The world's greatest singers make records only for the Victor

The world’s greatest singers! The greatest tenors; the greatest sopranos; the greatest contraltos; the greatest baritones; the greatest bassos.

These famous artists—universally acknowledged the greatest, and commanding the highest salaries—make records only for the Victor because only the Victor brings out their voices as clear and true as life itself.
ZON=O=PHONE
Double Record Discs

10 inch—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 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.
CONFIDENCE IN ADVERTISING.

Confidence is the basic principle underlying our entire business structure. Take confidence out of our business and what have we left? Nothing but a dead business. Confidence is an essential in good advertising for the same reason that confidence is an essential in any other business, for advertising is a business—not a game. There may be instances in which advertising is a game, but with men who work at it—who study it, the word game hardly fits. With all of us advertising is a business, it is our business of living a livelihood and when the teacher asks my son what his father works at I would feel somewhat abashed if he should answer, "Oh, my pop does not work, he plays a word game." Would a man be a good farmer if he had no confidence that the seed he planted would grow? Would a man be a good sheep rancher and cultivate well? No, he would not.

It is the confidence he has that makes him a good farmer. He knows that if he does his part the crop will grow. If the engineer on the Twenty-first Century Limited lacked confidence you would not care to ride on his train. But he has confidence—confidence in himself, confidence in his engine, confidence in the steel, confidence in the roadbed and confidence in the dispatcher who keeps the track clear. Why can one man go to a banker and get the lion's share of a sum of money when another man with greater assets and less liabilities cannot. Confidence does it. The banker knows his man.

I step into your store, make a purchase and hand you a check in payment. If you do not know me you look me over carefully and—refuse the check. You prefer to keep the goods—you say I don't like the looks of that fellow—you lack confidence and when the teacher asks my son what his father works at I would feel somewhat abashed if he should answer, "Oh, my pop does not work, he plays a word game." Would a man be a good farmer if he had no confidence that the seed he planted would grow? Would a man be a good sheep rancher and cultivate well? No, he would not.

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SOUTHERN CALIFORNIA NEWS.

Trade in All Sections Shows Improvement—
The Angeles Co. Take on the Victor—Sherman, Clay & Co. Enlarge—Great Activity with Edison Agents—Columbia Manager Looks for a Large Fall Trade—Some Distinguished Visitors—Interestd Budget of News from All Points in the State.

(Special to The Talking Machine World.)

Los Angeles, Cal., Sept. 4, 1911.

Trade throughout Southern California is improving steadily and rapidly, much to the surprise of many of the dealers, who have consequently become more enthusiastic regarding the outlook for the coming season in the talking machine trade than ever before. A good portion of the increased trade is due to the fact that many people are returning from the seashore and mountains, and are adding fresh records to their libraries.

Dealers in this section of the country are anxiously awaiting the new Edison disc line to appear, and, judging from the inquiries, it will cause a sensation when placed on sale.

The Angeles Talking Machine Co., 337 South Spring street, who formerly conducted what was known as an exclusive Edison store, have installed the complete Victor, and though the new more A. Pfiff, the proprietor, can now accommodate the disc as well as the cylinder trade.

Miss A. Brown has just returned from an extended trip where she has been spending her vacation with friends. Miss Brown has had charge of the talking machine department of the Fitzgerald Music Co. for several years. She is the only lady manager in the city of Los Angeles, and more than holds her own in the talking machine business with the managers of the opposite sex.

The J. B. Brown Music Co., 402 South Broadway, have had an excellent run on Victrolas, and a very fine trade in records as well as smaller sizes of Edison machines for the month of August.

T. E. Dame, of Ryan & Dame, the bustling dealers of Tulare, Cal., has been in Los Angeles several days. He is an Edison enthusiast, and makes a specialty of the Edison Amberola, having placed a large number of these instruments in the better homes in his town.

Fred D. Hall, of Chicago, the well-known inventor of the talking machine needle, was a recent visitor. Mr. Hall, who is a brother-in-law to W. J. Raymond, traveling representative for the Southern California Music Co., came purely on a personal visit, but found time to explain to a number of the city dealers the right way to use the fibre needle. Mr. Hall leaves for San Francisco, Seattle and then for home. He expressed considerable surprise at the up-to-date way the talking machine business is cared for in our city, and stated that our stores in Southern California compared with any in the East.

T. W. Jones, the exclusive Edison dealer of Fellows, is spending a couple of weeks at the beaches here.

The Panlin Furniture Store, of Ocean Park, have opened a department for talking machines, pianos, sheet music and small goods. Mr. Panlin reports business as starting out very nicely.

Carl Strock, Edison dealer of Santa Ana, is having great success in working the home demonstration and free-trial plan. He is using an automobile to cover the trade in his section.

Clark Bros., of Uplands, have enlarged their talking machine department and added complete record stock in the Victor and Edison lines.

C. E. Le Roy has taken the Edison line for San Bernardino, and intends going after the business very hard. He will make a specialty in the higher priced instruments.

W. A. Voltz, Edison representative for California, is on a visit to the Edison factory at Orange, N. J.

George P. Austin, Oxnard, Cal., has added complete catalogs of Mexican and Portuguese records to his already large stock.

Leroy Colbert, the manager of Arkansas, has lately added a talking machine department, and states business is starting out very good in Edison and Columbia.

A. G. Farquharson, special representative for the Columbia Co. in Southern California, reports great success with the Grafonola Favorite. He has recently closed many large deals in Los Angeles and vicinity for the new style Favorite.

Sherman, Clay & Co., Victor distributors for Southern California, have just enlarged their present floor space to more than double its capacity. They have just received their second carload of Victrolas XVI, which nearly supplies the demands of the dealers for the summer trade. They have disposed of a great many Circuitan walnut Victrolas to the trade in the past few months.

Mr. Delozier, president of the Delozier Furniture Co., of El Centro, Cal., who spent his vacation in Los Angeles and San Diego, visited the Columbia wholesale house and ordered a stock of new hornless graphophones for fall.

Jacob Schirosen has just returned from an enjoyable vacation on Catalina Island. Business has been extraordinarily brisk with the firm during July and August.

William F. Stidham, local manager of the Columbia Phonograph Co., reports that their volume of business this summer has been unprecedented, and he looks for a very large fall trade.

PHONOGRAPHIC ADVERTISING

An advertising device, having al advertiser exhibit and a phonograph to announce the advertisement as it is displayed, is shown in a patent, No. 908,721, to George A. Stafford, of Belcherville, Tex. It has a motor which, through suitable mechanism, operate to display advertisements successively and the motor also operates the phonograph to announce the advertisements.

THE TIME TO CHARGE.

The time to charge an article to the customer is immediately after the sale, no matter if other customers are needing your attention.

EXPERIENCE IS A GREAT TEACHER

Applies Just as Aptly to the Handling of Talking Machines as to Anything Else.

OUR SIXTEEN YEARS’ EXPERIENCE

Has taught us what goods to handle and how to handle them. Just how well we have learned our lesson will be at once made plain to you if you send us your orders for Victor and Edison Machines, Records and Supplies.

THE EASTERN TALKING MACHINE CO.

177 TREMONT STREET BOSTON, MASS.

DISTRIBUTORS OF EDISON AND VICTOR MACHINES, RECORDS AND SUPPLIES

If you do not handle our "GRAND OPERA" NEEDLES you are not supplying your customers with the best.
$15 for this genuine Victor-Victrola

There is no reason on earth why anyone should hesitate another moment in purchasing this greatest of all musical instruments.

The fact that it bears the famous Victor trademark and is a genuine Victor-Victrola guarantees the same high quality and standard of excellence so well established and recognized in all products of the Victor Company.

Never has there been such an opportunity for profit and prestige in the musical instrument industry.

No dealer can afford to overlook it.


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

VICTOR DISTRIBUTORS:

Albany, N. Y. . . . . . . . Finch & Bake.
Atlanta, Ga. . . . . . . . . Elrey Armstrong Co.
Austin, Tex. . . . . . . . . Phillips & Crow Co.
Baltimore, Md. . . . . . . Cohen & Hughe, Inc.
Boston, Mass. . . . . . . Oliver Dixon Co.
Birmingham, Ala. . . . E. F. Fiebach Piano Co.
Bangor, Me. . . . . . . . . The Eastern Talking Machine Co.
Burlington, Vt. . . . . . . . American Photograph Co.
Butte, Mont. . . . . . . . . Orono Brothers.
Chicago, Ill. . . . . . . . . Long & Hardy.
Cincinnati, O. . . . . . . . The Talking Machine Co.
Cleveland, O. . . . . . . . The Talking Machine Co.
Columbus, O. . . . . . . . Perry W. Whittall Co.
Denver, Colo. . . . . . . The First Music Co.
Des Moines, la. . . . . . . The Knight-Campbell Music Co.
Detroit, Mich. . . . . . . . Orinell Bros.
Dubuque, Iowa. . . . . . . Harper & Bilke, Inc.
Duluth, Minn. . . . . . . . French & Basset.
Elmira, N. Y. . . . . . . . Emile Arms Co.
El Paso, Tex. . . . . . . . . W. G. Wals Co.
Grand Rapids, Mich T. A. T. Fridelr
Honolulu, T. H. . . . . . . Bergstrom Music Co., Ltd.
Indianapolis, Ind. . . Musical Arts Co.
Jacksonville, Fla. . . . . Wurlitzer-Stewart Music Co.
Kansas City, Mo. . . . . J. W. Jenkins Sons Music Co.
Knoxville, Tenn. . . . . . . Knoxville Typewriter & Photograph Co.
Lincoln, Neb. . . . . . . . Boss P. Cortice Co.
Little Rock, Ark. . . . . . O. K. Hoke Piano Co.
Los Angeles, Cal. . . . . Sherman, Clay & Co.
Memphis, Tenn. . . . . . . . Montegue-Rhythm Music Co.
Milwaukee, Wis. . . . . . . Wisconsin Talking Machine Co.
Minneapolis, Minn. . . . M. Steinert & Sons Co.
Mobile, Ala. . . . . . . . . C. Bruno & Sons.
Montreal, Can. . . . . . . . Berliner Gramophone Co., Ltd.
Nashville, Tenn. . . . . O. K. Hoke Piano Co.
Newark, N. J. . . . . . . . Price Talking Machine Co.
New Haven, Conn. . . . . Henry Horton.
New Orleans, La. . . . . . . Mrf Auto, Fire, Alarm Co.

Oklahoma City, Okla. . . . . Okla Schmidt Arms Co.
Omaha, Neb. . . . . . . . . Nebraska Cycle Co.
Peoria, III. . . . . . . . . . Potam-Pace Co., Inc.
Pittsburg, Pa. . . . . . . . C. C. Miller Co., Ltd.
Portland, Me. . . . . . . . N. & J. Allen.
Portland, Ore. . . . . . . . Sherman, Clay & Co.
Richmond, Va. . . . . . . . Cable Piano Co., Inc.
Savannah, Ga. . . . . . . . Phillips & Crow Co.
Seattle, Wash. . . . . . . . Sherman, Clay & Co.
Skipton, Wash. . . . . . . . Elmer's Music House.
St. Louis, Mo. . . . . . . . Sherman, Clay & Co.
St. Paul, Minn. . . . . . . . W. J. Dyer & Bros.
Syracuse, N. Y. . . . . . . . W. D. Andrews.
Toledo, Ohio . . . . . . . . The Whitney & Corrino Co.

Arkansas City, Okla.
Wichita, Kan.
Kansas City, Mo.
St. Louis, Mo.
St. Paul, Minn.

VICTOR DISTRIBUTORS:

Elma Arms Co.
W. G. Wals Co.
Thos. Gorgan & Bros.
Bergstrom Music Co., Ltd.
Musical Arts Co.
Wurlitzer-Stewart Music Co.
J. W. Jenkins Sons Music Co.
Knoxville Typewriter & Photograph Co.
Boss P. Cortice Co.
O. K. Hoke Piano Co.
Sherman, Clay & Co.
Montegue-Rhythm Music Co.
Wisconsin Talking Machine Co.
M. Steinert & Sons Co.
C. Bruno & Sons.
Berliner Gramophone Co., Ltd.
O. K. Hoke Piano Co.
Price Talking Machine Co.
Henry Horton.
Mrf Auto, Fire, Alarm Co.
M. E. Pierce Piano Co.
Okla Schmidt Arms Co.
Nebraska Cycle Co.
Potam-Pace Co., Inc.
The Talking Machine Co.
C. C. Miller Co., Ltd.
N. & J. Allen.
Sherman, Clay & Co.
Cable Piano Co., Inc.
W. D. Andrews.
Sherman, Clay & Co.
Talking Machine Exchange.
Elmer's Music House.
Sherman, Clay & Co.
W. J. Dyer & Bros.
W. D. Andrews.
The Whitney & Corrino Co.
E. F. Drow & Sons Co.
Robert C. Rogers Co.

THE TALKING MACHINE WORLD.
Unless a dealer has been shut out by somebody else's exclusive Columbia selling rights, there is no reason that will hold water why he should not meet the Columbia demand with Columbia product instead of trying to satisfy it with other goods that will cost him double effort to sell and doubtful success.

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

SHOW RECORD MAKING PROCESS.
Montelius Piano House, Vancouver, Has Interesting Window Display During the Recent "Made in Canada" Week.

Vancouver, B. C., Sept. 4, 1911.

Accompanying is a photo of a window display recently used by the Montelius Piano House, Ltd., Vancouver, B. C., during "Made in Canada" week, and, as shown, explains the process of making Victor records at the Canadian (Montreal) factory.

Nos. 1, 2 and 3 show the principal ingredients used—shells, ground fiber and coloring powder—in separate jars, No. 4 a lump of the record material from the mixing vats, No. 5 a square of "material" ready for the press, No. 6 a matrix and No. 7 the perfect Victor record.

Beneath these are printed cards explaining the details of manufacturing; from the mixing in the crude state to the final testing of the finished product.

In the foreground all of the different steel and fiber needles are displayed with springs and other motor parts; also record catalogs comprising every language in which Victor records can be obtained.

A group of Victrolas and Victor machines with music-master horns, with the well-known photos of Caruso and Melba arranged among display records complete this interesting and instructive exhibit—and which, as far as known, is also an original one.

Besides being jobbers of Victor-Berliner goods for the Canadian Northwest, the Montelius Piano House, Ltd., is factory distributor for York band instruments, O. Kohlert's Sons' clarinets, saxophones, etc., M. Hohner goods and other small instrument lines from English, French, German and Austrian markets. A complete line of Edison phonographs, etc., is also carried, besides an up-to-date stock of sheet music, books, etc.

These departments have an efficient staff under the management of Harry R. Rothermel, who is well known to the talking machine and musical instrument trade on the Pacific Coast.

GETTING THE NATURAL MUSIC.
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 one "bird" whose song is not likely to be perpetuated on the phonograph record. The music of the Jersey "skirt" will never become popular.

INVENTS A TALKING WOMAN?
Massachusetts Creates Wonderful Figure After 8 Years' Work—Uses Phonograph In Talking Apparatus—Inventor a Bachelor.

Boston, Mass., Sept. 9, 1911.

John W. Belcher, of Center street, Newton, has just finished a remarkable mechanical figure of a woman which walks, talks, writes and smiles. The figure is 5 feet 8 inches in height and weighs 185 pounds. It is dressed in a red silk gown of the latest design, and can move its lips, eyes, mouth, arms, legs and fingers.

Nearly seven years ago Mr. Belcher, who had previously spent about ten years in quest of perpetual motion, began the construction of the figure. To make the figure talk, sing and answer questions the inventor uses a talking machine. Mr. Belcher is said to be a bachelor.

THE VALUE OF PERSONALITY.

Personality is the greatest asset that any retail business man can have. He may have the goods, the price, the location, but he must have the personal magnetism in order to have business success. Every man stands for something in his own business, and represents ideas of his own.

You will find upon investigation that the heads of our largest financial institutions are men of wonderful personality, who have injected this personality into their business until it is felt in every department.

Never knock your competitor, for it gives him too much free advertising.

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TALKS ABOUT BUSINESS BUILDING

By F. A. Sheldon, Formulator of Science of Business Building and Editor of The Business Philosopher.

TALK No. 2.

At the close of our last article I asked this question, WHO ARE THE SALESMAINS IN THE WORLD OF COMMERCE? My reason for asking this question is the fact that they seem to be quite a general impression among business men that it is those only who directly market product, sell, or take orders for the product of any given commercial institution, who may or should be termed "SALESMAINS." If we wish to be technical, and follow dictionary definitions, possibly this is correct, but it is better to be PRACTICAL than too technical, and the test of PRACTICABILITY is result-getting, in the commercial world—BUSINESS-BUILDING.

The way to get results—PROFIT-MAKING BUSINESS—is to follow this definition: THE SALESMAINS OF THE WORLD in the realm of Commerce are the COMMERCIAL INSTITUTIONS themselves.

Whether an individual business, a partnership, or a corporation, there is just ONE SALESMAN for the corporation, it is a Legal Entity. Whether an individual business, a partnership, or a corporation, there is just ONE SALESMAN for the corporation, it is a Legal Entity.

The result of the efforts of the institution—its success is dependent upon the SERVICE RENDERED. Every human being in an institution must be a SERVICE RENDERER, and if he is that he is bound to be a BUSINESS BUILDER, and by all the rules of Commercial Logic a Union of Business-Builders can result in one thing only—a PROFITABLE BUSINESS.

How About Equipment?

If each person engaged in the service of the institution is right, the equipment must and will be right. Equipment is EFFECT; Man is CAUSE. The RIGHT CAUSE (MAN) WILL PROVIDE THE RIGHT EFFECT (EQUIPMENT).

A house is known by the customers it gets and keeps. It is the REPEATER that counts—the PLEASED BUYER, who buys and buys again. He advertises your SERVICE by continuing his Patronage. Strive to make many like him. He is the most potent factor in commercial success—THE PLEASED PATRON, WHO BUYS AND BUYS AGAIN.

Both the getting and the keeping of customers or patrons depends upon the efficiency of each unit in the composite salesman—THE INSTITUTION. Its success is the sum of the successes of the individuals engaged in its service. Make each unit right, and the whole will take care of itself.

E pluribus unum, United we stand, divided we fall, was never said more truly of our great country than of every commercial institution in it.

The skilled workman—no matter in what line of work—is the backbone of the country. The skilled business man, in any business, is the backbone of that business.

There is one kind of straight sticks only. All sticks are either straight or in some degree crooked. The words you speak and the deeds you do are either right or wrong. They either tend to beget and strengthen confidence, or to destroy it.

What Makes a Successful Business?

I answer, Not only the BUSINESS OBTAINED, but the BUSINESS RETAINED. The first is the seed, the second is the tree that bears the fruit of profit.

BUSINESS-BUILDING consists in keeping the patron once made, and making his good will a magnet to attract other patrons.

Great commercial institutions are not built by the patrons of the day, but by the patrons of the years, whose children, in time, will become patrons.

