.

We make them in Birch, Mahogany
Finish, Solid Mahogany five-ply veneer, or
any style finish oak.

Our patent sliding files can only be drawn
out far enough to admit taking out and
replacing records. They are faced and
finished to match cabinet.

Write for Catalog and Discounts.

LAWRENCE McGREAL
MILWAUKEE, WIS.

(Special to The Talking Machine World.)

Chicago, July 10, 1911.

Although June, according to the majority of the jobbers and largest retailers, was the first month this year that failed to show a material increase in business and business with the comparing month last year, the showing is considered a good one. In the first place, June of 1910 was an exceptionally good month, and weather conditions were far from the same. Moreover, the extreme heat and general business conditions were deterrent factors. That the month made an even break and in some instances a slight increase over last year is cited as showing the vitality of the talking machine trade. Another good feature is found in improved collections.

This section of the country has experienced so far in July the hottest weather known for years, and the depressing effect on all lines of trade is in evidence. Nevertheless, it was interesting to note that the talking machine lines were sold retail by one of the local houses one morning this week. Of course, too much significance must not be placed upon this, as the sales constituted an oasis in the prevailing but perfectly natural trade dulness.

Distinguished Visitors.

There have been quite a number of well-known members of the trade in Chicago the past month, the majority of them, however, passing through on vacation trips. To-day and to-morrow jobbers and factory representatives will be arriving by every train during the last days of the month. The latter part of next week Chicago will no doubt resemble a convention town, as many of the conventioneers will take the opportunity of spending several days in the Western metropolis.

Mrs. Frances E. Clark, who has charge of the Victor Co.’s educational department, which has for its aim the education of the use of machine and records in the public schools, was in the city last week on her way to the Pacific Coast, where she will attend a number of teachers’ and music supervisors’ conventions and make addresses in the interest of the work in which she is engaged.

Viccot H. Emerson, manager of the recording department of the Columbia Co., was a recent visitor at the Columbia Co.’s Chicago office. He was on his return from a vacation spent in California. O. A. Lovejoy, manager of the talking machine department of the Southern California Music Co., Edison Jobbers and Victor dealers, Los Angeles, Calif., is here on a business trip. Recently in his way to Los Angeles he stopped to visit the factories. He will attend the conven- tion on his return.

"Ted," Geisler, the athletic young son of Ed- ward Geisler, vice-president of the Geo. W. Birckelwelt Co., of Los Angeles, came to Chicago recently with the glee and mandolin clubs of Leland Stan- ford, president of the Geo. W. Birckelwelt and the Santa Fe Railroad Co, who paid all their ex- penses. The clubs gave no less than sixteen concerts on the way at the company’s various eating houses. While in Chicago, Mr. Geisler made calls here visiting his cousin, Arthur D. Geisler, who was a member of both clubs when he attended Stanford, and George A. Keith, who was the leader of the mandolin club for two years. "Ted," with several of his brother colleagues, left for the West to "see the sights of the West," according to the boyish fashion.

Santo Goldsmith, of the Victor Co., recently returned from an extended business trip covering Montana, Colorado and Utah. He has been taking a rest at Commerce Hall, and is a member of the convention. Geo. D. Ormsby, manager of traveling salesmen for the Victor Co., and J. L. Gately, district manager for New York and New England, has been spending several days among the trade on their way to Milwaukee.

M. Dorian, auditor for the Columbia Co., was in Chicago recently on his return from a trip among the company’s branches which took him to the Coast.

Vigorous Hot Weather Campaign.

"There is no question but that the summer dullness in the talking machine business is largely due to the matter of the mental attitude of the trade," remarked Roy J. Keith, sales manager of the Talk- ing Machine Co. "It has been proven again and again that the dealers cannot lay down the heated term, but keeps plugging away vigorously, using his brains to devise new plans, can do a good business in what is otherwise the deadest season of the year. We are following these lines this year. We have increased our sales force, are sending out more trade literature and have increased our expenses all along the line instead of cutting them, and are very well sat- isfied with the results. Every one of our salesmen carries with him data of no less than twenty-five original plans for stimulating business, and dealers who take advantage of them are reaping fine results."

Information for Prospective Dealers.