AN ENDLESS CHAIN OF PATRONAGE IS THE ONLY HOPE FOR THE SUCCESS OF A GREAT BUSINESS HOUSE.

It is all very plain when we once wake up to the fact that confidence is really the basis of all trade. It is not only the basis, but the very atmosphere in which it grows.

Every thought you think, every word you speak, every act you perform, adds to the sum of the confidence the buying public has in your institution, or it subtracts in some degree from it.

There is no middle ground. There is one kind of street sticks only. All sticks are either straight or in some degree crooked. The words you speak and the deeds you do are either right or wrong. They either tend to beget and strengthen confidence, or to destroy it.

This is true of every one connected with the composite salesman—THE INSTITUTION.

To get results, to render service, and therefore build business—in fact, to make a profit of each department of the talking machine business or of any other business—each department must work in harmony within itself and with all the others.

There is often too much rivalry between departments and too much rivalry between people in departments. Unselfish co-operation constitutes the lubricating oil for the machinery of business. Apply it to avoid friction. Selfishness is a sand that rubs, and wears the machinery out.

In the ball team that wins, every player is willing to make a sacrifice hit, if necessary. It's THE TEAM, THE TEAM, THE TEAM. Anything that fails to make the TEAM, fails.

It's the STAR TEAM SPIRIT in business that wins, not the TEAM OF STARS.

The workers in an institution are not independent, neither are they dependent. All are interdependent.

(Continued on page 10.)
This ad, running in the big standard magazines and national weeklies is making its appeal to every member of millions of families—many of them easily within your reach, waiting to be shown that the Edison Phonograph is easily within their reach.

Out on your porch, in your easy chair, away from the heat and the crowds, enjoying every kind of musical entertainment that the theatre, the opera, or the music hall affords—that's what it means to own an Edison Phonograph.

Thomas A. Edison, Inc.
59 Lakeside Ave., Orange, N. J.
There is no greater comfort than evening with an Edison—the comfort of bright songs and music, perfectly rendered; the comfort of Amberol Records, playing four-and-a-half minutes instead of two; the comfort of the permanent sapphire reproducing point that does away with constant needle-changing, and the comfort of a subdued volume of sound, that does not carry beyond our own little family circle.

You probably do not get much other than your porch these evenings. Get an Edison Phonograph, that is far enough. The comfort of fascinating entertainment provided by a perfect instrument is everything. The wonderful, sensitive wax cylinders, the silent, long-running motor, the long-playing Amberol Records, the permanent sapphire reproducing point, and the means of making and reproducing your own records, are all exclusive Edison Phonograph features. Remember this when you make your purchase.

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

There is an Edison Phonograph at a price to suit everybody's means, from the Gem at $15.00 to the Amberola at $200.00, sold at the same prices everywhere in the United States. Get complete catalogs from your dealer or from us.

You can make this advertising doubly effective and profitable to yourself by using the ready-made ads which we furnish you free, by working your mailing list to a finish, and by taking advantage of the remarkable aid in the way of window display which we have inaugurated and which has been of such gigantic help to so many Edison dealers.

Thomas A. Edison, Inc.
59 Lakeside Ave., Orange, N. J.
TALKS ABOUT BUSINESS BUILDING.

(Continued from page 7.)

Stand so close together that you support one an-
other.

E PLURIBUS UNUM. UNITED WE STAND, DIVIDED WE FALL. Make that the motto of your in-
stitution, as it is the motto of our nation. Then no one can "fall down."

When soldiers would pass over a stream the force
of which would hurl one man from his feet, they
link arms, form a long file and plunge in. So
united they successfully ford it. What no one can
do a united mass of men can do, and yet the
combined effort results in the profit of each in-
dividually.

In the world of commerce there are rivers that
would prove just as disastrous for one man to try
to pass over alone. Don't let him do it. Let him
call his companions, and go over with them tri-
umphantly. Their victory will be his victory.

All will WIN, and yet EACH MAN will be an
INDIVIDUAL VICTOR. Isn't that the noblest
kind of VICTORY in which ALL TRIUMPH and
no one suffers defeat?

Are you the "Boss?"

If you are I want a word with you. If you are
an employee—that is the right kind of an em-
ployee who has determined on becoming a
"boss" some day—this is of interest to you, too.

A great business man said to me recently: "I
quit thinking about the success of the company,
dividends, etcetera, a long time ago, and trans-
ferred my thought to make each man and woman
connected with my institution a success. As soon
as I did I found that the success of the in-
stitution began to take care of itself."

If the employees in your institution are not suc-
cesses, then your institution is not a success.
Do you feel that way?

What is the Greatest Power in Business?

What is your answer? Think it over well and
long. It is important enough to deserve that.
In Talk No. 9 I shall tell you what I think it is.

MEETS WITH PAINFUL ACCIDENT.

Harger Blish, Son of H. H. Blish of Harger &
Blish, Des Moines, Loses Hand from an In-
jury Sustained While Making a Landing
from a Launch—Has Left the Hospital.

(Continued from The Review.)

Des Moines, Ia., Sept. 8, 1911.

H. H. Blish, secretary of Harger & Blish, the
well-known Edison and Victor distributors of this
city, has been the recipient of many tokens of
sympathy, owing to the serious accident which befell
his son, Harger Blish, while a guest at the home
of a friend at Rice Lake some weeks ago.

Shortly after his arrival, while making a landing
in a launch with Mrs. Stout, his hostess, he put out
his hand to prevent the launch from bumping too
forcibly against the pier. It was caught, however,
and crushed, the bones broken and the large artery
severed. The physician who dressed the wound
suggested his immediate removal to a hospital, and
he was taken by train to Chicago, where the doctors
advised an immediate operation and the
removal of the hand in order to save the life of the
young man.

Mr. Blish's father was at once notified and left
Chicago, and was taken by train to Chicago, where the
doctors advised an immediate operation and the
removal of the hand in order to save the life of the
young man.

Mr. Blish's father was at once notified and left
Chicago, and was taken by train to Chicago, where the
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removal of the hand in order to save the life of the
young man.

As you can see from the picture, the kitten is enjoying the music. The cat and the
"Master's Voice Dog" would enjoy it more if the
sailors left them alone. No matter where on the
boat the kitten is, at the first notes of the Victor
concerts aboard this boat. An amus-
ing extract from a letter received from Chaplain
Smith of this ship says: "I am enclosing a photo

BRINGS $3,000,000 SUIT.

Head of Phonograph Co. Says Receiver Made
His Stock Worthless.

(Tacoma, Wash., Sept. 4, 1911.

For the largest sum ever demanded in any action
in Washington courts, F. C. Goodale, president and
general manager of the Goodale Phonograph Co.,
to-day began suit for $3,000,000 damages against
George Shreeder, president of the Tacoma Baseball
Club, Attorney Garretson and his wife and others.

The Goodale Co. was incorporated a year ago
with $8,000,000, to handle a new kind of phono-
graph invented by Goodale. The defendants are
stockholders. Goodale has a controlling interest.

The invention is patented in ten countries. Good-
ale alleges the defendants caused the appointment
of a receiver, thereby rendering his stock worth-
less.

NEW STORE IN BROOKLYN.

W. L. Sohl Co. Will Handle the Victor in Their
New Store at 1412 Kings Highway.

The New York Talking Machine Co., 81 Cham-
bers street, New York, have sold a fine outfit
of Victor goods to the Webster L. Sohl Co., who
opened a new store at 1412 Kings Highway,
Brooklyn, N. Y., September 1. They will also han-
dle a full line of sporting goods. The order was
taken by W. W. Moody, and therefore the new
firm were well looked after in every detail.

LANDAU BROS. OPEN IN PITTSITON, PA.

(Pittston, Pa., Sept. 5, 1911.

Hyman Landau, formerly with S. Landau Bros.,
music dealers in Wilkesbarre, Pa., has opened
a talking machine store in this place, under the
firm name of Landau Bros. He was in New York
yesterday and placed his initial order—a

THE TALKING MACHINE WORLD.

A TROPICAL "VICTOR" CONCERT ON BOARD U. S. GUNBOAT "QUIROS."

A Victor outfit on the United States gunboat
"Quiros," in the Philippines, sold by Sherman, Clay &
Co., Spokane, Wash., has given the officers and
crew no end of pleasurable entertainment and
amusement. The accompanying picture is typical
of the Victor concerts aboard this boat. An amus-
ing extract from a letter received from Chaplain
Smith of this ship says: "I am enclosing a photo

Won't You Have a Lesson in Spanish?

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

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

The I. C. S. Language Outfit consists of an Edison Gem Phonograph made
especially for the I. C. S. Language Outfit; a good sized one—with the New York Talking
Machine Co., for a full line of Victor goods. They will also handle the Edison line. Both of
the brothers are experienced, active men, and anticipate doing a fine business.

International Correspondence Schools
Box 918, Scranton, Pa.
By simply pressing the lever, the desired record is instantly at hand.

The Working Perfection of the

POOLEY FILING SYSTEM

Needs only to be shown — it will sell itself.

Pooley Record Cabinets

are in the highest degree attractive, conforming to modern ideas of taste and elegance.

POOLEY RECORD CABINETS are sold under a license, with an established and maintained retail price. You make more money by selling POOLEY CABINETS, for you do not have to meet price cutting cabinet competition.

Some dealer in your territory will represent us.

Better write us to-day if you are the one to take advantage of this opportunity.

POOLEY FURNITURE COMPANY

16th & Indiana Ave.
PHILADELPHIA
The talking machine business has reached its highest point is an admission that one does not understand the business, for we are still climbing up, and the highest point is yet a long way ahead.

Instead of overworked territory there is much wasted territory.

There are many men who do not appreciate in the slightest degree the importance of the talking machine.

They do not know how to improve the conditions which lie all around them.

They have not been careful perusers of the educational literature which is being constantly sent to them, for it must be admitted that here is a vast fund of information within reach of every talking machine dealer in the land; but a great deal of the excellent work is unappreciated and unobserved.

Instead of overworked territory there is wasted territory, and the question is how to make this wasted territory profitable.

It must be done, and all it requires is intelligent and persistent effort.

People are not going to buy talking machines simply because Mr. So-and-So has one in a dirty fly-specked, ill-kept window.

There is nothing attractive about that.

On the contrary, it is repellant, and a passerby would not enter unless he were forced to do so.

SOME men who are keeping most unattractive establishments and are conducting their business along non-progressive lines wonder why crowds are not pressing into their homes for talking machines.

It is perfectly absurd to expect that condition.

Such men cannot be expected to do business and they never will without a complete change in their plans.

On the contrary, look at the brighter side—the record established by some progressive institutions.

It is a liberal education to go through their establishments and note their system and plans.

They are not doing business along slipshod lines.

They are doing it with the regular systematic stroke of men who have learned their lesson and who realize the opportunities which are round about them!

O f course there will be changes in connection with the marketing of talking machines.

That is obvious to all men who are conversant with the trade situation.

But suppose there are?

Men will have to accommodate themselves to changing conditions and one thing, however, which should be impressed upon the minds of all talking machine men in this country, is that the products will steadily increase in output.

They will be widely distributed and more machines will be sold annually as time rolls on, so with widening trade possibilities it should be a comparatively easy matter to adjust an individual business to changing conditions.

THE members of the trade in this country have not adequately appreciated the value of the talking machine in the public parks and open air concerts, while there have been instances in the smaller towns where this form of entertainment has been in vogue, yet it has not obtained to any appreciable degree, while in England the merchants have used the talking machine as a tremendous factor in stimulating interest, thereby creating added business in talking machines.

Showing the intense interest which is created in these open air concerts, readers will do well to examine the photographic reproduction of a concert given in one of the parks in Manchester, England.

It will show the immense crowds which gather to be entertained by the talking machines, and why should not men in this country profit by the satisfactory movement of those abroad who have substantially increased their business by this form of advertising?

REPUTATION multiplies the value of printer’s ink. When, after a lapse of fifteen years, it was announced that Verdi had written a new opera, the musical world was on “the tiptoe of expectancy.” It was not the title of the opera, nor the Shakespearean theme, nor any other factor that aroused public interest. It was Verdi. “Rigoletto,” “Travatore,” “Traviata” and “Aida” had established his reputation. “Otello’s” reception was cordial, as a natural consequence.

Washington’s reputation was invulnerable. When a President was wanted for the new republic there was no question as to the man. The man in whom the public puts its trust is the man who points the way to great events.
THE unprecedented growth of the U-S proposition is due in no small measure to the character of selections found on U-S Everlasting Records. In the extensive range of numbers catalogued, the best efforts of the world's best talent are brought together, a few of the singers and players being suggested on this page.

Entertainment of U-S quality is resulting in surprisingly big sales for dealers who have been far-seeing enough to take on the line.

Dealers: Write at Once for Particulars
and the story of U-S Combination Phonographs and U-S Everlasting Records, both offering improvements hitherto undreamed of. U-S is the surprise of the whole phonograph industry.

The U-S Phonograph Company
Associated with Bishop-Babcock-Becker Co.

Cleveland, Ohio

5-7 Union Square, New York
219-221 West Washington St., Chicago
20-22 East Fifth St., St. Paul
221 First Avenue, N., Minneapolis
220 Cedar St., Milwaukee
Washington and Causeway Sts., Boston
Broadway and Beaver Sts., Albany
16-18 St. and Sherman Drive, Indianapolis
233-237 West Fourth St., Cincinnati
66 West Mitchell St., Atlanta
1106 Commerce St., Chicago
280-282 South Broadway, St. Louis
850-852 Houston St., San Francisco
The wear resistance of a record is of as much importance as the tone retention of a piano. All other things being equal, it insures an economy of money as well as an increase of musical enjoyment. The undeniably superior wearing surface of Columbia Double-Disc Records is steadily building up an unshakable demand among customers who know.

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

OUTLOOK GOOD IN CINCINNATI.

Talking Machine Trade Shows Improvement and Dealers Expect Lively Fall.—Handsome Victrola Department in Aeolian Co.'s New Building—Located on Main Floor—What the Various Houses Are Doing to Get Their Share of Trade—Other Greetings.

(Special to The Talking Machine World.)

Cincinnati, O., Sept. 4, 1911.

While business has been fairly good during the past month and the indications point to a continuation of the demand for machines and records during September the real rush is expected about October 15. The dealers look forward to good results this fall. Up to date the companies have been maintaining their own and consequently are in a good frame of mind.

The Victrola department of the Aeolian Co. is now located in its new quarters in the new Aeolian building at 23 Fourth avenue, West. The Victrola booths are magnificently furnished, having genuine Turkish rugs in each room, canopied mahogany chairs surrounding a mahogany table, upon which is placed a portable lamp, thus giving a home-like effect; in other words, it seems just like home to come into one of these rooms.

The department is located on the first floor of the new building. The record racks have been enlarged, in addition to the installation of a new set of dust-proof drawers, which hold ten thousand records. Frequently Victrola customers will be given in the recital hall on the second floor.

The Victrola department is now one of the best equipped in the country.

The Rudolph Ullrich Co. report a satisfactory machine and record business during August in spite of the unusual weather conditions. The last week, however, broke this good run. The wholesale house has not yet found the sales of the new models as fast as they would have hoped.

The record wearing surface of Columbia Double-Disc Records is steadily building up an unshakable demand among customers who know.
Strike disturbances in England are intensifying. The trade union movement has taken a powerful new direction, and the great labor upheaval from which we have suffered these last few weeks. Discussions by now my readers know as much about it as we ourselves do, and while it is not therefore necessary to traverse further discussion upon the matter in these columns, its effect upon business calls for general attention. During a period of three weeks or thereabout, trade throughout the country has been greatly disorganized, and in some quarters brought to a standstill.

Apart from minor disturbances, the situation may be imagined, business is not entirely suspended, although it is very nearly reached that point in London, Liverpool, Manchester and other big centers of commerce.

In our own trade, as may be imagined, business is not there. The holiday spirit has gripped me, and I do not wish to go into that.

The Great Reception in England—Meets Prominent Men and Discusses Many Phases of His Inventions. (Special to The Talking Machine World.)

The holiday spirit has gripped me, and I do not wish to go into that. The trip to London was made in a leisurely speed, with a stop at Coventry for a portion of the following morning in a London operation of extinguishing the flames, many rooms being hustled each other on the staircases; in the corridors, everywhere in fact, and arising out of the passage of the Parliament bill. Mr. Edison visited the House of Commons. He was introduced to Mr. Lloyd George, Chancellor of the Exchequer; Sir Rufus Isaacs, Attorney-General; Sir John Simon, Solicitor-General; the Master of Eltham, chief of the Local Government whip; Mr. John Burns, president of the Local Government Board; Lord Haldane, Secretary of State for War; Lord Braesey, Mr. Ramsay MacDonald, Mr. T. P. O'Conor and others. Accompanied by the Speaker's order with a seat in the distinguished stranger's gallery, Sir George Marka was enabled to indicate many distinguished statesmen of international repute. During his visit Mr. Edison was an interested spectator of the two divisions that were responsible for the passage of the Parliament bill. Mr. Edison spent a portion of the following morning in a London taxi—ce to see "the sights." He returned in expanse, and before very long—we shall be able to witness a series of "speaking pictures," which is chiefly responsible for his inventions—2 per cent. of genius and 98 per cent. of work. The Cinephonograph will certainly be awaited with the keenest interest, for to study the gestures of actors on the canvas, and listen to their voices, in absolute unison with their movements, is an achievement which should add enormously to the popularity and attractiveness of cinematograph theaters. Mr. Edison's dictum is that "it is work, not genius, that is chiefly responsible for his inventions—2 per cent. of genius and 98 per cent. of work.

This, we are told is the great inventor's first holiday in fifteen years, and it is twenty years since his last visit to Europe. As on that occasion, Mr. Edison's presence among us has attracted considerable attention, but being here mainly for pleasure, he will avoid the limelight of publicity or engagements as much as possible.

At the Carlton Hotel, where Mr. Edison had booked during his two days' stay in London, prior to joining his family on the Continent, he became involved in what might have proved a very unpleasant experience. During the evening of his visit, his department's secretary broke out at the hotel—-one of the finest in London. Visitors and firemen hustled each other on the staircases; in the corridors, everywhere in fact, and arising out of the operation of extinguishing the flames, many rooms—including Mr. Edison's—were absolutely flooded. Fortunately Mr. Edison had arranged to catch the boat to Paris that night, and his baggage being all ready it was soon removed to a place of safety, and he boarded the boat to Paris that night, and his baggage being all ready it was soon removed to a place of safety.

End of September is the best time of departure, and it is hoped the hotel will find it convenient to spend a few more days in this country before finally setting his face west.
The Perfect Singing Machines
14 models from £2/2. to £16/6. retail.

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

TOURNAPHOONES
The Ideal Disc Machines
27 distinct models, from 11/6 to £12/6 retail.
PETMECKY TONE NEEDLES
The finest needles made. We also control the Angelus Duplex Tone, Invincible Bull Nose and Tournaphone needles.
Catalogues and samples mailed free.