L. C. Warnecke, manager of the talking machine department of Lyon & Healy, is the author of a very valuable little booklet on "How to Become a Talking Machine Dealer," which has been printed in most attractive form by the house, and is being used with excellent effect in the wholesale sales campaign. The booklet gives just exactly the in- formation that the dealer, who is considering put- ting in talking machines, needs, and gives it in the most succinct and lucid form. The stability given to the talking machine trade by the maintenance, in con- trast to other lines, of the rigid one-price system is dwelt on by the house. The contracts of both the Edison and Victor com- panies are summarized and described and requir- es for qualifying with both companies are given. Several interesting and valuable little booklets are also presented. A chapter is also given to the manner in which Lyon & Healy cooperate with their dealers in the matter of turning over to their dealers inquiries received through their extensive advertise- ment and the work done by their traveling salesmen in helping the dealers conduct their sales. A num- ber of letters from dealers selling sales made through the aid of Lyon & Healy bring the book to a close.

New Retail Stores.

"The musical tone music firm, sellers of ‘food for the ears,’ is the novel manner in which the R. H. Golding Co. characterize themselves. The company has one of the finest talking machine stores at 1013 montrose boulevard, handling Colum- bia goods exclusively. The front part of the store is fitted up in a thoroughly artist’s manner as a reception room and is suggestive of the best business establishment is given. A library ‘able Grafonola occupies the center of the room, which is fitted up by one of the largest of our house wares. Mr. Golding, who has been an expert salesman in other lines, is only a recent acquisi- tion to the talking machine trade. Judging by the evidence of brains suggestions he has given, he should prove a distinguished success."

Pappas & Gramas have opened a new piano, art goods and talking machine store at 739 Milwaukee ave- nue just west of the Northwestern Elevated Rail- way. They have a handsome establishment, and are conducting a vigorous campaign on Victor goods.

The Reichert Piano Co., of 732 Milwaukee ave- nue, have leased the larger corner store adjoining the present location, and will greatly enlarge their talking machine department, setting up several new booths. They handle both Columbia and Victor lines.

L. U. Fischer has opened a Victor talking ma- chine and musical department in Gilmore’s de- partment store at Kalamazoo, Mich.

Millman’s department store, State and Wash- ington streets, have installed a talking machine department and are starting several new booths.

John E. Moyer, of Dixon, Ill., has sold out his furniture business and will devote himself entirely to his talking machine business. He handles larger Edison and Victor stock than heretofore.

J. Bart Johnson, Jacksonville, Ill., moved into a fine modern building with six handsome booths devoted to the demonstration of Victor and Edison ma- chines.

Columbia Items.

W. C. Fulvi, district manager of the Columbia Phonograph Co., is highly gratified with the busi- ness transacted in the extensive territory under his direction for the first six months of this year. Nevertheless, it was interesting to note that the sales force is increasing and general business conditions were better than those of last year. He has just received a letter from General Manager George W. Lyle expressing his satis- faction with the volume of the company’s June sales.

Mr. Fulvi was in New York the middle of last month, and while there met Col. F. B. T. Hollen- day, the big Columbia jobber of Little Rock, Ark., who was on his way to Europe for the summer. The Columbia branch in New Orleans will move into a new store on Canal street this month. It is a fine modern building with a commodious business, something rare in the Crescent City.

E. C. Poore, formerly assistant to Manager McMurtry, of the Columbia branch at Kansas City, has succeeded J. L. Burr as manager of the Omaha office.

Manager C. F. Baer reports rather an unusual condition and that the Chicago office in June showed a slight increase over June of last year. The various types of Grafonolas are still hampered by the stability of the factory to keep pace with the demand. Collections made an important increase last month.

The company have offered $25 to the branch house selling the most "Mignons" during July. Mr. Baer has offered to turn the prize if gained over to the retail sales force, and everybody is hustling for the box and the money.

Good Summer Window.

Lyon & Healy have installed their annual sum- mer talking machine window display. It takes up the entire space from the Wabash avenue entrance to the corner, and depicts a camping scene with the campers enjoying the straws from a Vic trola. The main object of the display is to show the adaptability of the $10 and $15 Victrolas for va- cation use because of their portability.

The extensive territory is the retail record department on the fifth floor are practically com- pleted. The color scheme has been changed from green, brown, and gold to red, brown, and grey. The windows’ openings into the record sales room have been replaced by doors, thus permit- ting the attendants to enter the room and, therefore, enabling the customers to test the entire stock of born machines for demonstration purposes.

L. V. B. Ridgeway, who travels Illinois for the L. H. talking machine department, is spending a month’s vacation on the Pacific Coast. Before (Continued on page 60.)
This year we can afford to add a little color to it.

At the same time we celebrate the independence of our country we want to bring you to a full understanding of the independence of The Talking Machine Company.

It was six years ago this month that we cut out the retail end of our business. It took nerve—lots of it—but it was a wise move.

We Now Have the
Largest Exclusive Wholesale Victor Business in the World

Mr. Dealer: We can help you sell Victor goods at retail. We've got the largest stock in the country. Everything in it is at your disposal. Furthermore, we've got a method of reaching that retail prospect of yours direct. You'll be interested in our plans. Write us.

The Talking Machine Company
137 N. Wabash Ave., Chicago, Ill.
FROM OUR CHICAGO HEADQUARTERS.

(Continued from page 58.)

he returns he will visit his brother as manager of the Portland store of Sherman, Clay & Co.

Annual Wurlitzer Picnic.

The Chicago branch of the Rudolph Wurlitzer Co. will be closed all day on Saturday, July 15, the occasion being the annual Wurlitzer picnic, to be held this year at Fox River Park, near Aurora. Assistant Manager Fred A. Siemon is chairman of the committee on arrangements, and his associates are Elleen Cameron, retail talking machine manager; T. P. Clausen, John E. Kerteschnab and C. E. Ehleholse. The Wurlitzer Brass Band will furnish the music. The usual athletic events and ball game will take place.

Geissler to the Coast.

Arthur D. Geissler, general manager of the Talking Machine Co., will leave on July 14, with his wife and family, for the Coast. At first locating Mrs. Geissler and the boys at Ross Valley, Marin County, for the summer, Mr. Geissler will, as usual, visit his friends and customers among the

Salter Mfg. Co.
337-343 North Oakley Avenue
CHICAGO

Makers of
Salter's Patent Felt Lined Shelf Cabinets

For other styles, write us for our New Catalogue

If your jobber don't handle our line we can supply you.

THE TALKING MACHINE WORLD.

A. Siemon

Carries Big Edison Stock.

James I. Lyons carries a more extensive stock of Edison records than ever before at his new location at 30 West Lake street. Not only does he carry a full assortment of both regular-standard and Amberol records, but makes a specialty of the firm list. Mr. Lyons' jollying business is steadily growing.

New Tiz-it Model.

Kreiling & Co., manufacturers of the Tiz-it horn connection for cylinder machines, are working on a new model of their device, which will be ready within a few weeks, and which the firm feels certain will be received with favor by the trade.

Salter Progress.

With the increased capacity available this year the Salter Manufacturing Co. have been enabled to accumulate a good stock of all styles of Salter disc and record cabinets, and are therefore prepared to make quick shipments. The company will issue a new edition of their catalog in the near future.

NEW CLUBB SONG ILLUSTRATOR.

Invented by a Pacific Coast Talking Machine Man, is a Clever Contrivance— Can Be Used in the Wareroom or the Home.

Chicago, Ill., July 8, 1911.

Harry H. Clubb, a well-known Pacific Coast talking machine man, for several years past manager of the Wiley H. Allen Co. at Los Angeles, has been in Chicago for several days exhibiting the new clubb song illustrator to the local trade. It is an attachment for all makes of talking machines, and by means of a powerful lantern attached to the rear of the machine throws views illustrating the records onto a screen hung from the rim of the horn and making the pictures appear practically in the mouth of the horn. The slides or films are on a disc the same size as the talking machine record, and this disc is automatically revolved by the power of the machine, showing the pictures, one at a time, as the record progresses. The machine is especially adapted for the use of dealers in advertising talking machines and records in the windows as well as for recital work. The attachment does not obscure the tone of the machine and will be adapted for universal home use, as either electricity or kerosene can be used in the lantern. The device is controlled by the Picture Disc Co., of Los Angeles, of which E. H. McPherson is president; H. H. Cholls, vice-president and general sales manager; R. A. Whitehead, secretary and treasurer.

The company have their own factory already in operation and will be ready to deliver machines in time for the holiday trade. They will start out with a catalog of twenty films and will bring out films each month for the new monthly records, and deliverable at the same time as the latter.

Mr. Clubb received much encouragement from the local trade and from here went to Milwaukee.

TALKING MACHINE EXPORTS.