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

TALKING MACHINES IN CHINA.

A most reputable Chinese dealer has just returned from a provincial trip, spoken most enthusiastically of his company's determination to meet the wants of the trade in an efficient manner. The present selection of records is all that it claims to be, opens up quite a new field in psychological science. It is only coining back to the old philosophic definition that "business in some quarters has been considerably affected by labor troubles, but the general state of the trade in this market. Amongst recent additions are the following: "Eart of Tobemory" and "He Was a Scotchman." Jack Lorimer: "Do You Remember the Last Waltz" and "Let Me Kiss Those Tears ofExternal Objects, enter and fix themselves in our minds. Hence, we have a new invention for motor cars, which seems, from its description, to be rather diabolical than angelic. Some inventors already play a fragment of a tune, usually from the Trombone March in Verdi's "Aida," and the few notes heard every few seconds are maddening enough. The new invention has a whole octave of notes which can be sounded by "a simple device." Moreover, able composers have arranged several "scores" of many themes, which a chauffeur of ordinary musical intelligence will be able to learn with ease and to execute with effect. These themes are actually taken from well-known music. The prospect of the possible desecration is appalling. Shall we be prepared to get out of the way of the first four notes of the C Minor Symphony, by the hundreds? No! We do not contemplate making any such alterations in our machines, except in one case, and that is the "cliché" hornless. With our last catalogue we stated that the resonance chamber was composed of metal; in all our new models we will substitute wood (oak). The catalogue for next year's model the screen over the mouth of the instrument is a whole photographic plate before him plunged in a developing bath, and held his fingers in the same way as if he was taking a picture of a bottle or any other material object. The image of a bottle appeared on the photographic plate. We went through the same experience, says the present six witnesses, and then the photograph of the screen over the mouth of the "bottle" was taken in the same way in the presence of the witnesses. All this, of course, does not absolutely prove that he has a power of recording visual or mental images in an abstract way. Of course, there is nothing impossible in the process. Images of external objects enter and fix themselves in our brains through the retina of the eyes, and there enter they can also leave the brain and be reflected in some way—on a photographic plate for instance. It is only coming back to the old philosophic definition that "an idea or mental concept may be represented in the mind of a man." The whole process, however, would have to be carefully submitted to the usual scientific rules. As the case has been discussed before the Academy that is saying that the so-called mental images may not have been reproduced simply from the retina of the eyes, as the major states that he kept his eyes fixed on the bottle and the case. These other objections might be made, but the experiment nevertheless opens up a very interesting field for research.

Summer Trading Returns Phenomenal.
In the course of my conversation with your correspondent, W. Manson, manager of the British Empire Co., Ltd, who had just returned from a provincial trip, spoke most enthusiastically of his company's summer trading returns which he described as phenomenal. He said: "It is true that business in some quarters has been considerably affected by labor troubles, but the general state of the trade in this market. Amongst recent additions are the following: "Eart of Tobemory" and "He Was a Scotchman." Jack Lorimer: "Do You Remember the Last Waltz" and "Let Me Kiss Those Tears of
FROM OUR LONDON HEADQUARTERS—(Continued.)

The Music Trades Exhibition.

Making allowance for the adverse effects and dislocation of general trade brought about through a veritable flood of labor strikes, in which this country was involved just prior and during the life of the Music Trades Exhibition, London, August 14 to 19, talking machine exhibitors agree that they have little cause for anything but satisfaction. This industry was not so strongly represented as it might have been, but the impressive stands of the Gramophone Co., Columbia Co., Lockwoods and Pathe Freres made an influential showing and attracted a very fair number of visitors of the buying class. In one or two instances, notably that of a German pianoforte manufacturer who could not get his goods up from the docks, business was rather seriously affected by the strike. Business was rather seriously affected by the strike. All things considered, material complaints in this respect were not many.

It was an exceedingly well organized exhibition, and while the expected “rush” of visitors did not materialize, they came in sufficient numbers to satisfy the talking machine people, whose stands were well patronized. Many large and small orders for early delivery in good time for the season’s trade were placed, and these will keep manufacture busy. Many large and small orders for early delivery in good time for the season’s trade were placed, and these will keep manufacture busy. Many large and small orders for early delivery in good time for the season’s trade were placed, and these will keep manufacture busy. Many large and small orders for early delivery in good time for the season’s trade were placed, and these will keep manufacture busy.

Orders placed by old customers but also with the number of new accounts they had opened up. A complete range of the company’s new hornless models, in addition to the new Junior Regals and other types of machines were exhibited. The former, especially, attracted attention and visitors were loud in their praise of the reproducing power and fine workmanship of these new hornless instruments. Frank Capps, head mechanic of the Columbia Photophone Co., at their Bridgeport, Conn., factory, was a visitor. He seemed much impressed with the excellent arrangement and style of the exhibition, and thought it would prove a splendid send-off for the season’s trade.

Messrs. Lockwoods extensive display of something like 350 machines, in addition to horns and other novelties, attracted enormous attention. Dealers found much to interest them in the new models of Peraphone machines, for which large orders were placed. Mention should be made of a new line of flower-horns, of attractive style and design. They are absolutely seamless, the whole having been stamped out over a mold, we should imagine, and made of stout metal. They were in great demand.

The tasteful array of new hornless and ordinary machines made by Messrs. Pathe Freres received the attention of trade visitors, and demonstrated yet again the wonderful popularity of the former type. Pathe’s report having secured good orders, both from London and the provinces, for their new goods, which augurs well for future prospects.

To Exhibit at Electrical Exhibition.

The National Phonograph Co., Ltd., are going to exhibit their business phonograph at the Electrical Exhibition, Olympia, Sept. 21 to Oct. 21.

Reduction in Record Prices.

Yet another reduct of prices is reached by the Pathe Freres to the effect that their 11-inch "Xi Luxe" records will now be sold at 3s. instead of 4s., as previously. Another important reduction is made in the price of their 11-inch "Classic" record, which is now offered at 4s. This record previously sold at 6s.

Records of Q uart Dances.

The dancing conference which has been engaged in session discussing the merits of various methods and styles of dancing are credited with a desire to introduce the "One-step," which to the uninitiated can be nothing less than a hopping movement. But in all their reported discussions there seems to be no mention of the "Tango," the dance which is exercising all Europe with Paris as its center-piece. The "Tango," be it known, is the typical dance of the Argentine Republic, and its peculiar movements are already being taught in the dancing academies of Paris. The future at present centers round the Tango called "Criollos," written by Octave Cerran, and it is characteristic of the Columbia-Rena enterprise that we are presented with his famous "Marchchite" once it has got a hold here, and already it is on the way by the hand of H.M. Scots Guards. We are promised that "Criollo" will rival the famous "Marchchite" once it has got a hold here, and already it is on the way by the hand of H.M. Scots Guards.

To H. M. the KING OF SPAIN

To H. M. the KING of SWEDEN

To H. M. the KING OF EGYPT

To H. M. the KING of ITALY

ROYAL APPRECIATION of "HIS MASTER'S VOICE"

FRANCE
	Cie. Francaise du Gramophone, 18 Rue Blaise, Paris

GERMANY
	Deutsche Grammophon-Verlag, Geiselbek, 36 Bitterraße, Berlin

ITALY
	Compagnia Italiana del Grammofono, Via S. Prospero 5, Milan

SCANDINAVIA
	Skandinaviska Grammofone Aktiebolaget, Frösvegen, Stockholm.


Fantasia, 54, Petropaulov.

The Gramophone Co., Ltd, 13 Rue Stamboul, Alexandria.

To H. M. the SHAH OF PERSIA

To H. M. the QUEEN ALEXANDRA

BY APPOINTMENT

THE GRAMOPHONE CO., Ltd., 21 CITY ROAD, LONDON, E. C.

His Master’s Voice

You know it by this...
and intends embarking for Australia in a few weeks time. He will probably take up a line of talking machines, but for the time being his campaign will be mainly confined to the sale of goods foreign to this industry. Mr. Vischer, it will be remembered, held the agency for the Favorite record in this market for a number of years, and the popularity of the record to-day we believe to be not a little due to his early efforts. We heartily wish him the best of luck and success in his new sphere.

Three Months' Notice the Custom.

In a recent case at one of the London courts, his honor, Judge Parry, upheld the contention of a traveler that three months' notice was the custom, and a claim accordingly was allowed.

Special Operatic List.

The Zono-Twin Company announce the formation of a special operatic list comprising titles which have proved most popular, lifted from their old Zonophone catalogue. They will be issued as 10-inch single-faced records, to be retailed here at 8s.

Excellent Batch of Records.

An excellent batch of records is to hand from J. E. Hough, Ltd., of this city, whose claim in respect of smooth surface and first-class recording is well justified, especially in relation to the series of V. F. discs just issued. At the same time we see, the only amendment accepted by the Government was that moved by Mr. Barnes, which provided for an extension of time on the question when royalties should become operative. The sale of records lawfully made before July 1, 1918, do not carry royalties until July 1, 1914. The importance of this amendment cannot be over-estimated, and needless to say, manufacturers regard it, falling entire non-retroactivity, as very satisfactory.

The bill proposed to alter the law in that respect, and until the present bill became an Act of Parliament August 17, when the following discussion ensued : Mr. Cassel (U.) moved an amendment to clause 19, providing that "Copyright shall not be a little due to his early efforts. We heartily wish him the best of luck and success in his new sphere.

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Excellent Batch of Records.

An excellent batch of records is to hand from J. E. Hough, Ltd., of this city, whose claim in respect of smooth surface and first-class recording is well justified, especially in relation to the series of V. F. discs just issued. At the same time we see, the only amendment accepted by the Government was that moved by Mr. Barnes, which provided for an extension of time on the question when royalties should become operative. The sale of records lawfully made before July 1, 1918, do not carry royalties until July 1, 1914. The importance of this amendment cannot be over-estimated, and needless to say, manufacturers regard it, falling entire non-retroactivity, as very satisfactory.

The bill proposed to alter the law in that respect, and until the present bill became an Act of Parliament August 17, when the following discussion ensued : Mr. Cassel (U.) moved an amendment to clause 19, providing that "Copyright shall not include the sole right to make any record, perforated roll or other contrivance by means of which the work may be mechanically performed or delivered." Unless the law was altered at present and until the present bill became an Act of Parliament, it was not an infringement of copyright to make a perforated roll or any mechanical contrivance for the reproduction of musical sounds. The bill proposed to alter the law in that respect, and to make it an infringement so to do. He raised no objection to that proposal in regard to future works, but he objected to its being made retrospective. It ought not to affect people who, whilst the law allowed them to do so, had spent thousands of pounds in accumulating a large stock of these contrivances in order to sell them. The matter was of very great importance to the very large number of makers of musical instruments in London. Although the case of some manufacturers had been laid before the standing committee which considered the bill, those of others was not put forward at all. One firm alone had in stock at the present time something like 10,000 stencils used in the manufacture of the rolls. He produced for the inspection of the house a musical roll, of which the company had close on 250,000 in stock. The bill gave to the composer who had assigned all his rights a windfall, at the expense of people who had laid out their money on the supposition that it was perfectly legal for them to do what they did without paying any royalty. He thought the author and the composer had done pretty well out of this bill, and he considered that they might be content with allowing this small justice to the manufacturers.

J. D. White (R), in seconding the amendment, said that while he thought it right that there should be this extension of copyright, it should not be applied retrospectively. Mr. Blaxton said he did not maintain that the decision of a grand committee should be treated as sacrosanct, but when such a committee had given very careful consideration to the various points its decisions deserved the careful consideration of the house. He could not accept the amendment. The proposal of the Government would be no burden on trade and would afford some slight solace to the author. The amendment was negatived without division.

Mr. Barnes moved an amendment providing that no royalties should be payable in respect to mechanical contrivances reproducing musical works sold before July 1, 1913, if contrivances reproducing the same work had been lawfully made or placed on sale before July 1, 1910. The amendment was accepted and inserted in the bill.

American Copyright.

Mr. Joynson-Hicks moved to add at the end of clause 28 the following proviso: 77 City Road.

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Mr. Joynson-Hicks moved to add at the end of clause 28 the following proviso: 77 City Road.
country unless he were to the expense of having his work set up in type, printed and bound there. Whilst this might not do any harm to authors of popular novels, which were certain to have a large circulation in America, "it certainly had a very injurious effect upon authors of English scientific works which were certain to incur the expense entailed by printing their books in the United States. We had been too subservient to the United States in regard to copyright law. All he asked was that the same justice should be done to the English printer and manufacturer as the American nation had decided should be given to printers and manufacturers in the United States.

Sir J. Simon said if the Government accepted a provision of this kind it would be a breach of the Berlin convention. The real truth was that the non-member thought the occasion gave an opportunity of arguing the case for retaliation. All the amendment would do would be to deprive English authors and English interests of certain protection which they at present enjoyed. Mr. J. Ward supported the amendment. Mr. G. Parker (U.) declared that if the amendment were carried the result would be that the international agreement with every nation of any importance except America would be broken, because the principles laid down by the Berlin convention would be repudiated by this country. He was certain the United States would abrogate the Copyright Act which already existed there to the injury of interests which were held dear. The bill, as amended, was reported to the House, and was read a third time amid cheers.

MR. RECORDER,

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

CREMISCHE
FABRIK
E. SAUERLANDT

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

THE TALKING MACHINE WORLD.

WINTERT GARDENS
BLACKPOOL
General Manager, Mr. JNO. HUDDLESTONE.

GRAND PAVILION,
MONDAY, TUESDAY, WEDNESDAY.
THURSDAY AND FRIDAY,
October 10th, 11th, 12th, 13th, and 14th, 1910.
EVENINGS AT 8.00 O'CLOCK, GRAND GRAMOPHONE CONCERTS PRESENTED BY
Mr. WILLIAM GRIMSHAW, the Gramophone King
-Originator of the Manchester Parks Concerts-
THE PROGRAMME INCLUDES
CARUSO,
MEDELB, TETRAZZINI,
ROBERT RAFFORD, JOHN HARRISON,
ALICE VELZEE, CLARA BUTT,
JOHN McCormick,
HARRY LAUDER,
GEO. CROSSMAN, J., BILLY WILLIAMS,
Band Selections, &c.
The Finest Gramophone in the World.

DANCING IN THE EMPRESS BALLOOM AT 7.30.
Admission to Ballroom & Pavilion, 6d. Pavilion Stalls, lid. extra.
Mr. Grimshaw is the patentee of trumpets, tone arms, etc., which are especially adapted for this kind of work. They are suitable for gramophones and auxetophones or for any disc talking machine. His taper tone arm is a perfectly straight one, having no bends or curves.
Mr. Grimshaw is a great admirer of The Talking Machine World. He said: "We have enjoyed reading the various items of news from your side eighth of a mile. In a conversation with The World Mr. Grimshaw said: "I do not know but that the old country can give the new world points in the matter of gramophone concerts in the public parks. "As an originator of these concerts we are naturally interested to know how the movement has caught on across the water."
The attached program will show how Mr. Grimshaw entertains the throngs:

SNAP SHOT TAKEN AT TALKING MACHINE CONCERT IN TITSH ROYAL GARDENS.
Manchester (Put it under a Magnifying Glass).

The illustration shown herewith portrays the 15th concert given by this progressive talking machine man in the parks of Manchester. The illustration only shows a portion of the center of the picture, but it will give an idea of the immense number of people who gather to listen to the talker. From the front to the back is one-

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

CREMISCHE
FABRIK
E. SAUERLANDT

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

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.

Solo Manufacturer
JOS. ZIMMERMANN
Needle and Pin Works
AACHEN, GERMANY
TRADE CONDITIONS IN GERMANY.

Reports indicate a Very Busy Season This Autumn—Figures Regarding Expenses of Talking Machines and Records—Interesting Law Suit Decided Regarding the Copyright Law—The Dacapo Record Co. of Berlin and Vienna, and Kybarth & Co., of Moscow, and Aprelewka, and should now be addressed to Dacapo Record, Moscow. The Dacapo Company made the arrangement owing to the increasing difficulty of importing records from foreign countries into Russia, such, for example, as a strict censorship, and the necessity for a license under the Russian copyright law. A duty of 18 koppees per record is also exacted by the Russian customs, which will be saved under the new arrangement. Moll, Kybarth & Co. was established in 1910. The new company have a capital of 150,000 roubles (nearly $50,000).

BENEFITED BY HIS TRIP.

Geo. P. Metzger Again in "Harness" After Enjoyable European Trip—Planning Active Advertising Campaign This Fall and Winter.

George P. Metzger, manager of the advertising department of the Columbia Phonograph Co., General, New York, who, as already told in The Columbia Phonograph Co., Gen'l., Tribune Building, New York.

"I had a delightful time while abroad, and enjoyed every minute of it. Of trade matters, the least said about prices on the other side the better. They are simply absurd, and there is no comparison between conditions here and abroad. I had the pleasure of meeting Mr. Cromelin several times and I need not say that I enjoyed his companionship while staying in London—a city which interested me greatly."

DON'T BE A GROUCH.

The Chronic Fault Finder Does Not Receive Attention When Something Really Goes Wrong—A Striking Instance. We all know how almost impossible it is to house several hundred people under one roof, all working for the same goal, without there being a certain percentage of the grouch element among them. We could illustrate by citing individuals who always have a good trade, who always smile, but the grouchly member would retaliate by saying "Blank is a liar, he isn't having a good trade." Well, he isn't losing anything by smiling, and all people enjoy a smile more than a grouch.

We called a firm's attention to an "acid protest" made by one of the salesmen and the head of the house said, "Oh, blank is a grouch; nothing is ever right from his point of view." That salesman had so weakened himself in the estimation of the proprietor that nothing he could say would have any weight, and a really good suggestion would be lost through lack of faith in his judgment.

Another man complained and when no one paid any attention to it he the "Boss" said, "He's an old woman, nothing pleases him." Another complaint came into the head office and immediately there was a call for the manager who was told that "Mr. Smiles" had protested against a condition, and "You better see about it, for you know 'Smiles' doesn't complain unless there is reason." "Smiles" hadn't weakened his position with complaints that were useless nor with whims that were senseless. As the Furniture World says: His attitude is worthy of emulation. Don't kick about things you can help; go to work and apply the remedy.

B. FEINBERG ON WESTERN TRIP.

After an absence of several months on sick leave, B. Feinberg has again taken up his duties as manager of the west department. He has been quite ill at times. as the new copyright law, which came into effect a year ago, expressly recognizes the author's right in the case of the records. The Dacapo Record Co. m.b.H., of Berlin and Vienna, have recently amalgamated with the Metropol Record, Moll, Kybarth & Co., of Moscow, and Aprelewka, and should now be addressed to Dacapo Record, Moscow. The Dacapo Company made the arrangement owing to the increasing difficulty of importing records from foreign countries into Russia, such, for example, as a strict censorship, and the necessity for a license under the Russian copyright law. A duty of 18 koppees per record is also exacted by the Russian customs, which will be saved under the new arrangement. Moll, Kybarth & Co. was established in 1910. The new company have a capital of 150,000 roubles (nearly $50,000).