The Figures for May Presented—Reports Show Strong Gain in All Departments of Industry.

(Continued from page 58.)

Washington, D. C., July 5, 1911.

At the big Indianapolis auto race last month the commerce of the United States for the month of May (the latest period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following interesting figures relating to talking machines and supplies are set forth:

The total exports of talking machines, records and supplies for May, 1911, amounted to $346,603, as compared with $188,831 for the same month of the previous year. The eleven months' exportation of talking machines, records and supplies amounted to $3,762,092.

DICTAPHONES AT AUTO RACE.

At the big Indianapolis auto race last month two Dictaphones were in constant use every minute, operated by a staff of experts. They were right on the job at the judges' stand every minute of the race. While one man dictated to one machine, the other was in course of preparation for him, so that there would be no delay. The whole scheme worked splendidly, and it is safe to say that hereafter at all the big auto races the Dictaphone will be utilized to good advantage.
SOMETHING NEW!

The L. & H. Table

FOR

Victor-Victrola Styles IX—X—XI

DESCRIPTION

The L. & H. Table is especially designated to match the Victrolas 9, 10 and 11. Fitted with two mouldings, one for the Victrola No. 10, and one for the Victrola No. 11. No moulding is necessary for the Victrola No. 9.

One of the L. & H. record albums is included with each table. Additional albums may be purchased as needed. Top of table 20x24 inches. Height 32 inches.

Price, Retail ---- $10.00
    " to Dealers ---- 7.00

Order of your Distributor

Ornamental--Sanitary--Inexpensive

Five salient points about the

Lyon & Healy Disc Record Album

The most practical and convenient album on the market

1. Opens from the end, thus overcoming the necessity of taking the entire album from the cabinet to obtain the records desired.
2. Patent stop keeps the records always in place.
3. Keeps records free from harm and dirt.
4. Made to fit in Victrola style 16 and 14 as well as regular record cabinets.
5. Price is reasonable. Retail 10 or 12-inch size $1.50 with regular Victrola discounts to both distributors and dealers.

Wabash Ave. and Adams St.
CHICAGO

America's Foremost Distributors of Victor Talking Machines and Edison Phonographs
"Exclusive", in the Columbia word-book, means the exclusion of competition in Columbia products in exclusive territory. Dealers in other lines compete with each other in the same territory.

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

THE ADVERTISING VALUE OF A SMILE.

An Optimistic Tale Showing How a Fortune May Emanate from a Little Cheerfulness—A Lesson for the Talker Man.

Mr. Dealer, are you an optimist? Do you indulge in a sunny smile when the clouds are blackest? Does your faith in your fellow-men that the door of your heart in the face of pessimism with a bang? If so, then this article is not for you. For those who are not members of The Order of the Sunny Smile I have penned the following:

Once read a statement somewhere. I forget whether upon printed page or the glaring surface of an electric sign, that a smile has more real advertising value than reams of manuscript, and I believe it to be true.

Mingle with the throng upon a city street, and smile. The fellow next to you will imitate your performance every time; then Presto! You've advertised yourself as the man with the contagious smile and "let's a jolly good fellow." He can snatch trade from under the other gentleman's nose; he's always popular, and, of course, that means business. You never knew a popular individual who was not something of a business man, did you, now? I'll take a chance that you didn't.

The talking machine profession—I use the word in spite of the objections of Webster's Dictionary—is a good camping ground for smiles. There is so much about its every phase that should breed optimism, the smile's twin, and when these brothers sit together upon your premises, Mr. Talker Man, you'll make good. Just try it and see.

Did you ever try smiling instead of swearing when you had lost a customer or your goods from the factory were overdue? When Mr. Grouch comes to you for the thirteenth time with the same complaint, and makes the whole store ring with his grumblings, don't call your strong man from the parking room and have him thrown out into the cold world, but lead him gently into your private sanctum, and have him trial the waters of the soft, friendly music. The fellow next to you will imitate your smile, and, further than this, make the world smile on your side.

If you would succeed with the success that brings ease, confidence and satisfaction, you must smile, and, further than this, make the world smile with you. Assist your clerks in acquiring the habit of making life a little brighter with his store of good music—phonographic music.

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If you would succeed with the success that brings ease, confidence and satisfaction, you must smile, and, further than this, make the world smile with you. Assist your clerks in acquiring the habit of making life a little brighter with his store of good music—phonographic music.
Don't be caught napping

Keep your eye on your stock and don't let any customer catch you napping.

Try to anticipate the wants of your customers, and when you don't catch you ought to be at any rate to tell them just when you will have what they want.

You can do that if you have the right kind of a jobber. He must be prompt or you can't be.

Our service is always right and particularly valuable when you get in a pinch. That's the time when you are sure to appreciate our promptness—the fact that we ship all goods the same day the orders are received.

Try us on any thing you want in Victor, Victor-Victrolas, Victor Records, record cabinets, fiber cases, horns, repair parts and other accessories.

Write today for our latest catalog and see what a complete line of goods we handle. We'll also send you a copy of our booklet, "The Cabinet That Slanctes".

Successor to Victor Distributing and Export Co.
83 Chambers Street
New York
There Is But One Solid Wood Veneer Horn

You may as well have it. Always during our business experience our aim has been QUALITY, and our products are recognized as the BEST.

If you want the BEST and get your pleasure doubled, get the

Music Master Wood Horn

and show them to your customers. They look good, sound good, and are good, a perfect musical amplifier. The reproductions are rendered clear, full and rich, due to the resonance of the MUSIC MASTER WOOD HORN.

Besides, this is the only wood HORN which carries a GUARANTEE.

Should your Jobber be unable to supply you, write us and we will send you a sample line of the MUSIC MASTER HORN.

SHEIP & VANDEGRIFT, Inc.
PHILADELPHIA, PA.

AROUND THE CINCINNATI TRADE.

New Use for Dictaphone—Trade in Victrolas

Trade in Victrolas is Exceedingly Active—Columbia Co. Double Retail and Installment Business for June—Aeolian Co. Will Soon Be in New Quarters—Excellent Demand for Edison at Arnold's Store—Other Trade Brieflets.

(Special to The Talking Machine World.)

Cincinnati, O., July 3, 1911.

A new use for the Dictaphone has been found by C. J. McNeill, who has charge of that department of the Columbia Phonograph Co., this city. One of the records made in Cincinnati last week will convey to The Hague, in Holland, a message from President Smmocke Ogata, of the Methodist College, Toio, Japan, to his former schoolmate, Aimara Sato, who is Japan's minister to that peace tribunal.

Ogata Sato, Senator Beveridge and former Congressman Watson, of Indiana, and Mr. McNeill all attended school at DePauw College, Greencastle, Ind., at the same time. They parted and last week was the first time McNeill and Ogata met since 1895. The latter remembered that he had not seen Sato since then, and McNeill assured him there was no reason why he should not send a personal greeting to the diplomat which would reproduce his voice. Ogata said he had never heard of this being possible, although he said phonographs were in general use in Japan. The machine was ready and the letter dictated. The record also contains a message from McNeill, the latter being in the English language.

Contrary to the expectations of the talking machine dealers, the trade on Victrolas has been exceedingly active, especially for the summer season. The number of instruments sold to campers and people going to their summer homes was certainly surprising.

Judging from the sale of the July records, the sale of these records will remain good throughout the summer months.

It is with much pleasurable anticipation that the employees of the Rudolph Wurlitzer Co. look forward to their annual outing, which is to take place July 15. Handsome grounds have been rented for the occasion and no pains or expense have been spared to make the day enjoyable and one to be remembered, as the previous picnics have been.

The advent of the Victrola nine has caused much enthusiasm, and a large number of orders have been booked ahead, both retail and wholesale, showing that this instrument will be a popular seller.

Manager R. J. Whelen, of the Columbia Phonograph Co., reports June business fine in both retail and installment departments. He stated with a broad smile on his face, "We have simply doubled our retail and installment business over June of 1910. We attribute this large increase to the highly improved new types of Grafonolas and our grand opera records by such artists as Nordica, Mary Garden, Olive Premstad, and others of equal fame. Mail order business is good, which proves that conditions are good, and that Columbia product is well known throughout the smaller towns and rural districts. The wholesale business is a little quiet, but many of our dealers are already placing orders for their fall line of goods and making plans for their fall campaign.

When asked regarding business the Aeolian Co. said, "We have had a very satisfactory month and report the close of one important competitive deal whereby we effected the sale of two Victrolas for a beautiful Steinway grand, making a very profitable deal, and in addition secured an order for $105 worth of records from the two new customers. The immediate disposal of the grand at a fine advance in price over the allowance made brought us a nice profit.