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B. FEINBERG ON WESTERN TRIP.

After an absence of several months on sick leave, B. Feinberg has again taken up his duties as special representative of the Columbia Co.'s wholesale department. He has been quite ill at times, but is now in prime health again. Mr. Feinberg started Sunday on a long trip through the Middle West and South and expects to be back in New York until about December 15, and expects to land some big talking machine business before returning.
J. A. Foster Co. and for whom the Foster Co. advent into the national field in a wholesale way. Massey diaphragm is having a big sale and their are wholesale and retail distributors.

The World of the Massey diaphragm, an invention of John H. Massey, Edison manager of the Automator have every facility and comfort for purchasing goods.

Very prominent in the field is the J. A. Foster Co., Edison jobbers and retailers, with both departments managed by John H. Massey. They have spacious quarters on the second floor, where the dealer and retail customer have every facility and comfort for purchasing goods.

Last month appeared the first announcement in The World of the Massey diaphragm, an invention of John H. Massey, Edison manager of the J. A. Foster Co. and for whom the Foster Co. are wholesale and retail distributors. Locally the Massey diaphragm is having a big sale and their advent into the national field in a wholesale way is likewise meeting with fine success. In this month's World advertisement is a reproduction of the face of the Massey, which shows it's general appearance, together with their liberal offer of giving one—retailing for a dollar—simply for the asking.

John H. Massey, who created this diaphragm, said to The World that he is greatly pleased at its growing popularity, and that all the people to whom he has sold one would not part with it if they couldn't get another.

The Tone Controller Co., makers of Dustoff record cleaners, are marketing a "Dustoff" de Luxe, which retails for $2.50. The regular model sells for $1.50 retail, and in each instance there is 60 per cent. in it for the dealer. They also supply circulars and cutouts gratis, so the dealer is aided in every way to sell Dustoffs. The record cleaners are for all disc records and are made of the highest grade materials. Certainly a fine side line for the dealer.

F. C. Henderson, the piano man, owns the talking machine department at the Shepard Co.'s department store, having purchased it recently. He is selling the Edison and Victor lines. F. L. McNell, formerly with the Henry F. Miller & Sons Piano Co., Boston, is manager. This makes three departments that Mr. Henderson owns and operates here, the other two being the piano and the sewing machine, to say nothing of the various departments he owns in other stores at other cities.

E. A. Stevenson is the manager of the Providence branch of the Columbia Phonograph Co., which enjoys the distinction of being the only exclusive talking machine store in the city. These quarters bear the usual marks of Columbia artiness. Mr. Stevenson's reports an excellent business are most optimistic, and it is safe to say that Columbia patrons are properly cared for here.

Wm. D. Blossfield, manager Victor department, M. Steinert & Sons Co., has returned from his vacation spent cruising on the waters about Providence and fishing in horse mackerel of 60 to 90 pounds weight.

EDISON PLANT BUSY.

New Disc Outfit a Topic Universally Discussed in the Trade—Recent Visitors to Factory.

The management of the Thomas A. Edison, Inc., Orange, N. J., report their plant busy with many orders ahead. It now looks as if the pressure for goods will be a factor which must be reckoned with this fall. The new disc outfit is a topic universally discussed by jobbers and dealers, and the shipping date for these goods is awaited with eagerness.

FOR

**EDISON PHONOGRAPH**

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**CLEANRITE**

**TRADE MARK**

**RECORD BRUSH**

Formerly called the "PLACE" 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 change has been made in the brushes, and, for a "PLACE" stamp and labels until our present

**FOR VICTOR TALKING MACHINES**

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**IT SAVES THE TONE**

You can't afford to lose this protection.

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

**FREE SAMPLES** will be sent upon request to any Jobber or Dealer. Write Now

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

**MANUFACTURED**

BLACKMAN TALKING MACHINE CO.

97 CHAMBERS STREET, NEW YORK

J. NEWCOMB BLACKMAN

President

"The White Blackman"
NEW EDISON JOBBERS IN BOSTON.


(Boston, Sept. 7, 1911.

Boston has new Edison jobbers, the Pardee-Ellenberger Co., Inc., who have opened headquarters at 66 Batteryarch street, corner of Franklin street, under the management of F. H. Stillman. This company acquired by purchase the stock, good will and business of the Boston Cycle & Sundry Co.'s Edison department, the latter company being out of the talking machine field altogether. The Pardee-Ellenberger Co., Inc., are well known in southern New England and New York State for their Edison service, and throughout the country for their specialties, such as the Linoid recording horn, Parcell boxes, etc. W. O. Pardee is president and treasurer, and H. L. Ellenberger is secretary.

Their new headquarters are on the second floor at 66 Batteryarch Street. The same system will be employed here as used at New Haven for keeping stocks and shipping orders. Hundreds of record bins have been built and indexed and it is their intention to always have a most complete Edison ord bins have been built and indexed and it is their intention to always have a most complete Edison service and he will direct every effort to see that the dealer secures what he should have when he wants it. Mr. Stillman intends to get acquainted with the trade personally, in addition to having the territory covered by traveling men. In a chat with The Talking Machine World, Mr. Stillman remarks: "This is the age of specialists and I am convinced that the trade require an up-to-date Edison service—one that is along progressive lines and not bound by ancient customs and traditions. There has been as much progress in the advancement of Edison service as there has been towards overcoming the difficulties of heavier-than-air travel. Such is the P. E. service and as soon as the trade learn the value of our efforts, which will be right away, the scope and quality of our patronage will amply reimburse us for the extra expense in rendering quick and complete service."

FEATURING THE NEW ART DIAPHRAGMS.

(W. W. Young, head of the Talking Machine Co., this city, manufacturers of the new art diaphragm, remarks that in addition to talking about the new art to their customers, if the dealers will take two minutes to show prospects a "without and with" effect, that many more new art diaphragms will be sold. The retail price is $1—a low cost to everybody. "The difference is so noticeable," said Mr. Young, "that everyone who listens to it, wants to purchase one. The demonstration eliminates all doubt and creates the sale, although I hear excellent reports from circulating. The new art is a fine mail order proposition for talking machine dealers also, as it sells for $2, and can be put on by anyone. A new art diaphragm will be sent free to any dealer requesting it on his letterhead, together with prices, etc.

TALKING MACHINE NEEDLES.

The Extent of the Bagshaw Enterprise in Lowell Emphasized in an Illustration in Their Announcement Elsewhere—The Their Announcement Elsewhere.

(D. H. McIntosh is a new talking machine dealer, having secured the exclusive representation of the Columbia line. A large initial stock shows Mr. McIntosh's enthusiasm.

TAKE ON THE COLUMBIA LINE.

(Special to The Talking Machine World.)

Portsmouth, N. H., Sept. 9, 1911.

D. H. McIntosh is a new talking machine dealer, having secured the exclusive representation of the Columbia line. A large initial stock shows Mr. McIntosh's enthusiasm.

THE PARDEE-ELLENBERGER CO., Inc.

EDISON JOBBERS

BOSTON, MASS.

NEW HAVEN, CONN.

Announce that they have purchased the Edison business of the Boston Cycle & Sundry Co., of Boston, who have been in the talking machine business for so many years.

Headquarters have been established on the second floor of 66 Batteryarch Street, corner of Franklin Street, where a model Edison jobbing service will be rendered to the trade. This branch will be under the management of F. H. Stillman.

The service will be "Exclusively Edison and Exclusively Wholesale," and the facilities which we offer will create and hold the patronage of the live Edison dealers of New England.

66 Batteryarch Street is but two minutes' walk station on the Atlantic Avenue Elevated Circuit. Take Elevated at North or South stations. We bid you welcome. Come in and get acquainted.

THE PARDEE-ELLENBERGER CO., Inc.

66 Batteryarch Street, cor. Franklin Street

BOSTON, MASS.
H. A. Winkelman Home from Maine.

Henry A. Winkelman, manager of the Victor department of the Oliver Ditson Co., returned recently from his annual vacation, which he passed at Swan's Island, Me. Last year, it will be remembered, Mr. Winkelman vacationed at Lake Chargoggagoggmanchauggagoggachubunagungamaugg, but he couldn't secure any rest pronouncing that name every day. Mr. Winkelman remarks that business with the House of Ditson is gaining rapidly, and that they expect a banner year from 1911.

C. B. Gorham, talking machine manager of Denholm and McKay Co., was a visitor yesterday.

The accompanying illustration shows two prominent members of the talking machine fraternity right in the midst of a pineapple plantation. The trade will recognize the pineapple on the right as Harry Marker, recording expert with the Columbia Phonograph Co., while on the left, balancing pineapples, is James W. Bergstrom, of the Honolulu Music Co., Ltd. This card was received by George K. Cheney, mechanical expert with the Boston Talking Machine Co., who numbers both as personal friends.

Harry Marker has been on an extended trip making foreign records. He made nearly a hundred at Hawaii, and at the time this card was mailed he was about to depart for Japan.

James W. Bergstrom was recently president of the Bergstrom Music Co., piano and Victor dealers, but is now the head of the Honolulu Music Co., Ltd, dealers in the Auto Harmonica and Columbia goods. Mr. Bergstrom expects to be in the States soon.

Some E. T. M. Co. Personals.

Vacations are closed at the big establishment of the Eastern Talking Machine Co., Edison and Victor jobbers, and everything is activity. The Victor business is growing so rapidly that they are obliged to install booths on the third floor. Four of these are in process of erection, together with a large-sized record rack. This now gives the Eastern Co. two floors confined exclusively to the Victor business.

E. F. Taft, general manager, has given up his summer home just outside of Providence and is now residing in his Brookline home.

Tuesday following Labor Day brought back vacationists as follows: S. H. Brown, who had been touring about New England, A. W. Chamberlain, with New Pond Lake, N. H., his scene of restfulness; Wm. J. Fitzgerald, who journeyed through the State of Maine, and S. J. Freeman, who was harbored at Providencetown, Mass. They all brought back a good coat of tan and are eager for the fall fray. One even arrived with a hilarious appendage, and it's still growing. Who was it?

The Eastern Talking Machine Co. Associates hold their annual meeting on September 28. As the present organization has reigned efficiently, it is understood that no doubt they will be re-elected. S. H. Brown, chairman of the entertainment committee, and Geo. K. Cheney, of the Boston Talking Machine Co., have been meeting frequently lately to arrange for a game of baseball—

(Continued on page 23.)

FROM OUR BOSTON HEADQUARTERS

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

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(Continued on page 23.)

Needle Factories of W. H. Bagshaw

W. H. Bagshaw :: :: Lowell, Mass.

Oldest and Largest Manufacturers.

Established 1870

ALL STYLES, SHAPES AND SIZES
THE SUNLIGHT OF PUBLICITY

PYRO One-Light ELECTRIC SIGNS

The most economical and durable outside overhead publicity device on the market.

COSTS LESS TO BUY
$60 TO $125 ACCORDING TO SIZE

CHEAPEST TO MAINTAIN
ONE CENT AN HOUR TO ILLUMINATE

The universal use of over-the-sidewalk electric signs maintained at immense cost for electricity, proves conclusively that they are trade winners.

A PYRO SIGN OVER YOUR DOOR

will stimulate YOUR trade and place YOUR business before the people as prominently and effectively as the biggest merchant in town—and it only costs one cent an hour to illuminate.

MADE IN ALL SIZES AND DESIGNS TO SUIT ANY LINE OF BUSINESS.
GUARANTEED DURABLE—WILL LAST A LIFETIME.

We make special designs with the trade mark of your business if you desire it.

Clip the coupon and send it to us to-day and we will send you our price list and new illustrated catalog showing the signs in actual use before some of the most prominent business houses in Chicago, New York and Kansas City.

EDWARD C. PLUME COMPANY
417-21 S. Dearborn Street, Chicago, Illinois

SALES MEN.—High class specialty salesmen will find it to their interest to write us regarding the handling of this exceptionally high-grade proposition.
THE TALKING MACHINE WORLD.

E. T. M. A. vs. B. T. M. Co. This will probably occur next Saturday afternoon at Atlantic City.

C. W. Luce is the manager of the Columbia department of Kraft, Bates & Spencer, Inc., piano dealers. Mr. Luce has had an extensive training in the piano field and judging from the results he has already secured, no doubt will have a successful career in his new position.

Business Notes at Columbia Co. Store.

Arthur C. Erisman, Mr. Luce's predecessor as the Boston head-quarters of the Columbia Phonograph Co., reports a remarkable August-September business. He says that sales during the first days of August and that September bids fair to make even a better showing. Mr. Erisman is just about getting accustomed to his "fly-flight" office and it is proving to be a fine arrangement.

The Boston branch received their first lot of Grafotola Favorite machines last December, and it is not until now that sufficient machines have arrived to permit open hustling. Heretofore every Favorite they could secure was sold before it was received, and it was only by tremendous exertions of the factory that they now have a good supply of Favorites. "But they won't last long," commented Mr. Erisman, "as that is one of our special sellers." Mr. Erisman enjoyed his vacation this August in Hull, Mass., a nearby seashore resort.

MILWAUKEE TRADE NOTES.


(Special to The Talking Machine World.)

Milwaukee, Wis., Sept. 9, 1911.

Local jobbers and retailers are more than satisfied with the manner in which the fall talking machine business has opened up all over Wisconsin. The retail trade in Milwaukee is especially strong, demand being brisk for the higher class of machines. Reports from retailers about the State indicate, however, that medium-priced machines are selling well. The jobbing trade is satisfactory in all the cities of Wisconsin. The several new machines on the market are stimulating business.

The crop outlook in Wisconsin is now of the best and there is every indication that money will be plentiful from now on. While the grain yield in the State was rather light, owing to the dry weather in that section, it was offset by the fine crop in northern Wisconsin, light in the east is now warmer; rains have been plentiful, and experts say that the corn crop will be the biggest in years. Wisconsin is distinctly a dairy and stock-raising State and a favorable corn crop means much.

The several new machines on the market are doing much to add life to business. The Wisconsin Talking Machine Co., Victor jobbers, have received the Victor IX, in larger shipments this month and are able to satisfy most of their dealers. Lawrence McGreal, Edison jobber, expects to carry the Victor IX in larger shipments this fall and is confident that it will be a great seller from the very start. Mr. McGreal is receiving inquiries daily in regard to this machine.

Several of Milwaukee's leading talking machine retailers, including Miss Gertrude Ganne, George Eichert, Harry W. Krietsch and Charles H. Scheff & Sons, report a brisk fall business in machines, records and supplies.

RETIRED FROM BUSINESS.

Results in Benefit Only When Man Has Some Other Employment to Occupy His Time.

At what age ought a man to drop money-making and begin to have a good time? What shall he do when he stops grinding out his daily task? Is he likely to live longer if he retires at fifty or continues his drudgery? The rule with hard-pressed business men seems to be to give it up when they can get off their usual routine and the more they see, the sooner they die. Life has nothing more to offer them. They do not love pictures or music. They have no desirable hobby.

Unless a man has some occupation which he is sure will keep him pleasantly busy after he retires, it is far better for him to stick to his desk. The man of mature years who can afford it and who has no other interest or occupation besides business, the more of which we possess the more vigorous is our hold when he stops grinding out his daily task. The more aged man who will go on with his work, if only on a part time, they will likely live longer. The other extreme is that man who, after he retires at fifty or continues his drudgery, is likely to live longer. The other extreme is that man who, after he retires at fifty or continues his drudgery, is likely to live longer if he retires at fifty or continues his drudgery.

BUSINESS IN CANADA

Is Brisk According to J. A. Bradt, of Toronto, Who Has Been Visiting the Columbia Co.

James A. Bradt, manager of the Columbia Phonograph Co.'s Canadian office, Toronto, was in New York at headquarters for a few hours Saturday and is back in the City today. As he is one of the most enthusiastic men in the Columbia business, Mr. Bradt said the outlook for business in the Dominion was not only bright, but could not be much better. In brief, he was confident that the success of the Columbia business this fall would be the best ever, all he wanted was the goods and the rest would take care of itself.

Let the goods themselves do some of the talking. That's the stuff that proves most convincing to the customer.

TALKING MACHINE AND PLAYER

Synchronously Operated is the Subject of a Patent Just Granted and Assigned to the Aeolian Co.—The Improvement Described.

Within a recent period, there has been an increasing demand for some form of mechanism that would operate synchronously a talking machine and a player-piano. Recently E. S. Votey, secretary of the Aeolian Co., filed an application for a patent covering this subject, and on August 29, another patent (No. 1,000,100) was assigned to the Aeolian Co. by Samuel S. Waters, Washington, D. C, who describes his improvement as follows:

The prime object of this invention is the synchronous operation of musical instruments, and particularly musical instruments of the automatic type. It has reference further to that particular type of automatic musical instruments in which the moving record of one instrument is made to move a moving record of some form which controls the operation of the instrument. It is particularly applied to a synchronous operation of an instrument which is controlled by the movement of a record sheet provided with controlling formations in its body, in connection with another musical instrument. The instruments which I show in this connection are a piano controlled by a perforated music sheet, and a talking machine of a disc record type. With all of this in view, however, it will be evident upon an understanding of the invention that it may be used in part or as a whole in connection with musical instruments of other types and in greater number and that its use is not restricted to the particular instruments or types of instruments disclosed.

The accomplishment of the invention I make use of a geared connection between the record of one instrument and the driving means for the record of the other instrument. The driving means for the former instrument may be any suitable motor, and in this instance I use a pneumatic motor of a commonly used type with geared connection to operate the valves of this motor which directly determine its period of rotation. In effect the record of one instrument is geared directly to the record of the other instrument and moves the same, for all of the fact that the motor is interrupted in that connection. It may be that under certain circumstances I shall find it convenient, as for instance when the load of driving the record of one instrument is large and driving directly by the geared connection.
The Columbia policy of exclusive selling rights is what the insurance people would call an *accumulative* policy, because its value has an annual increase.

_Columbia Phonograph Co., Genl., Tribune Building, New York_
LOCK OPENED BY VIBRATIONS.

Englishman Invents Lock That Will Open Only to Tuned Keys. For Surly—Each Lock to Respond to Different Vibrations—Possibilities of Trouble Great.

If the recent invention of Thorne Baker, an Englishman, comes into popular use, the future burglar must forsake the jimmy for the tuning fork to break into houses. For the invention is a lock that will open in response to the notes of a particular tune.

The invention is no more curious than its origin. Mr. Baker, who lives in London, has several times had to enter his bedroom door to admit the maid with early morning tea, so he bethought him of ways and means to open the door with the least possible effort. He accordingly had an ordinary doorbell fixed up with a nightlock whose bolt only draws a plate of plate glass. Four booths have been installed, with double glazing of plate glass, 10 by 18 inch panes, giving a massive effect. The store is 100 by 100 feet, decorated and fitted out in white enamel and plate glass. The window signs are large and artistic.