"In a few weeks we expect to move to our new store, where we will have the most beautifully appointed Victor department in the United States.

"There is no use in talking, fine record booths and demonstration rooms induce many of our customers to patronize us continually, and we look for a great increase with our additional facilities and every want of the patron looked after by us.

"Mostly city folks were buyers of machines at John Arnold's shop during the past month, business being good for June. There was little demand for records, most of the purchases being machines, particularly of the Edison type. During the dull moments Arnold has published "Oh, You Silly Rag," for instrumental as well as vocal, which is taking well in this city and Chicago.

J. C. Groene closed shop recently and is now trying to recover his wealth through the restaurant line, having bought a place on Fifth avenue. A meeting of the creditors of J. C. Groene Music Publishing Co. was held Friday and William L. Benham was appointed trustee. His bond was fixed at $300.

Lavender decorations are being used by the Lyric Talking Machine Shop in order to attract attention. The central part of the show window display is a Victrola and the floor lined with records. The talking machine business is slowly picking up at the Krolley Music Co.'s store on Race street. But little attention has been paid to it so far, although the indications point to this department being rejuvenated in the fall.

A new manager will shortly take charge of the talking department of the Milner Musical Co. to aid Mr. Stotler.

J. E. Poorman is well satisfied with the June showing, but is praying for the cold weather from a talking machine standpoint.

Although George Gross carries a line of talking machines at Main and Woodward streets there has been but little demand in that neighborhood for them, pianos having the preference.

Lee E. Gilbert, who is traveling for the Victor Co. through the northwestern part of Illinois, reports that while business conditions have been rather quiet for the past sixty days he has been getting a very liberal share of business in his line, and has no cause for complaints.
The increasing Columbia business you are missing ought to make you nervous. When it does, we hope you won't find somebody else's Exclusive Selling Rights shutting you out.

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

TRADE NOTES FROM ST. LOUIS.

Why E. J. Piper is Right—Some Pertinent Remarks on the General Situation—Vacations Now Under Way Throughout the City—Retail Trade Makes Excellent Showing—Summer Resorts Big Buyers of Machines.

E. K. Kroeger says the Talking Machine Is an Educator—The Views of a Juror—Other Interesting Items Worth of Interest.

(Special to The Talking Machine World.)

St. Louis, Mo., July 9, 1911.

E. J. Piper, who has assumed control as chief owner of the Bollman Bros. Piano Co., says that he has just learned enough of the talking machine business to know that it is a specialty and not a side issue. The Bollman Co. sells Victor talking machines and frequently makes liberal window displays for that part of their business, but gives it no space on their main floor warehourse, and has not really been accounted one of the talking machine houses. So when Mr. Piper became president, treasurer and general manager, the natural question to put to him was: "What of the talking machines?"

"I cannot tell you that," he replied. "I am a piano man and have been in the piano line in all of my business life. I have paid but little attention to talking machines as a business proposition until recently, and now I have just learned enough about it to know that it is a business in itself, a specialty and not a thing to be handled as a side line by a piano man—mind you, I did not say by a piano house. I must look into the business here and its possibilities for this house and then decide. My opinion is that it needs a specialist if the line is to be carried. But that is a question of the future."

The talking machine business in St. Louis would indicate that Mr. Piper had reached a wise conclusion. The Aeolian Co. handles Victor machines both at retail and wholesale under the direction of Manager Levy, and he is enthusiastic and always ready to talk of trade conditions. At the Thiebes Piano Co., Manager Robinson conducts his talking machine department entirely apart from the piano business and is an enthusiast and to outward appearances does more business in that line than any other piano house in the city. He also gets his stock in space in the warehourse, which is an indication that he is making the business pay the rent. Also the record business is used as a feeder for other lines of business. The F. G. Smith Piano Co. handle talking machines, but enthusiasm is apparently lacking among the excellent piano men there. Naturally at the two exclusive talking machine houses, the Columbia Phonograph Co. store and Mark Silverstone, who sells the Edison machines, there is enthusiasm and talk of business done and needs of the trade. The furniture store handle talking machines as side lines to their piano departments, and there again the enthusiasm is lacking. The Grand Leader department store is the only good store that handle talking machines, and it is made a special department there and the club system used freely. None of the local department stores handle pianos, but all of them and the ten-cent stores sell sheet music and keep demonstrators. The old complaint that persons liking to hear particular songs played amused themselves by coming to the stores for that purpose has about died out.

The additional talking machine business is done by the outlying stores. Some of these are furniture stores and some are music houses, and they have not been considered a serious factor in the trade until recently, when it became apparent to the local dealers that there were liberal price cuts. It seems now that they have been able to do considerable business by that means, and the method of conducting it has angered the agents. As a rule they have been sending customers to the downtown stores, where heavy stocks are carried, to inspect the line and make a selection.

Within the last few days there have been some developments which may clear the atmosphere in this line and which may bring relief by fall; at least it is hoped so. It seems that these cut-price dealers are receiving their supplies from a Chicago house which is quite ethical in its own territory, but which permits machines to be sent here on trial. The plan is for the local dealer to mail to the Chicago house the name of possible customers, and the Chicago house sends a machine to the local house for each of these for 30 days' trial. Nothing is said about the price in the correspondence, and if the local house wants the credit of the prospective customer all is well, and likely a sale is made; the local house cuts the price "because we do business at less expense than the downtown folks." Naturally such a plan has not been considered a serious factor in the machine.

The discovery of this plan has done much to relieve the local situation, as legitimate retailers were rather suspicious that local wholesalers were supplying the cut-rate houses. Now that the local jobbers have been cleared, it is believed that a united effort can be made and carry this entire question to headquarters and perhaps correct it.

Manager W. H. Alfeitig, of Aeolian Hall, left for New York the last of the month, and before starting on a pleasure trip through Canada will visit the Victor factory and take up some local questions with headquarters, especially the cut-price evil.

C. W. Kaufman, of the Columbia Phonograph Co., left June 17 for Chicago for a two weeks' vacation. F. D. Bondia, of the record department; A. F. Butterfield, salesman, and H. T. Boxley, manager of the collection department, for the same company, spent their vacations on the Current river and enjoyed two weeks of the best hunting and fishing for muskrat, returning to their work as brown as Indians.

T. M. Carter, the hustling music man of 226 Collinville avenue, East St. Louis, has completed extensive improvements in his store, and has further equipped himself for catering to the manifold musical wants of the thriving suburb by adding an extensive stock of Columbia disc machines and records. Carter has long been known as the "East Side Music Master," and he is reported to sell sheet music by the bale and to supply bands and orchestras for all occasions and to lead them himself on all special occasions. He also finds time to sell pianos.

Local retail trade conditions appear to be very satisfactory, more so than was anticipated for the summer. Considerable business has been obtained from persons going away for the summer, and some excellent record business has developed with those who visited the stores to order their machines packed for shipment to the summer homes. A reminder that the library might seem limited is that they like to do something to do but enjoy a concert each night has often brought a big order for lighter-vein records. One house reported packing more than 20 machines for shipments and the sale of several smaller priced machines to persons who have very expensive ones in their homes and who feared to take the better machines. The idea seems to be that the talking machine is a necessary part of the summer home equipment.

Manager Robinson, of the Thiebes Piano Co., says that trade was holding up very well indeed for the summer in both the wholesale and retail departments, and the record business was especially good. At the Columbia store everybody is in good spirits and busy, and Manager Walthall reports some exceptional trade, mentioning several sales of the new $150 Regent Junior. Record sales were good, with excellent demand for light music for porch concerts.

Mark Silverstone, of the Silverstone Talking Machine Co., spoke especially of the demand from summer resorts. He reports several sales to persons departing for their summer homes. These persons were chiefly, he said, persons who had music advantages in their homes and who could afford to hear any music that came along first-hand and who thought they did not need talking machines in their homes, but were buying to provide amusement for their summer homes. "When they get fully to appreciate the talking machines, we will likely get to tell them another," he said, "as it seems to be the intention to leave these first purchases in their summer homes."

Mark Silverstone and H. B. Levy, of the Aeolian Co., will be among those attending the fifth annual Talking Machine Jobbers' convention at Milwaukee. They are anticipating a pleasant and profitable time.

Manager E. B. Walthall, of the Columbia Phonograph Co., made a hurried trip to Kirkville, Mo., June 9. Three splendid windows marked the Fourth of July season. The Silverstone Talking Machine Co. had the Edison window of a "Mine of Stars." The Columbia Co. modeled a miniature battery with plenty of red, white and blue trimmings, horn machines representing the howitzers and a Long Tom were modeled of the various sized records, making a fair representation of long, black cannon. Cylinder records were piled about for ammunition.