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The company has its formal opening to-day (September 10) with some opportunity of comparing the Columbia product with that of competitors, and, without prejudice, I honestly believe that the Columbia's new product (part of which has been announced) is, in every particular, without comparison.

"I saw a statement from the factory manager this morning (August 31) which would indicate that orders for popular types of machines are being filled in a most satisfactory manner, which I understand is but an example of the general good service you are receiving from the factory. You have probably felt these improvements coming along for the last couple of years, and their force has not been as noticeable to you as it has to me under the conditions I see it. I feel sure that a short review of what has been accomplished in the direction of the above suggestions is as gratifying to you as it is to me, and I hope you feel the same enthusiasm and optimism that I do."

NEW CONCERN IN NEW YORK.

The Plaza Talking Machine Co. Have Opened with the Victor Line at 5th Avenue and 59th Street.

The Plaza Talking Machine Co., Fifth avenue and Fifty-ninth street, diagonally across from the fashionable Hotel Plaza, New York, one of the prettiest stores in the city, opens to-day (Septem-ber 15), handling the Victor line exclusively. The fittings are in the most up-to-date trimmed, parquet floor and an abundance of plate glass. Four booths have been installed, with double glazing of plate glass, 10 by 18 inch panes, giving a massive effect. The store is 100 by 100 feet. The company is composed of H. P. Low and J. Romaine Brod-ead, with the business under the management of Miss Nelly Handley, experienced in the line, and who is spoken of by V. W. Moody, who landed the order for the New York Talking Machine Co., in the highest terms for her cleverness and marked ability.

CHALMERS CO. OPEN IN EAST ORANGE.

The Chalmers Co., under the direct manage-ment of W. H. Chalmers, the president and chief owner, formerly of the Bremer-Chalmers Co., New York, etc., is a new concern in East Orange, N. J., selling the Victor product only. The place is located at 555 Main street, with a store 55 by 125 feet, decorated and fitted out in white enamel and double-glazed plate glass. The window signs are large and artistic. The store is ready for business to-morrow (September 16). The window signs are large and artistic. The store is ready for business to-morrow (September 16). The window signs are large and artistic.

Historic Mexican Records

Made by the Columbia Phonograph Co. to Commemorate the Changed Political Conditions in the Land of the Montezumas.

Apropos of the recent Mexican revolution, of which echoes are still heard, the export department of the Columbia Phonograph Co., General, New York, have just issued a special list of double disc descriptive records, six in number. The bulletin, of which the cover is illuminated with the national colors of the Republic, and a miniature photo of Francisco I. Madero, the hero of the insurrectos, is entitled "Episodios Historicos Mexicanos Anoentaciones de la Revolucion Maderista."

The company brought a number of Mexicans to the New York laboratory, where the recording was done, and which include, four band selections specially written for them of which recount the deeds of valor accomplished by the revolutionists and a description of the important battles fought to overthrow the Diaz regime. In a measure these records are intended to be educational, as they further explain the meaning of the movement for the liberation and future welfare of the Mexi-can people. The records were made and shipments made last week—including the necessary list and other literature—inside a month. This is quick work. The demand for these records is reported as extraordinary.

Pease Co. Handling Victor Line.

The Prominent Piano House of New York Open Victor Department in Their Warerooms on West 22 Street.

The New York Talking Machine Co., 81 Cham-bers street, New York, shipped their initial order—a good-sized bill—to the Pease Piano Co., 128 West Forty-second street, last week. For the present they will have a talking machine department in their New York store, handling the Victor line exclusively. G. A. Scofield, general manager, will give it his personal attention. Handsome booths are provided for demonstration, and the stock will be adequate and up-to-date both in records and ma-chines. The department is ready for business to-day (September 15). The window signs are strikingly artistic.

Our Position As Makers Of Cabinets For Disc And Cylinder Records

Right off the reel we want every jobber and dealer to understand that The Udell Works, of Indianapolis, Ind., will not slight the quality of any Cabinet in order to make it come within a certain competitive price. With all the advantages that any manufacturer in this line has we are able to figure just as close. Our margins are extremely low. In fact with some of the "leaders" or what we term "sweepstakes" we frequently just break even. Now here is the point—we are not working for to-day's order and then that ends it. It's repeat orders that mean something to us and they mean just as much to you.

We offer for your consideration a brand new line of Table Cabinets in Mahogany and Oak either with or without albums. These Table Cabinets to fit Victrolas IX, X, and XI. The new Victrolas IV, VI and VII will have Cabinets to accommodate them in The Udell Line.

Our stock of Cabinets for Victrolas IX, X and XI and all Victors is in splendid condition for filling orders.

Obviously there is but one course to pursue. Write to-day to

The Udell Works, Indianapolis, Indiana.
These Two New Columbia Non-Cont.

Nothing under $150 is in the same class.

🎵

The "Mignonette"
Price, $100

An Upright, Fully-Cabinetet Columbia Grafonola, Self-Contained and Complete.

Any man who can read a sign-board can see what the show window of the Columbia dealer.

There is nothing else in the market to fit the story of the $50 Columbia Grafonola "Favorite." The demand for just such instruments as these, and the only selling of them the Columbia dealer is ready to demonstrate.

A clear buying demand is responsible for every clear idea of manufacturing convenience. We know the public wants.

THE COLUMBIA GRAFONOLA "MIGNONETTE," Price, $100:

Here you have, offered for the first time, for an expenditure of less than $150, an instrument that is not only wholly self-contained but that stands on its own base, providing ample space for the mechanism, for the tone-chamber, and for an extensive repertory of records easily accessible and protected from damage.

The "Mignonette" is a success. No better tonal quality has ever been achieved in any instrument. The reproducer, the tone arm, the scientifically correct principle of sound-wave reflection and projection, the silent, powerful, invariable motor—all contribute to its perfection. The mahogany cabinet, straight-lined, dignified and pleasing, stands 43 inches high from the floor, on slightly tapered brass-footed legs, and measures 16½ inches wide and 21½ inches deep.

We have been fairly positive in our predictions for some time past, and if you'll then, hear a prediction: In these two types of the Columbia Grafonola we have the "Mignonette" and the "Nonpareil" are bound to lead the market straight through the Faland of an easily handled and continuously profitable record business.

Now watch the market, and see them:

Nothing at $150 can compete with it.

The "Nonpareil"
Price, $150

An Exclusive Model, with Several New and Exclusive Features.

happen when these two instruments go into the field they are designed to satisfy—it is going to be fought over again. The prices, is so distinct that for a long time about what to do will be to spread the news that they are both of them—price and all—not a mere factory merely that we are offering the public precisely what

THE COLUMBIA GRAFONOLA "NONPAREIL," Price, $150:

he is, for $150, an instrument which is $50 above the Grafonola "Mignonette" in the little individual details of finish and construction (points which are hard to show here, but which are instantly apparent in the instrument itself) and yet which is $50 below competitive $200 class only in its price. Many of the features of the "Nonpareil" are new and unique. The record-compartment contains a group of permanent hinged albums, each separately indexed and each swinging out and down—the most convenient sort of selecting and replacing records ever devised. The total record capacity of these albums is 60 Double-Disc records (120 sections). A handsome loose-leaf index book, alphabetically arranged and leather bound, is furnished with the "Nonpareil." The table is covered with crimson silk velvet, clamped with a nickel rim, and is level with the top of the open cabinet. The entire set is of brilliantly piano-polished mahogany, standing 44½ inches high, 18 inches wide and 22 inches deep.

We believe you will admit that events have proved that we understated every time. Our fast increasing list of musical stars, may serve you as reminders. Once more, active in meeting a demand that is as evident as it is surely profitable. The "Man who buys either of them will be permanently satisfied—and that’s the basis

of the Fundamental Patents. Largest Manufacturers of Talking Machines in the World.

We are not actively represented.
INDIANAPOLIS MEETINGS.

Business Prospects Improve—Columbia Grafonola Regent Attracts at Fair.—The Detective and the Dictaphone—Excellent Demand for Victor Phonographs—Columbia Echo Co.'s Victoria Display at Fair.—The News of the Month.

(Special to The Talking Machine World.)

Indianapolis, Ind., Sept. 9, 1911.

The past month has been only fair in the talking machine line in Indianapolis. However, the long dron of the summer is about nearing toward the end of the month with good rains and the dealers feel greatly encouraged. Most of them predict a good fall trade.

The Intercontinental-International County Fair given at Wonderland Park by the churches for charity was one of the big events of the last month. In one of the buildings a Columbia Grafonola was exhibited. A sign outside announced that ten cents admission would be charged for charity.

Greatly Encouraged.

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The Great Northern Fair Attracts.—The News of the Month.

Chicago, Ill., Sept. 11, 1911.

At a meeting of the temporary organization of the Chicago Talking Machine Dealers' Association at the Great Northern Hotel this afternoon, it was decided to postpone the election of permanent officers until the November meeting and in the meantime a systematic campaign will be made among the dealers outside the loop in order that as large a membership as possible be secured so that the new officers when elected will be thoroughly representative of the wishes of the trade. On motion President E. T. Vandermark appointed the following committee to visit the dealers. They were provided with application blanks and statement of objects prepared by Secretary J. Selbman will cover the northwest side, and H. Kedzie avenue.

Theophylactus Company.—The New Phonogram.

At a meeting of the temporary organization of the Chicago Talking Machine Dealers' Association at the Great Northern Hotel this afternoon, it was decided to postpone the election of permanent officers until the November meeting and in the meantime a systematic campaign will be made among the dealers outside the loop in order that as large a membership as possible be secured so that the new officers when elected will be thoroughly representative of the wishes of the trade. On motion President E. T. Vandermark appointed the following committee to visit the dealers. They were provided with application blanks and statement of objects prepared by Secretary J. Selbman will cover the northwest side, and H. Kedzie avenue.

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Thos. A. Edison, who is now enjoying an outing in Europe, is attracting attention wherever he goes. The great American is interviewed by newspaper reporters at almost every stop. When recently captured by reporters in France he said:

"My general impressions of France," he said, "are so far restricted to the unbounded pleasure of motoring at ease over its fine roads, which I consider the very best of any country I have yet visited. I confess I was often tempted to speed a bit, as I had no longer to fear the redoubtable Irish policeman."

"I don't sympathize much with Rousseau in his laudation of numerous progeny. The French are wiser, I think, in contemplating themselves with fewer children and being able to provide them with a proper schooling during their livelihood. No, I'm not a Malthusian; I don't believe in the agency of children and being able to provide them with a proper schooling during their livelihood."

"I believe in mind as superior to matter. The keener the mind of the Frenchman is shown in so many directions; even in such a manner as asking one's way along an uncertain road, when one always gets a clear answer.

"I arrived at Boulogne. We made one-day stops as a rule, taking in Rouen, Caen, Rennes, Mont Saint-Michel and Saint Malo, where I didn't cross over to Dinard, as I have no fancy for those fashionable watering places. I particularly enjoyed my riding with the rough roads and quaint old crooked streets.

"The English people are the most thoughtful, and they take so much exercise, that their over-eaters have no longer to fear the redoubtable Irish policeman.

"Well, there is an intricate plot of the world's resources, and we are taught nothing in applying water power.

"Did I tell you," he asked the World correspondent, "of the lous test proving the relative degree of mentality in people? Well, there is an intricate plot of the world's resources, and we are taught nothing in applying water power."

"Next to us the English have the best practical brains. I like the English. I admire their institutions and statesmen; but the country is run. The trouble with them is that they are lazy. Imagine our business men dropping work to go out of an afternoon to play golf and other games. The English talk of loving sport, but the real reason they take so much exercise is that their over-eaters have no longer to fear the redoubtable Irish policeman."

"The Swiss are a saving people, perhaps as saving as any in the world. Their virtues are oddly mixed up with their vices. They have savings, but they have to put the money out at foreign interest. Land investment with them is practically nil. Going through that country I was stuck with the lack of any new buildings going up. With them it is an easy "construction account closed," as we say in America."

"Mr. Edison is enjoying his outing in the hearty fashion of a schoolboy. Whenever his motor stops by the roadside he challenges his younger son, who is thirteen, to see which can gather the greatest variety of wild flowers for Mrs. Edison before the car starts again. Occasionally the Wizard of Scien trips down the steps of a hotel with his two sons. His boyish face, framed with gray, almost white, hair, his athletic figure clad in a pongee dust coat, excite great curiosity even where his personality is unknown.

"The inventor received a flattering tribute from Austrian soldiery September 9 as he continued his journey from the famous grape-cure resort, Meran, to Cortina. At Meran, so beautifully situated, which Edison admired for its magnificent hotel and its theater and marble bathing establishment, his party was joined by his son-in-law, Major Oeser, of the German Army, and Mrs. Oeser, who will make the rest of the tour with him. At the village of Predazzo troops are quartered for the autumn manoeuvres, among them the celebrated Innsbruck Mounted Guard and the famous Tyrolean Jaeger corps trained for mountain climbing. The party halted at Predazzo; Major Oeser, who is well acquainted with the officers of the regiment, introduced them to Edison and all joined at mess at the hotel, where Edison's health was drunk with enthusiasm. Edison has always been a "bustler." Seeing the great inventor "laughing in his easy chair"—for Edison has never forgotten how to laugh—one realizes that this European easy chair is filling during a few weeks of travel does not fit him by nature. Easy chairs have been superfluous things in his busy career. He personifies activity by his keen, clear eye, his strong, determined mouth, by every line of his striking face. Having worn a fortune on which to retire if he liked, he chooses to work on for work's sake, despite his deserved acknowledgment of sixty-five years. Edison will always work, not as some people work, counting a few hours a day a worthy maximum, but with his whole extraordinary soul of energy that reckons eight hours out of twenty-four hours a commonplace average of toll.

"Edison is a great believer in what science will still give the world. "We have just begun to exploit the possibilities of the world's resources," he says. "Science, which is to-day what religion has been in the past, is only in its infancy. In fact, (Continued on page 32.)"
THOS. A. EDISON IN EUROPE.
(Continued from page 31.)

Science is the only religion, for it is founded on the search after truth. Imagination is incapable of picturing what the world will be like in a hundred years or so through the offices of science.

And in his passion to contribute to that wonderful future of the race by means of the hundreds of ideas still teeming in his brain Edison finds life full of work. He is merciless toward idleness. "An American workman would do that in half the time," is his impatient comment as he sees some European toiler languidly plying his tools. To him a waste of time is little less than a crime.

"The world needs everybody's best energy to bring it out of its present benightedness," he says. "Every man's shoulder should be at the wheel." In this as in all else, Edison is American all through. He preaches the gospel of labor as life's only salvation. It is one source of his pride in the nation to which he belongs that scientifically tested, an American is capable of more work than one of any other race.

Where others count mile posts in traveling, Edison counts the number of schoolhouses he passes on the highways of Europe. In them he sees the promise of the future; and among his many schemes for the benefit of his age those concerning problems of education take a forward place. He seems always to be trying to make you forget that education prepares the mind to receive and assimilate.

Experienced Man Wanted.

Experienced man familiar with manufacturing end of phonograph business desired for foreign employment. Address Outwin & Oakley, 48 Broadway, New York City.

Salezman Wanted.


Salesman Wonts Position.

A Talking Machine Salesman, is open for an engagement with a high-class firm in New York City, has a thorough knowledge of the business and an earnest worker, highest credentials from leading members of the trade. Address, "X. Z. "care Talking Machine World, 1 Madison Ave., New York City.

Opening for Salesman.

A splendid opening in first-class house in New York City. X. Z., care of Talking Machine World, 1 Madison avenue, New York City.

Victor Racks for Sale.

For sale—new Victor racks, cost $5 each, will sell in any quantity for $4 each, 100 ahead, ship records. "BLACK BOX" care of Talking Machine World, One Madison avenue, New York City.

Swaps.

1512 motor cycle, first-class rack, for phonograph single side records, or Columbia single side records on Comus, Address DENNINGER, 283 North street, Rochester.

Scheveny Indians Interested.

In the Phonograph—Are Large Purchasers of Edison Machines in Oklahoma—Show Preference for Band Records—Make Their Own Records Also.

Recently Thomas A. Edison, Inc., received from C. H. Smack, a dealer at Watonga, Okla., a series of pictures showing the interest the Cheyenne In-

GROUP ON CHEYENNE RESERVATION (MR. SMACK IN CENTER.)

dians have taken in the phonograph. The reservation is the town, and while Mr. Smack has made a number of good band machines and recor-

ders to the Indians, he also seized the opportunity to secure records made by the natives, which would prove valuable in various ways.

The result has been the accompanying photos, which have appeared in the Edison Phonograph Monthly. The Indians are great lovers of the phonograph, in common with barbarous and semi-

civilized people everywhere, who regard the mys-

terious emanation of speech and music from the

tom-tom and howls are recorded faithfully. The Cheyennes are

taxt and black bear preparing to

STANDING TWENTY AND BLACK BEAR PREPARING TO

MAKE A RECORD (GEO. ROARING BULL, OPERATING).

Standing twenty and black bear preparing to make a record (Geo. Roaring Bull, operating), which have appeared in the Edison Phonograph Monthly. The Indians are great lovers of the phonograph, in common with barbarous and semi-
civilized people everywhere, who regard the mys-
terious emanation of speech and music from the

LANDAY BROs. ACTIVE.

Victor Distributors Find Present Trade Excellent and Outlook Bright.

Landay Bros., the well-known Victor distribu-

tors of this city, report that their business, both retail and wholesale, is showing up in a very satis-

factory manner and that the prospects for the coming months are excellent. They have com-

pleted plans for renewing their daily advertising in the newspapers on a larger scale than formerly

and, by reason of results, have great faith in that form of publicity, when carried on consistently and persistently. The prominent location of the Landay Bros. showroom furnishes them a draw from what is considered the highest class of retail trade in the city.

COMMANDMENTS IN ADVERTISING.

The Ten Commandments for Success in Any Scheme of Advertising, as Set Down by C. M. Vessey in Printers' Ink.

I. Don't make up your own advertising schedule—proverbially, "the man who is his own lawyer has a fool for a client."

II. Don't write your own advertisements; you have an axe to grind and can't hide it. You are prejudiced. You look at your proposition from the viewpoint of the seller—you're not after the seller, you want the buyer.

III. When you employ an advertising man, don't force him to please you with copy—he isn't trying to sell you anything. If the copy brings results, that will please you so much it won't be necessary for the copy to please you.

IV. If you employ an advertising man to do it, let him do it. It would be foolish to get a physician to prescribe medicine for you only to throw it out of the window and prescribe for yourself.

V. Don't use small space. When you're addressing an audience, it is unwise to talk in a whisper, few will hear you; if you can't use good size space, to talk out loud, sit still.

VI. Don't "test out" the value of advertising with one or two insertions. There are a lot of heavy-
weights on the ice. If it bears them, it will bear you. There's no use testing a thing which you see working.

VII. Don't quit after a few insertions. The man who courts a girl for a few weeks and quits, because she doesn't fall into his arms, is simply leaving the field clear for the other fellow for a few weeks and quits, because she doesn't fall into his arms, is simply leaving the field clear for the other fellow.

VIII. Don't use a bad illustration in expensive space—you wouldn't buy a lot at Broadway and Forty-

second street and build a shanty on it.

IX. If your first year's advertising doesn't come up to your expectations, don't quit. If you want to build a twenty-five story business, don't stop at the foundation.

X. If you are not dead sure your product will repeat these commandments are not intended for you; you are not ready to advertise.—From a Boston Convention address.

SERVING OUT HEAVY FINE.

In the case of one Greenberg (he also has several other names, as was disclosed at the trial), who was convicted of infringing the Berliner patent, cutting prices, etc., by the Victor Talking Ma-

chine Co., Camden, N. J., and subsequently became

guilty of contempt of court for evading its orders, was

finally lodged in jail. He was fined $1,500 for con-

tempt, to stand committed until paid, with a leeway of one day to make payment. Reports say that Greenberg then disappeared, but eventually he was apprehended by United States Marshal Henkel, and served a term of imprisonment sufficient to enforce the edict of the United States Circuit Court, New York City. W. V. Moody, assistant sales manager of the New York Talking Machine

Co., New York, also gave valuable aid to the offi-

cers in the apprehension of the culprit.
TIMELY TALKS ON TIMELY TOPICS

As will be noted in The World’s European department, the House of Commons has enacted a new copyright law, which has also received the signature of King George. The provisions affecting the talking machine trade were published in full in the August issue, the only change being a modification of the retrospective clause. The royalty charges for copyright reproduction privileges of the British act differ only in kind from those stipulated in the United States statute, and the author or composer is not obliged to grant royalty rights other than as he sees fit. A prominent music publishing house representing in this country a number of European concerns which control the copyright of a majority of the modern operas in America, and having close English affiliations, refused to accord any concessions to the manufacturers of records here, on the score that the Federal law was unconstitutional, on account of the manner in which compulsory royalty fees were arranged under certain conditions, may now study the new copyright law of Great Britain.

In that mysterious part of New York known as the "lower East Side," price-maintenance on the part of the dealers, as a general proposition, is considered more honored in the breach than in the observance. The manufacturers in endeavoring to enforce their stipulated agreements are up against no end of subterfuges, evasions, schemes—not to say downright lying—in this peculiar region, where the standards of commercial honor and integrity are, in many, many instances, mysteries, to say the least. Suspensions are frequent, but somehow the game is carried on by close allies, and so it goes. The methods of certain dealers in this section of the city often baffle and puzzle the shrewdest and most industrious investigator; but occasionally one or two are brought to book, at no expense and every dealer on your list is a prospect for hundreds.

What is your address?

Schemes to circumvent the established price are doubtless numerous. Some men, as a natural development of the mind, would rather make a dollar crooked than straight. It appears to hurt them to act, let alone think, that honesty is the best policy. Notwithstanding the action the courts have taken to uphold patents in a monopolistic sense—and justifiably so—with The World publishing the decrees and decisions for the general information of and caution to the trade, the crooks will "slip over" and take chances.

One of the newest—perhaps it may be hoary with age at that—schemes to "beat the game" is to give away an extra record or more, according to the size of the bill, with each record sale. This means price-cutting, of course; but who is to say to such a dealer until he is caught up with and "nailed to the cross"?

This marks a great step forward in the progress of international commercial relations in the line of goods of superior quality that will appeal to all classes of people, and they are satisfied the public will recognize their enterprise and judgment by renewed and expanding interest in one of the wonders of modern times. Dealers should meet the manufacturers in the same spirit, and support the advanced position they have taken by energetic methods in the conduct and increase of their individual business. This is no time for the dealer to carp or criticize or even croak, but pitch in and not only get their share and put on extra pres-
sure and land more. It is really up to them and they should improve the opportunity for working up a big fall and holiday trade.

THREE NEW VICTOR STYLES.

The Victor Talking Machine Co., Camden, N. J., announces three new Victorola machines, namely: No. IV, to retail at $15; No. VI, at $25, and No. VIII, at $40, all in oak. Full descriptive circulars have been sent the trade in which the details and illustrations of the new line are given. In addition, the company, in a special circular of August 31, which reached their dealers in due course, say:

"All the Victor improvements, including Exhibition Sound Box, Victor Tapering Tone Arm, 'Goose-neck' Sound Box Tube, Modifying Doors, and concealed Tone-amplifying Sound Boards (all important Victrola patented features), are incorporated in these latest additions to the Victrola line, and as there is an immense market awaiting the introduction of low-priced Victrolas, we urge you to fully appreciate the importance of their immediate distribution. Our entire immense advertising resources will be thrown behind the promotion of these new Victrolas from the factory to distributors will commence as follows: Victrola IV, September 1; Victrola VI, on or about October 15; Victrola VIII, on or about October 1."

MAURICE LANDAY HOMEWARD BOUND


Maurice Landay, of the Talking Machine Supply Co., 405 Fifth avenue, New York, who has been touring Europe for the past two months, is due home on the nineteenth of this month, having traveled from Oerbergen on the Kaiser Wilhelm der Groase on September 13. While abroad Mr. Landay spent some time at the factories where the talking machine needles for which his company cannot establish an exclusive agency in this country are made, and personally inspected the packing of the needles in the special tins and envelopes.

When he arrives he will return to the stock factories, most interesting and instructive.

Mr. Landay spoke especially of his high regard for the fishes, on the trip across, and stated that just to show his kindness of heart he ordered double portions at each meal just to keep them from starving. Oh! no, he wrote, we stood on the deck.

Owing to the shipping strike on the other side, there were several consignments of needles, 200,000,000 in all, intended for the Talking Machine Supply Co., held on German docks but these are now on their way here via the Pretoria and when they arrive will be rushed through the custom house with as little delay as possible in order to facilitate delivery.

Max Landay, of the company, is shining as an inventor of attachments for talking machines and states that he will be issuing an announcement of surpassing interest to offer: the trade in a very short time."

NOTHING STANDS STILL.


It seems difficult to thoroughly know that we cannot stand still. Life is an endless procession of events. Standing still really means dropping back to the rear. The procession never stops. We do well if we keep step and position. Only vigor and endurance can sustain us to the end of the journey. It takes energy, ambition and intelligence to place us in the lead. The pedometer is an attachment which registers the distance traveled. Every pedestrian on the Road of Life should equip himself with one and record how frequently. How many miles have you traveled today? Don't you know? Then you had better estimate your relative position in the procession. It has been moving all the time.

If there was anything in the universe that was fixed and unchangeable, there might be an excuse for the belief that standing still is a possibility. You cannot think of anything that is not changing, moving, integrating or disintegrating. Forgetfulness or ignorance of this great truth is the source of all failure. We are all too ready to believe that evolution ends where consciousness begins and the last sentence of the Darwinian theory. To our discredit we find that the new generation has in consequence placed their thinking on the shelf with Plato, Herodotus, Marco Polo and Munchausen.

Nothing stands still save in a relative sense. The first breath drawn by the infant is the first step to the tomb. The statue, fresh from the chisel of the sculptor, with all its beauty and freshness, is already in the destroying hands of the greatest sculptor, Father Time. Truth itself is on the way to become fallacy as soon as it has been expressed. The truth uttered by masters is soiled by the repetition of the pupils, and the truth substance, growing out of mind and from it, until it permeates the great mass, becomes devitalized until in its final form it bears but little resemblance to its original presentation. Yet men are often content to place the name of the founder on the resultant hodge-podge. "Traitor" and tradition both come from the same original root.

ADVERTISING THE NEW VICTROLAS.

Suggested That Dealers Should Have the Stock in Hand Before Inviting the Public to Purchase—A Very Wise Recommendation.

Concerning the new Victrolas IV, VI, and VIII, the Victor Talking Machine Co., Camden, N. J., wish to impress on every distributor and dealer that under no circumstances are they to give any public notice or in any way advertise these new instruments until they have received a stock of the particular instrument they wish to announce and are therefore in position to immediately supply any reasonable demand made upon them.

As these instruments are to go on sale just as soon as received, the following companies have declared an opening day for the sale, or advertising of these new styles; but bearing in the mind the embarrassment that followed the advertising of the Victrola IX, they are not embarking and dealers in the new and but a sample instrument in stock, the Victor company are compelled to establish this ruling: That any and all advertising of Victrolas IV, VI, and VIII is positively prohibited until the instrument advertised is actually in stock and on sale. The first advertisements of the Victrola IV, will appear in the October magazines (which reach the public between September 20 and 30) and in the daily newspapers in every city where there is a Victor distributor on September 25, when it is expected all Victor dealers will have a stock of these new instruments.

RESULTS THROUGH PAY ENVELOPE.

Pennsylvania Dealer Prints Advertisement on Face of Envelopes and Distributes Them Among Local Factories.

Working on the theory that an employed man is in the most receptive mood when he gets his wages at the end of the week, a talking machine dealer in a Pennsylvania city makes it a point to distribute several thousand small pay envelopes among the various factories in his vicinity at regular intervals, each of the envelopes bearing some part advertising matter regarding his line of talking machines and records. As the envelopes cost very little that special form of publicity does not prove expensive in the long run, and it is stated that the results are excellent, especially in the matter of influencing record sales.

LISTED AS HORNLESS GRAPHOPHONES.

In addressing a supplementary letter to their dealers regarding their new "Lyric" and "Ideal" machines—in oak only—the Columbia Phonograph Co. say: "These machines are to be known and listed as hornless graphophones. They are easily distinguished from the Grafonola types because they are not embelisheed and embossed. In the new types the turntable is exposed. The tone-arm bracket projects beyond the cabinet and is hollow, providing a true and correct continuation of the paper and forming a sound channel connecting direct with the internal horn. There are no doors over the horn opening. This construction insures a volume of tone." Deliveries of these new style graphophones are now under way to all parts of the country.

60 YEARS' EXPERIENCE
BIographies of record artists.

How a Progressive "Talker" Man Drew Trade to His Establishment by Interesting His Customers in Life Sketches of the Talent.

I was riding down in a trolley car the other morning, and above the roar of traffic there was wafted to my ears certain interesting scraps of conversation being carried on by two ladies in the seat ahead of mine.

"So you are going after more records this morning," remarked the blonde in the picture hat.

"Why, Maud, dear, you just purchased a dozen new ones last week, did you not? Really, you are more extravagant, but I cannot help it."

Her companion, a striking brunette, smiled with a flash of white teeth. "You are right, Grace, I am extravagant, but I cannot help it. Mr. Smith is so hospitable and kind, and always so anxious to make one feel at home, I am extravagant, but I cannot help it." He began.

"All right, Mr. Middleton," he replied after accepting an introductory pasteborder, "I shall be glad to accommodate that excellent journal. Will you come around to luncheon to-morrow?"

"The idea of keeping my customers informed as to the biographies of artists came to me by accident. It so happened not very long ago that a talking machine artist of ability was performing at the Bon Ton, the big vaudeville house just around the corner from my store, and during his engagement he did me the honor to call upon me several times. He was an interesting talker, and I took pleasure in drawing him out. One day in the course of our conversation I asked a question about his former life. I was surprised and amused to find that he had once been a railroad engineer. Then it occurred to me that my patrons also would be interested in his career, so I asked his permission to draft a short sketch of his life for the benefit of his many admirers. He consented willingly, and as he was limping toward the door—be is quite lame—he turned to me with the contagious laugh that talking machine owners know so well, and remarked dryly, 'Tell your folks about this, too. I suppose it might amuse 'em,' and he tapped his shoe with his cane.

"After such a spectacular beginning, Mr. Middleton, I felt that I must keep up the good work, so I started to communicate with the different artists from time to time, and received from them in return mighty interesting material from which to prepare my biographies."

"As an illustration of how much real value to my customers these life sketches are, I will cite the case of Frank C. Stanley. I doubt if there was a person in this town except my patrons who knew him as W. Stanley Grinstead, his real name. As you know, when he first started making records it was considered anything but good taste to have one's voice canned, and when eventually the world came to the fact that the talker had arrived, and even Caruso and Melba answered the call of the recording horn, Frank C. Stanley was so deeply engraved upon the hearts and ears of the phonograph public that it was deemed unwise to change it.

"However, all of my people knew him, and one of them heard him sing at the Waldorf the night he contracted the disease from which he died a week later.

"Yes, indeed, these biographies of mine have made a distinct hit, and I mean to introduce them broadcast among the trade soon, for they will undoubtedly stimulate business by creating an additional interest in records."

"It works out this way: A man purchases a talking machine and a small number of records. He plays them over and over until he learns the selections and the names of the artists by heart. Then, as his interest is beginning to flag, he remembers the book of biographies he has insisted upon making a part of his initial equipment. He reads it through from cover to cover, with the result that his interest returns stronger than before, for he has read of other artists than those represented in his list of records, and wants to hear them sing, and that means more records."

"Your interview has proved an extremely interesting one, Mr. Smith, and I thank you most sincerely," remarked the writer as the dealer concluded.

"I am glad you found it so," he replied pleasantly. "Take a volume of 'Biographies of Artists' along with you." His kind offer was accepted with alacrity, and subsequently much genuine pleasure obtained from its perusal.

Mr. Dealer, you are going to hear more about this book one of these days. In the meantime, be hospitable. That also will prove a winning proposition from the start.

HOWARD TAYLOR MIDDLETON.

EXPLAINING THE HISTORY OF MARIE NORELLE.

BIOGRAPHIES OF RECORD ARTISTS.

These handsome cabinets are well-made—hold 182 12-inch records—oak or mahogany. Excellent Finish.

They Fit All Victrolas, Hornless Graphophones, and Horn Machines

No. 100 and top fits
Victor, 0, 1, 2, 3, 4
Victrola, 4
$25 & $35 Hornless Graphophones
ALL HORN MACHINES
Victor, 6, 8, 9

The Price $7.75 The Price

S. B. DAVEGA CO.

Edison—Zonophone—Victor

126 University Pl., New York City
The Columbia Double-Disc Demonstration Record is doing precisely what it was designed to do—we are hearing it from "all over". It is one of the few absolutely new and novel—and effective—sales helps. It is seldom enough that you can do as much advertising for $5 as you can with that record for 10 cents.

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

H. N. McMENIMEN OFF ON TRIP

On Behalf of the New Pooley Cabinets Which Have Made a Great Impression on the Trade—Will Watch Interests of the Master Music Horn Also While on His Travels.

These are busy days for H. N. McMENIMEN, general sales manager of the Pooley Furniture Co., manufacturers of the Pooley cabinet and disc filing system, Philadelphia, Pa. He was in New York and vicinity last week calling on the trade and his order sheets represented a bunch of swell sales. On the 17th he starts out to see the jobbers in the Middle West, and will be away until November 12.

H. N. McMENIMEN.

October 31
His itinerary follows: Altoona, Johnstown and Pittsburgh, Pa.; Akron, Cleveland and Toledo, O.; Detroit and Grand Rapids, Mich.; Milwaukee, Chicago, Dubuque, Des Moines, Omaha, Lincoln, Kansas City, St. Louis, Peoria, Indianapolis, Louisville, Cincinnati, Dayton, Columbus, Newark (O.), Washington, Richmond, Annapolis and Baltimore.

Mr. McMENIMEN will also look after the interests of Shep & Vandegrift, manufacturers of the widely known Music Master wood horn, Philadelphia, for which he has created an established sale in all parts of the country. He is a clever and able manager and salesman, and his pleasing personality and exact knowledge of trade affairs and appliances make him a welcome visitor everywhere.

Mr. McMENIMEN says he looks forward to an excellent business during the fall, as early orders prove this conclusively.

The sunshine of courtesy thaws out the churliest customer.

THE MASON & RISCH VICTOR LINE.

Devote Entire Floor in New Yonge Street Building, Toronto, to the Victor Department—Hold Special Opening.

(Special to The Talking Machine World.)

Toronto, Ont., September 9, 1911.

The entire week just ending has been given over by Mason & Risch, Ltd., to the formal opening of their handsome new building at 280 Yonge street, this city, and the public has taken full advantage of the invitation to visit the store and inspect the various departments. A full orchestra was engaged to give concerts each afternoon and evening.

With the opening of their new building the company have installed a complete line of Victor talking machines and records and an especially large assortment of Victrolas, thus backing up their faith in the future of those instruments. Owing to the crowded condition of the old King street quarters, the Victor line could not be handled to advantage there, but in the new building an entire floor has been devoted to that department. The floor is divided into a number of sound-proof demonstration parlors, and the commodious records are placed back of these and out of the way.

The new department was announced in a special letter, most enthusiastic in its nature.

THE FIELD OF SALESMANSHIP.

Success in business turns on salesmanship. The ability to make others see merit in that which you have to sell.

Yes, more than merit, for they must also see in it dollars or satisfactions for themselves.

Men have created wonderful things—only to die paupers—in the midst of millionaires made so by their ability to sell what others had created.

Profit, factory economies, credit and accounting systems, savings by large purchases, all depend upon the ability to sell. When sales cease the whole fabric tears and falls asunder.

No matter what a man has or what a man makes, it is worthless to him if he can't sell it as a profit.

After the creation there always comes the question of selling.

Everything is regulated by sales.

It's the hub of the business universe.

All these things are so, you must admit.

And being so.

Think what a wondrous field of endeavor salesmanship offers.

Slack wins! It always wins! Though days be slow, and nights be dark 'twixt days that come and go. Still slack will win; its average is sure; he gains the prize who will the most endure; who faces issues; he who never shirks; who waits and watches, and who always works.

R. N. WATKIN ELECTED PRESIDENT.

(Special to The Talking Machine World.)

Dallas, Tex., September 8, 1911.

Robert N. Watkin, secretary of the Will A. Watkin Co., of this city, has been elected president of the Southern Talking Machine Association, an organization of talking machine owners and enthusiasts, of which he was one of the founders.

EDISON IN AUSTRALIA.


The extension of the business of the National Phonograph Co., of Australia, has been steady and most gratifying. Larger quarters have been required from time to time, and the latest change of this kind is the removal to their new building, the best of proof that the future will show a still greater expansion. The Edison building is located at 364-372 Kent street, Sydney, N. S. W., and is one of the most modern structures in the city. Its total frontage is 64 feet 7 inches, with a maximum depth of 80 feet, and is six stories, thoroughly fireproof, with a capacity of carrying the tremendous stock constantly required.

Never throw away an envelope until you know that it is entirely empty. Sometimes a small enclosure may be overlooked.
DISC CABINET (Open).
Made to hold 338 Disc Records, 10 and 12-inch.

SALTER MFG. CO.
Sole Manufacturers
339-343 N. Oakley Ave. CHICAGO, ILL.