The Bollman Bros. Piano Co. used the Victor set-piece of the Revolutionary battlefield and drummers.

(Continued on page 68.)
New York, July 4, 1911. To the dealers of the United States: If you have put in the last two years of hustling for business under the handicap of a sales-policy that is restrictive rather than protective, you may be ready to sign a Declaration of Business Independence. It closely resembles a Columbia contract. Shall we send you one?

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

More extensive preparations were made for the Fourth in Indianapolis this year than ever before, the chief event aside, of course from the visit of President Taft, being a grand historical pageant in which the schools and other organizations of the city took part. The Kipp-Link Co., which handle Edison machines, were fortunate in the fact that the historical pageant was scheduled to pass up Delaware street near their store on Massachusets avenue.

MEYERS TAKES CHARGE IN DETROIT.

(Special to The Talking Machine World.)

Kalamazoo, Mich., July 6, 1911.

E. J. Meyers, who has been in charge of the talking machine department of the Grinnell Brothers' store on East Main street, has been promoted to the talking machine department of the new Monroe street store in Detroit. Mr. Meyers came to this city a little over a year ago from Detroit. He returns to take charge of a department similar to the one in this city, only on a much larger scale.

While in Kalamazoo Mr. Meyers has made numerous friends. He has been the leader of Fischer's second orchestra and has brought that organization up to its present state of excellence.

John DeMay, an experienced talking machine man, will succeed Mr. Meyers.

Dissatisfied Customers.

It is an unvariable rule in our store that no customer shall be allowed to leave the store dissatisfied, if it is in our power to please or pacify him, or her, says a successful merchant.

Every customer must be given a square deal. "Money back if you want it," is the word. In case of an incomplete stock, or something not usually carried, we gladly offer to procure it.
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.)

WASHINGTON, D. C., July 8, 1911.


This invention relates to new and useful improvements in attachments to phonographs and graphophones, and especially in the provision of a means for connecting the reproducer to the horn, and utilized especially upon cylinder machines, and the object of the invention is to produce a simple and efficient connection between the reproducer and horn holder and so arranged that the connection may have a free movement corresponding to the movement of the reproducer.

The inventive idea may be embodied in a variety of mechanical structures, some of which, for the purpose of illustrating the invention, are shown in the accompanying drawings, in which—

Figure 1 is a perspective view showing the manner of attachment of the invention to a talking machine. Fig. 2 is a vertical sectional view through the horn supporter and connection between the same and the reproducer. Fig. 3 is a perspective view of the horn supporter, the flexible tube for connection between the reproducer and horn holder and so arranged that the connection may have a free movement corresponding to the movement of the reproducer.

The object of the invention is to produce a simple means for connecting the reproducer to the horn, and the sound box carriage and the return screw; Fig. 13 is a similar but fragmentary view showing the depending shoe during its return movement; Fig. 14 is a sectional elevation showing the shoe in a position corresponding to that shown in Fig. 14; Fig. 17 is a sectional elevation showing the shoe in elevation in a position corresponding to that shown in Fig. 15; and Fig. 18 is a section on the line 18—18, in Fig. 2, showing the construction of the nut which engages the sound box return screw.


In U. S. Letters Patent No. 948,137, which issued to Mr. Haywood on the 1st day of February, 1906, a sound record is shown and claimed in which the sound groove, independent of its sound producing undulations, advances irregularly throughout its length, and the present invention relates to a machine for producing such a record and for reproducing sound from a record of such character. Sound producing records are commonly made by simultaneously rotating the record blank and producing a relative feeling movement between the record blank and a record stylus. In the present machines the inventor provides, in addition to these two movements, a third movement, namely, a relative lateral movement between the rotating sound record and the stylus independent of the feeding movement referred to. It is, of course, apparent that in the broad aspect of the invention, the feeding may consist either of a lateral movement of the record blank while it is being simultaneously rotated, the stylus being meanwhile held stationary or so as to traverse the face of each record as the same is passing, as well as the sound groove, independent of its sound producing undulations.

Many features of this invention have a useful application to many different types of such machines, including single record machines, but the invention on the whole is particularly applicable, and is herein illustrated with reference, to one type of multiple record machine having a plurality of cylindrical records supported by inked carrying...
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