The Salter Horizontal Felt Lined Shelves prevent the records from warping and scratching. They give greater capacity and yet furnish a separate compartment for each record. The only practical cabinet for both double and single faced records.

Beware of cheap, poorly constructed imitations. Salter shelving is made of specially prepared wood, which keeps in position and does not sag.

Send for new catalogue showing our extensive lines of disc and cylinder record cabinets.
TRADE IN THE QUAKER CITY.


(Special to The Talking Machine World.)

Philadelphia, Pa., Sept. 9, 1911.

The talking machine business in Philadelphia during August was much better than the dealers had anticipated. The month started in a rather indifferent way, and there was a feeling of uncertainty as to what might be the result, but it began early to pull up, and when the month was over most of the men found that they had had a most excellent business; in fact, the best August they had ever had, and one of the very best months. All of the talking machine men are much encouraged and are looking for a very heavy business from this on, and believe that selling is going to be begun early and continue brisk up to the holidays.

On Saturday, September 2, Louis Buehn & Bro., who have been dealers in talking machines at the 45 North Ninth street for the past ten years, moved to a new and a much larger home at 855 Arch street. At these new quarters they will have ample space to handle their rapidly growing business; for the building is 25 by 145 feet, and they occupy the entire first floor and the basement, the basement being equally commodious with the first floor. They will devote the front half of that floor into a modern retail salesroom, and the back portion will be utilized to carry the wholesale stock, as a machine stock room and a shipping room will be located in the basement. Mr. Buehn reports that business has been good in August. "We closed the largest August that we have ever had," says Mr. Buehn, "as the fact that we could not deliver for it. In fact, we just had it and we didn't do anything to help develop it."

The new Pittsburgh store of the firm is growing very nicely. The business out there is showing a very satisfactory increase. It is no longer an experiment, but an assured success.

The new branch of the Talking Machine Co., which several months ago was located in the Turner building at Broad and Columbia avenue, has been doing very well. The warerooms are in a much frequented neighborhood, and there is always a crowd about the place listening to the fine music, for the firm make it a rule to give concerts every evening.

The Victor Co. have just announced three more Victrolas to sell at $45, $55 and $70. The trade are waiting patiently their arrival, and believe they will have a good business on these popular-priced instruments.

Louis Buehn & Bro. report that they have been having a very big business on the Edison business phonograph. The department has been growing wonderfully well since they have brought it under their own roof, and following the vacation season the prospects for the future are very bright. They have now under way deals with a number of big concerns to supply a number of these instruments during the next few months.

The Penn Photograph Co. report that their business in August has been very much better than it was last August, and, in fact, their business right along has been very much ahead of last year. W. J. Elwell, of the talking machine department of the Heppe house, is at present away on his vacation. He expects to be absent two weeks. The Heppe department, like the other houses, has had a splendid August. In anticipation of an active season this fall the firm have laid in practically double the stock they did last year. The big orders that are going on with the factories for the fact this fall means one thing, and that is, that the talking machine business is no longer in a transitory state, so far as they are concerned, but they are establishing a substantial and well-rooted business, and the Heppe, like all the other houses, are not willing to take chances in the future on running short of stock during a busy period and find themselves handicapped in order to get goods.

John Egan, manager of the talking machine department of the Rellah store, is away on his vacation. He is spending it in Atlantic City with his wife and family.

Business with the Columbia Phonograph Co. has been very good in August. T. H. Henderson, the manager in Philadelphia, has been up the State for the past week fixing up a big deal there. He returned home last Saturday, 0. C. Dorian was in New York on Friday of last week, and reports having seen the advance notice about some exceptionally fine hornless high-priced Columbia machines. It is something absolutely new. No announcement has been made as yet, but they will be ready for delivery by the middle of this month.

Marion Dorian, treasurer of the Columbia Co., was in Philadelphia last week and expressed himself as very well pleased at the business the company has been doing here, and the prospects for the future.

Edmond E. Sause, of the Columbia export department, was also here on business. The Philadelphia headquarters have just received the new $25 and $35 hornless machines. They have a wonderful tone, splendid volume, and should prove very big sellers this winter. It looks very much as if the hornless machine is going to replace those in which the horn is used. The Columbia Co. will shortly have a complete line of such machines from $25 up to the highest-priced talking machine made.

The Columbia Co. gave a concert last Saturday night at the Ocean Gate Yacht Club, which was very successful, notwithstanding the fact that it rained torrents all evening. Joseph Murphy, the Columbia salesman, was in charge, and much of the success of the affair was due to his personal magnetism and charm. The Columbia intend to do a lot of concert work this fall, and are making special arrangements to that end. The Philadelphia-Chicago Opera Co. have secured the Columbia warerooms as the location of their downtown ticket office for the coming season. The firm will do everything possible to make the Columbia store the musical center of Philadelphia.

W. G. Linton, who is taking Mr. Cope's place as travel man for the Columbia, has just returned. He is a very satisfactory trip up the State. Mr. Linton was formerly with the Victor Co. and more recently with John Wanamaker. The Dictaphone sales of the Columbia have been very good, and the prospect for fall business in that line is exceptionally good.

A CLEVER COLLECTING LETTER.

How One Credit Man Succeeds in Cleaning Up Small Accounts.

A member of the National Association of Credit Men sends out a neatly printed letter to delinquent accounts, which brings in the money without offending the customer. It reads as follows:

"Small bills, however trifling, when considered singly, in the aggregate form a sum so large that the withholding has ruined an otherwise prosperous business. Happy is he who will cheerfully perform the duty of the moment, whatever it may be. The above fact has appeared on our statements for many years; occasionally, however, some of our friends overlook that plain duty, the doing of which would make things so pleasant for us all. Have you ever calculated how many thousands of dollars of accounts a single ten-dollar bill will pay, if 'sent on its way rejoicing'?"

"We find you are overdue to us for an account of $—, and if you will kindly read over the motto above and then send us your check, we promise to 'push it along' that it may do as much good to the other fellow.

"Now, one good, strong pull—pull altogether.

Is Your Edison Service Right

We offer the dealers in our section the best service they have ever enjoyed.

We want you to take advantage of our twelve years' experience.

Everything on hand for immediate delivery.

A "trial order" recommends our service.

Will you send it?

Louis Buehn & Brother

718 PENN AVENUE

PITTSBURG, PA.
The Columbia Phonograph Company are perpetually advocating comparisons—and we have no apology for it. On the contrary, for competitive business is based on comparisons. It appears to us that we have not been saying half enough about comparisons of the variety, class and quality of the month's record lists. Try it—month by month, record by record.

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

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

(A special to The Talking Machine World.)

Washington, D. C., Sept. 10, 1911.

Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past nine weeks, from July 13 to September 9, from the port of New York.

JULY 13 AND 20.

Acapulco, 15 pkgs., $156; Bahia, 57 pkgs., $3,309; Paris, 9 pkgs., $90; Guayaquil, 7 pkgs., $107; Havana, 4 pkgs., $73; L. Guera, 18 pkgs., $1,690; La Paz, 4 pkgs., $107; Macorís, 8 pkgs., $1,497; Santiago, 6 pkgs., $1,264; Shanghai, 10 pkgs., $1,000; Venezuela, 14 pkgs., $265; Cairo, 22 pkgs., $1,296; Corinto, 3 pkgs., $232; Demerara, 8 pkgs., $281; Frankfort, 2 pkgs., $93; Glasgow, 2 pkgs., $125; Hamburg, 31 pkgs., $506; Havana, 38 pkgs., $303; 32 pkgs., $2,455; 6 pkgs., $169; Havre, 60 pkgs., $1,418; Kingston, 1 pkg., $143; London, 67 pkgs., $1,601; Maceio, 9 pkgs., $102; Muerto Barrios, 16 pkgs., $602; Rio de Janeiro, 56 pkgs., $7,572; Vera Cruz, 45 pkgs., $1,700.

AUGUST 17 AND AUGUST 4.

Colon, 21 pkgs., $805; 29 pkgs., $1,335; Guayaquil, 2 pkgs., $141; Hamburg, 1 pkg., $159; Havana, 4 pkgs., $84; Las Palmas, 24 pkgs., $131; London, 36 pkgs., $785; Progresso, 122 pkgs., $2,152; Rio de Janeiro, 12 pkgs., $1,129; San Jose, 1 pkg., $124; Santo Domingo, 2 pkgs., $1,601; Trinidad, 9 pkgs., $993; Berlin, 8 pkgs., $350; Manilla, 74 pkgs., $2,661; Macorís, 6 pkgs., $152; Melbourne, 15 pkgs., $145; Guayaquil, 6 pkgs., $283; So Paulo, 12 pkgs., $283; Buenos Aires, 100 pkgs., $2,911; Vera Cruz, 49 pkgs., $1,065; Havana, 17 pkgs., $253; Trinidad, 9 pkgs., $401; Manzanilla, 1 pkg., $130; Johns, 61 pkgs., $152.

AUGUST 11 AND 18.

London, 59 pkgs., $1,726; Havana, 10 pkgs., $44; 9 pkgs., $139; Melbourne, 441 pkgs., $15,560; Asturfaina, 8 pkgs., $300; Smyrna, 3 pkgs., $50; Demerara, 8 pkgs., $100; Antwerp, 1 pkg., $106; Amakata, 10 pkgs., $178; Iquique, 6 pkgs., $216; Colon, 4 pkgs., $219; Oruro, 7 pkgs., $180; Chile, 4 pkgs., $367; Quito, 3 pkgs., $265; Mecara, 16 pkgs., $146; Batavia, 19 pkgs., $800; Cal- lou, 2 pkgs., $161; Cartagena, 7 pkgs., $104; 3 pkgs., $186; Delagoa Bay, 8 pkgs., $203; Guayaquil, 5 pkgs., $245; Havana, 9 pkgs., $145; Havre, 8 pkgs., $236; London, 3 pkgs., $150; Montevideo, 20 pkgs., $1,356; 11 pkgs., $572; Rio de Janeiro, 22 pkgs., $1,693; Santo Domingo, 4 pkgs., $117; Santos, 5 pkgs., $180; Stockholm, 86 pkgs., $800; Tampico, 10 pkgs., $385; Vienna, 39 pkgs., $420.

AUGUST 25 AND SEPTEMBER 9.

Amakata, 6 pkgs., $565; Barbados, 1 pkg., $138; Buenos Ayres, 38 pkgs., $10,412; Chile, 4 pkgs., $250; Havana, 6 pkgs., $1,283; 26 pkgs., $1,601; London, 121 pkgs., $7,065; Manilla, 54 pkgs., $3,774; Maracaboo, 4 pkgs., $138; Siddifane, 30 pkgs., $557; Singapore, 17 pkgs., $502; Sydney, 50 pkgs., $541; 15 pkgs., $606; Vera Cruz, 161 pkgs., $6,075; Baden, 4 pkgs., $129; Berlin, 9 pkgs., $190; Buenos Ayres, 2 pkgs., $150; Colon, 3 pkgs., $162; Copenhagen, 29 pkgs., $819; Corinto, 3 pkgs., $113; Guayaquil, 8 pkgs., $157; Havana, 10 pkgs., $558; London, 42 pkgs., $1,689; 57 pkgs., $2,080; Matanzas, 1 pkg., $968; Paris, 72 pkgs., $1,822; Piraeus, 31 pkgs., $1,821; Santiago, 4 pkgs., $131.

SEPTEMBER 9.

Acapulco, 6 pkgs., $632; Antwerp, 1 pkg., $110; Batavia, 13 pkgs., $745; Buenos Ayres, 66 pkgs., $1,500; Cairo, 15 pkgs., $388; Havana, 5 pkgs., $161; 8 pkgs., $163; Havre, 6 pkgs., $149; London, 9 pkgs., $203; Lima, 8 pkgs., $146; London, 33 pkgs., $6,765; Maracaboo, 12 pkgs., $241; Para, 7 pkgs., $153; Para, 2 pkgs., $153; Rio de Janeiro, 41 pkgs., $1,741; Santo Domingo, 5 pkgs., $190; Santos, 12 pkgs., $506; Sydney, 3 pkgs., $163; Vera Cruz, 30 pkgs., Yokohama, 14 pkgs., $732.

ADVERTISING THAT INTERESTS.

An Example of The Kind That Brings Results Is That Used Recently in the Daily Papers by the Talking Machine Department of John Wanamaker.

There are all sorts and kinds of advertising, but the kind that is worth advertising, we believe, is that kind which gets advertising experts describe as possessing "human interest." That is, "ads" which arouse interest and rivet attention; in short, have "pulling power." Talking machine dealers are not always fully equipped to write "ads" for public consumption of this description, nor are they in a position to engage skilled advertising copywriters. The talking machine dealers are not always fully equipped to write "ads" for public consumption of this description, nor are they in a position to engage skilled advertising copywriters.

THE TALKING MACHINE WORLD.


So the voices of Caruso and Scotti, most marvellous of human voices, made family evenings a new delight.

"Take the box home, own it, and the most notable voices in the world sing at your bidding—sing so clearly, so faultlessly, so movingly, that it is hard to believe that you are not in the same room with the living presence of the singer. They never weary of singing. The song never loses its beauty of expression and strength, no matter how long they sing.

Then followed the terms and an invitation to visit the department to 'demonstrate the value of the Victrola as a family delight.'

TALKING MACHINE EXPORTS.

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

(Washington, D. C., Sept. 8, 1911.

In the summary of exports and imports of the commerce of the United States for the month of July (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 July, 1911, amounted to $202,467, as compared with $160,516 for the same month of the previous year. The seven months' exportation of talking machines, records and supplies amounted to $3,061,538.
THE MONTH IN CLEVELAND.


(Special to The Talking Machine World.)

Cleveland, O., Sept. 9, 1911.

While no very large sales have been reported by the dealers, business generally in talking machine circles during the month has been fair. As a matter of fact business has been better during August than was anticipated, and the first few days of the present month give indications that the trade is still improving.

While the trend of demand for some time past has been for the higher-grade machines and high-priced records, the sales of cheaper machines and records have been increasing noticeably, more particularly in foreign records.

The dealers generally are quite optimistic regarding prospects, and are making adequate preparations for a large fall trade, their only fear being that the manufacturers will not be able to supply the demand promptly.

E. H. McClavey, representative of Lyon & Healy, Chicago, was a recent visitor to the talking machine stores of the city.

G. B. Helman, of the Scott & Jones Co., Youngstown, O., was a caller at Lawrence H. Lucker's a few days ago.

The American Multinola Co. report business as moving along prosperously and are getting ready to fill orders, of which they have already received a large number.

Horse Foot, a Dover (O.) farmer and miller, says that music will make cows give more and better milk, and says he can prove it. The idea of furnishing music for his cows Mr. Foot borrowed from J. W. Gatconibe, an English dairyman, who holds that cows are intelligent animals, and are attracted and comforted by the sound of harmonious singing or music. Mr. Foot experimented with one phonograph, and it proved so successful that he later added another, using one in each of his long cow stable. He says his cows seem best suited with ragtime music.

Conditions with the United States Phonograph Co. are of the most satisfactory character. George M. Nibert, manager of the sales department, said business was good and constantly improving. The factory, he stated, was running to its full capacity—that they were behind on orders, and were increasing the plant and adding to the force, in order to enable them to meet the growing demand. Dealers who have taken on the United States goods are all pleased with them, and prospects, he said, were the most encouraging since establishing the business. The Chicago office of the company, 219-235 West Washington street, was burned August 31, destroying all the stock. The loss was covered by insurance.

It is rare that business runs out of the ordinary routine at this season, but W. J. Roberts, Jr., of W. H. Buescher & Sons, states that sales for the past three weeks have been fine—as good as during the usual holiday season.

W. L. Meyers, manager of the Laurence H. Lucker Edison jobbing house, is well pleased with its success. He said: "We are very busy and have been ever since our opening. Business conditions covering the entire Edison phonograph line are good, and the volume of trade has far surpassed our expectations."

The Columbia Phonograph Co. are doing a splendid business, August proving one of the best months. "Our record sales," said Mr. Madison, "were over 26 per cent. increase over any previous month and are still increasing. Although we have not yet received our samples, even of the new hornless graphophones, we have been taking liberal orders from Columbia dealers. They will unquestionably prove a most popular machine. Mr. T. Wright, of Medina, and the H. H. Trimpby Co., Ashtabula, O., have recently become exclusive Columbus dealers, and are doing fine."

The talking machine, piano and small instrument quarters are among the leading and most popular departments of the large department store of the Bailey Co. The display of Victors, Edison and Zonophones consists of all the various models, and the stock of records is complete. Mr. Friedlander, manager, reports business is excellent and that prospects never looked better.

Robert R. Sonders, manager of the Columbia Phonograph Co., Dallas, Tex., on his way home from Boston was a visitor for a short time with E. H. McClevey, representative of Lyon & Healy, New York. He made a special visit to the branch store of Lawrence H. Lucker, here, W. L. Meyers, manager, was for a short time with Mr. Friedlander, manager, reports business is excellent and that prospects never looked better.

When opening the branch store of Lawrence H. Lucker here, W. L. Meyers, manager, was fortunate in securing the services of Audley V. Bissing, a gentleman thoroughly posted in all the details of the talking machine business.

Ronco R. Gorham, representative of the Victor Co., spent several days in the city the last of August. He made a point of specially presenting the new Victrolas to the trade and looked a large number of orders. Mr. Gorham said he found business and prospects with dealers in towns he had visited excellent, and thinks the fall business will surpass that of any previous season in the Victoria line.

W. E. Shay, the talking machine dealer of Elyria, O., called at the Edison distribution quarters last week. He reported business was very satisfactory for both machines and records.

H. E. McMillin is spending his vacation at Topsham, Me. R. L. McMillin and M. B. Ishler, Ravenna, O., successful and popular talking machine dealers, were recent visitors in the city.

The Walter J. Welsh Piano Co. gave a Graflexola recital at the St. Bridget's Church lawn fete last week which attracted a large audience and was very successful.

H. E. McMillin, Jr., has just returned from a very successful business trip in the New England States. On his return he rejoined a few days at Atlantic City.

A portion of the elegant store of the W. F. Frederick Piano Co., 1612 Euclid avenue, is being transformed.

Three booths, constructed of mahogany birch, in rubbed oil finish, with beaded glass partitions, will be completed and occupied on the 20th. Record racks of sufficient proportions to contain the entire Victor catalogue of records, allowing one receptacle for each number. G. W. Watkins, manager, says the initial order, of large dimensions, has been placed with the Eclipse Musical Co.

Business with the Eclipse Musical Co. is reported very satisfactory. Mr. Towell stated the machine trade was excellent, and that records were moving in large volume.

R. Sachia made a special exhibit of Columbia phonographs during the week of the West Side Exposition. He made a number of sales of machines and is having a splendid record trade, especially of foreign selections.

Very good reports are made by the many city dealers—Charles I. Davis, Brown Bros., The Alfred Howey Co., the Goodman Piano Co., B. Dreher's Sons Co., the Book Shop and others. All note good and increasing sales of records, with an excellent demand for machines.

PRELIMINARY INJUNCTION GRANTED.

The application of the Victor Talking Machine Co., Camden, N. J., for a preliminary injunction, pending trial, against the Carl Lindstrom Co., Berlin, Germany, and their American representative, Adolph Heinemann, New York, was granted August 38 by Judge Veeder, United States Circuit Court, Southern District of New York. The charge is infringement of the Berliner patent, and a restraining order had previously been issued. The motion for the injunction was argued August 16.

E. H. Droop, of E. F. Droop & Sons, Washington, D. C., was a visitor to the Victor factory at Camden, N. J., on his way to New York this week.

What the Cartridge is to the Gun is the MASSEY DIAPHRAGM to the Talking Machine!

Ammunition for Massey dealers:
1. Articulates clearly.
2. Charms the listener.
5. Used with Edison Model O, R and M Reproducer, it creates the best cylinder reproduction.

Better The Edison Tone
With the MASSEY Diaphragm

The MASSEY Diaphragm retails for $1. Simply ask and we'll give you a Massey free of charge. Our sales offer will interest you, too!}

J. A. FOSTER CO., Edison Department, Providence, R. I.

Wholesale and Retail Distributors
COMMITTEES NOW COMPLETE

Of the National Association of Talking Jobbers as Appointed by President McGreal—An Imposing Roster of Prominent Personalities.

(Special to The Talking Machine World.)

Milwaukee, Wis., Sept. 7, 1911.

President Lawrence McGreal of the National Association of Talking Machine Jobbers, has completed the official roster of the association for the coming year by the appointment of the various standing committees and State commissioners. The complete official directory of the association, including the officers and executive committee, which were elected, is as follows:


WILLSON AGAIN WITH COLUMBIA CO.

H. L. Willson, who some time ago resigned from the service of the Columbia Phonograph Co., General to enter business in another line on his own account, has resumed his old position at the executive offices in the Tribune building, New York, as assistant to Geo. W. Lyke, general manager, occupying his former quarters. Mr. Willson, who has filled the place temporarily, is once again in charge of copyright and kindred matters, in his former location.

JOHN WANAMAKER'S EDISON WINDOW DISPLAY

What is termed an "Exquisite Amberola Display," by the Edison Phonograph Monthly for September, is shown in the accompanying cut. Its description and comments follow:

"An interesting and notable merchandise display of the month in New York City is reproduced in the above picture. The window is one of the several in the John Wanamaker store at Broadway and Ninth street, and attracted much favorable comment. Six Amberolas and several pieces of furniture of classic design were used. H. B. Berne, in charge of the talking machine department of the Wanamaker store in New York, and to whose influence is largely due the attractiveness of the display, John Wanamaker is responsible for the statement that there's no room for a 'quitter' in the advertising game. The publicity work for his enterprise is planned and executed with that thought in mind. His people do a thing well or not at all—as the show window plainly proves. The sale of Amberolas from both the New York and Philadelphia stores has been little short of phenomenal."
Jobbers Report That Trade Is Opening Up in Strong Shape—Country Dealers Replenish
Depot Stocked in Anticipation of Lively Season—Travelers Out in the Field—Prom-
ounced Increase in Freight Rates on Talking Machines Defeated—A Strong Lyon & Healy
Advertisement—Line Up of Victor Forces—
Columbia Co's Special Aviation Window—
A. C. Goldstein Returns from Trip to Pacific Coast and Talks of the Situation in That
Section of Country—W. C. Fuhrer Also Visits West—J. H. Hardin Promoted—The Talk-
ing Machine Shop—The Piano Business—Recent Tablet Additions to the Ranks of
Talking Machine Workers—Lyon & Healy
Improving Service to the Dealers—Talking
Machines to Advertise Cement—Other News
of the Month from the Western Metropoli-

(Special to The Talking Machine World)

Chicago, Ill., Sept. 9, 1911.

According to statements made by Chicago job-
ers the fall trade is already opening up in a
strong way. The lethargy, so far more pronounced than usual, during the greater
part of the summer, caused in large degree, no
doubt, by the excessive heat and enthralling dubious-
ess of the crop outlook, has given place to an
improved condition. Dealers are meeting with excellent success.

Such matters are likely to arise from time to
time, and in view of the notable service rendered by the
association, it is to be hoped that plenty of time
will be given to the contingency which suddenly arose, one is
inclined to wonder why the creation of a standing
freight committee, which would be eternally on the
outlook for trouble, is not a strategic move on the part of the
association.

Model Talker Advertisement.

Lyon & Healy occupied ample space in the dailies
one day last week with what has been commented
on the trade as one of the most forceful, high-
grade talking machine advertisements used by a
Chicago house in many moons. It was written by the
judges, who were out of town and the
house, and it has brought him many compliments
for this new evidence of his skill as a writer of
pertinent explosive literature. It was headed by an
artistic rendition of the famous
"Arabian Nights" heroine and the king listening
for a victrola, and the essential text below the cap-

The Victor, 1300, Night's Entertainment was as follows:

"Now, when it was the one thousand and first
night, Sherezadah said: 'O auspicious king,
I have reserved for to-night the greatest treat of all.
Behold before you a victrola from the music house
of Lyon & Healy. Listen, sire, and presently you
shall hear Carusso sing his most divine arias. I
have reserved for to-night the wave but one of the
famous operatic voices will fill this room with
melody. You shall hear soliosts, quartettes, or-
chestras—aye, even whole operas will be sung for
your pleasure. You have spent your pleasures on
celebrated entertainers will provide for you such a program
that not all the great theaters in Bagdad rolled into one
could equal it.'

"To the reader: This up-to-date version of the
old fairy tale has a moral for you. Your
home needs a victrola. Even if the victrola were
a certain amount of money every enter-
tising advertiser will be appreciated even by dealers who have not been
as aggressive in this respect as they should be.

Th's travelers for the Chicago jobbers were all active in a
new and enterprising way. Within the past fortnight the
vis-a-visorry of the manufacturers
have taken the field after a 6mter.
rest. The fall campaign is, therefore, fully in
progress and promises to be a very lively and re-
sultful one.

Frailty Advantages Defeated.

As reported elsewhere in this issue, the proposed
increase in freight rates in western territory on
talking machines enclosed in cabinets and which
embodied all makes and types of hornless ma-

chines was finally taken up and voted down a few days ago
by the western classification committee, which is

still in session in this city. The matter has been
finally and definitely dropped, and reflects great
credit on the prompt and efficient action taken by the
National Association of Talking Machine Job-
ers, aided and abetted by the traffic and other
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"HIS MASTER'S VOICE"

At the Head of
The March of Progress
Our Service and Victor Goods

The Victor Company's latest additions—three new Victrolas:

Victrola IV  $15.00
Victrola VI  25.00
Victrola VIII 40.00

These must prove a big stimulator and business-getter for the Fall.

Our Contribution: Service

First: Exclusively Wholesale.
Second: Personal Interest In Your Business—an interest made possible by our anxiety to get and hold your business.

Keep that item in front of you—We must have your business (the Dealers' business) to live.

137 N. Wabash Avenue
Chicago, Illinois
spent his vacation in floor planetariums.

H. S. Conover, of the traveling force, welcomed Harry S., Jr., a couple of weeks ago.

B. C. Baer, manager of the record sales department of Lyon & Healy, has already made arrangements for Victor records of the sugar-coated voice of the cherub who is blessing the Blackman manufacturing department with his presence. He says they will eclipse the Victor's famous Nightingale record.

L. M. Service.

Lyon & Healy are fully into the fall campaign with all their travelers aggressively on the road and with arrangements made for the still further improvement of their already famous service to the talking machine dealers. Arrangements from the Chicago office are visiting the trade as usual and giving the dealers the benefit of the firm's extensive retail advertising. Lyon & Healy are fully into the fall campaign with all their travelers aggressively on the road and with arrangements made for the still further improvement of their already famous service to the talking machine dealers. Arrangements from the Chicago office are visiting the trade as usual and giving the dealers the benefit of the firm's extensive retail advertising.

The Chicago office have received many orders from dealers on the new Lyric and Ideal hornless graphophones, priced respectively at $30 and $35. Samples of both machines were received here several weeks ago.

Harding Goes to New York.

John H. Harding, who for some years has been Western representative of the Edison moving picture department and headquarters in Chicago, has been transferred to Orange, N. J., and has been promoted to the position of assistant manager of the blast furnace of that company. Prior to leaving for Orange Mr. Harding was given a banquet at Unity Restaurant by George Kline, of the Kline Optical Co. Fourteen of Mr. Harding's friends in the local trade were present, besides Peter Weber, superintendent of the Edison factories at Orange; Mr. Pinslopin, manager of the Moving Picture Studio, New York, and Mr. Gall, one of the factors of the Edison Co. The trio happened to be in Chicago at the time and gladly took part in the festivities.

Preparing for Big Fall Trade.

The Talking Machine Co. have made very strong preparations for a big fall and holiday trade and have placed orders for an immense stock of Victrolas, and have been compelled to secure additional storeroom space at their building at Nibigville. The company has ample space for machines and records, and has sliding glass doors on either side, on which both the Columbia and Victor insignia appear. They can thus give recitals right from their home, always have an abundance of literature for distribution. Mr. Schwierert also makes it a practice of offering to give recitals for various Marshalltown functions. People who order horn machines from their homes are invited to call at the store and select their programs. They have a number of different programs printed and offer them usually succeeding in meeting the desire of the customer. They furnish them for distribution to each guest.

Good Selling Plans.

E. W. Schwierert, manager of the talking machine department of C. F. Baer, manager of the Chicago office of the Columbia Co., has been week-ending during the summer months in Wisconsin, where he has spent much of his time fishing and reasoning with them as to why the prices of their horn machines are not higher. He says he will eclipse the Victor's famous Nightingale record.

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EDISON and VICTOR DEALERS

ARE YOU RECEIVING THE PROPER CO-OPERATION FROM YOUR DISTRIBUTOR? :: :: :: ::

IF YOU ARE NOT THOROUGHLY SATISFIED IT WILL PAY YOU TO INVESTIGATE :: :: :: ::

Lyon & Healy SERVICE

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

The Largest Exclusive Wholesale Victor and Edison Departments in the United States are Ready to Co-operate with You

DISTRIBUTORS OF
Victor Talking Machines and Edison Phonographs

CHICAGO
THE EDWARD C. PLUME CO.
This Concern, Which Controls a Strong Adver-
sification committee.

FROM OUR CHICAGO HEADQUARTERS.
(Continued from page 44.)
cabinets should not be acted upon favorably by the
committee, have proven successful, the Western
classification committee voting not to approve the
increase.

"The transportation committee, of which the
verifier is chairman, blared quite hard in the mat-
ter, and it is with a spirit of elation that we write
you this pleasant news.

"The action of the Western classification com-
mittee, which was in accordance with our argu-
ments presented, means the saving of hundreds
yes, thousands of dollars to the talking machine
trade-distributors and dealers-situated within
the preserves of the Western classification com-
mittee, as well as forestalling any advance of the
same character that might have been made by the
official and Southern classification committees had
the increase been approved by the Western classi-
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THE EDWAR
BUSY TIMES IN ST. LOUIS TRADE.

Dealers Declare That Present Business Equals That Usually Done During the Holidays—Many Records Sold to the Stay at Home—Victor Traveler Gets Record Size Order—That Usually Done During the Holidays—Interesting Personal Items—Silverstone's Unique Window Display—What Lines Are Being Featured by the Various Retail Houses—General News of the Month Worthy of Record.

(Special to The Talking Machine World.)

St. Louis, Mo., Sept. 9, 1911.

St. Louis retail talking machine dealers are enjoying a business that they declare is only equalled at holiday times. Charles L. Byers, who is in charge at the Columbia store in the absence of Mark Silverstone, said, "August was the biggest month we have had except last December." He, of the Aeolian Co., pronounced it holiday business and that the Thibes and Silverstone stores were having nothing but praise for conditions that are as unexpected as they are pleasant. At the Menge store, in the West End, the sale of two Victrola XVI. and one XII. as one morning's record is equal to a trip to the seashore," is the way one man put it. He added: "I see a lot of persons who have taken their vacations at home or at least on the smallest possible expense and have added to their record library with their savings. And time will show that they are wise in so doing. A restful day at home and a grand opera or a popular song concert on the front porch in the evening is equal to a trip to the country any time."

L. A. Cummins, traveler in this territory for the Victor Co., credits the J. H. Buettner Furniture Co. with their savings. "While the machine business has been flourishing, the record business has not lagged as much as usual. "Machines are now two general owned for the record business to check much because men who have money have gone to the country or seashore," is the way one man put it. He added: "I see a lot of persons who have taken their vacations at home or at least on the smallest possible expense and have added to their record library with their savings. And time will show that they are wise in so doing. A restful day at home and a grand opera or a popular song concert on the front porch in the evening is equal to a trip to the country any time." 

L. A. Cummins reports a happy three days in Indianapolis, spent in company with Messrs. Gressing and Berlin. Mr. Hegeman, a Victor dealer at Yazoo City, Miss., was a recent merchant visitor in St. Louis. In speaking of the remarkable August business, Charles L. Byers, of the Columbia Co., says: "Our amazing record of eclipsing every month except last December was not alone due to commercial conditions in St. Louis, but to the persistent and efficient work of an organized sales force second to none in the talking machine business." Mr. Silverstone, the local Edison jobber, who was once a watchmaker and who is of a mechanical turn of mind, has Olive street promenade guessers over what is pronounced the best mechanical window display in town. He began with the ancient feat of balancing a steel knife and fork on a match which rests on a needle poised in the cork of a bottle, and then he found a way of making the knife and fork revolve on the needle axis. He calls this "perpetual motion (as near as it will ever be gotten)." The slow motion of the balanced knife and fork is steady and seems never failing. The device sits on a small table which is mounted on common rollers to preclude possibility of wires. Mr. Silverstone admits that the motion is accelerated, but he is not yet ready to tell where or what is the mysterious power. A sign in the window, however, announces that he will impart that information to purchasers of Edison machines. There never has been ten minutes of daylight time the device was installed that there is not a crowd about the window, looking, guessing and theorizing and at least one fight has resulted. Mr. Silverstone says he worked out the power idea himself and that it is very simply, but that not one of the men who have come in to talk with him about it has been sure that he has discovered the right thing. Of course, there are a lot of talking machines in the window.

Frank Crim, Edison dealer at Lancaster, Mo., was a recent St. Louis visitor and placed a good sized fall order.

The fellow who played "Budweiser's a Friend of Mine" for the prohibitionist, got a tract instead of an order. Consistency thou art a jewel.

If the salesman can talk intelligently of the opera the selling of grand opera records will become a simple task. Know the goods.
Unexcelled service

has enabled us to help hundreds of dealers to achieve business success. Are you among that number?

Our service is not only quick, but accurate as well. We ship every order the same day it is received, and every order is checked and re-checked, so that when you order Victor goods you get the Victor goods you ordered.

Satisfy your customers by giving them first class service. Teach them to swear by you, not against you. You can do this by getting rid of the jobber who is slow and inaccurate, and giving us your orders to fill. Buy from a jobber who will pull with you, not against you.

It is sometimes impossible for you to have everything the people ask for. When this happens you want to have a jobber who will give you the kind of service necessary to keep that customer from going elsewhere.

A jobber on whom you can depend. That’s our strong point.

Our stock is large and varied, and every order, whether large or small, receives the same careful attention. We have a complete line of Victor, Victor-Victrolas, Victor Records, needles, record cabinets, extra parts and accessories of every kind.

A postal will bring our catalog, and also an interesting little booklet of Victor record cabinets, called: "The Cabinet That Matches."


Successors to
Victor Distributing and Export Co.

83 Chambers Street
New York

Victor dealers are not slow in taking advantage of public parades, on any and every occasion, to exploit their goods. The displays made in various parts of the country in connection with our national holiday were not only handsome, but effective and notable, and no expense was spared by the individual dealers mentioned. The illustrations herewith presented by courtesy of the Voice of the Victor, shows: First, the automobile of the Whetzel Music Co., Wexford, Ore. Note the patriotic colors of the improvised horn attached to a regular Victor machine and the striking sign.

Then, the floral automobile of the Talking Machine Co., Minneapolis, Minn., is more elaborately decorated, but both attracted no end of attention, and were given an ovation as they passed in the processions of their respective cities. At Santa Barbara, Cal., the Brown Music Co. seized upon the opportunity, and, as seen in the picture, made the most of the occasion. On the opposite side of the float, as shown in the centerpiece, the Victor, 1911, Fourth of July window display was arranged, while inside the block house a drummer and fifer were busily engaged in carrying out the illusion and adding color to the "Spirit of '76." All three dealers are entitled to a great deal of praise for their enterprise and good judgment.

CHANGES IN VICTOR DISCOUNTS.

To meet the controversy regarding the "special long term" extended dealers by some of our distributors the Victor Talking Machine Co., Camden, N. J., have notified their trade of a change in contract. The addendum regarding terms, which became effective September 1, follows:

"Two per cent. cash discount is allowable only when purchases for the current month are paid on or before the 10th of the following month. Monthly accounts are due and payable net thirty days from the end of the month. Accounts may be closed with interest bearing notes at the legal rate at the end of the thirty days, providing said notes are drawn for a period not exceeding three months' time, and further providing that no agreement or understanding whatever is in existence relative to renewal." General Manager Geissler notifies dealers to be governed accordingly.

BUT ONE KIND OF TRUTH.

There is but one kind of truth, and the same standards of straightforward honesty apply in business which are common to all other relations of life. It is better to lose the business that cannot be secured without exaggerated statements and promises which cannot be fulfilled. Merchants should keep their promises to customers and avoid customers who will not keep their promises to them in return.
WITH THE TRADE IN DETROIT.


(Special to The Talking Machine World.)


A new and first class talking machine store will be established in Detroit some time this month. It will be an exclusive Victor store. The plans are not ripe yet, so the names of the promoters cannot be given this month. But it is known that the store will be at least as large as the present store, and is being fitted up into one of the finest in Michigan. The manager who will be at the head of the business is experienced in the talking machine trade, but is not now connected with any of Detroit's music houses. The other members of the company also are experienced in the talking machine business.

Fall trade is opening up here with a rush and the recently devised mediums and low priced hornless machines are in the greatest demand. Grinnell Bros. are unable to get enough of the $50 Grafonolas, the $35 Ideal and the $25 Lyric. The Columbia Favorite, at $90, has been the strong seller of the Doran Phonograph Co., especially since the vacation days have drawn to an end.

July was the dullest month of the summer. In August business began to pick up as though summer already was over. Thus far in September it has shown the increase which the August conditions indicated was to be expected. The exceptionally good weather has been largely responsible for it. Primarily it has laid a first-class foundation for business by raising good crops. Secondly, it has made people feel cheerful and in a mood to loosen up some of their material prosperity instead of hoarding it.

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The only dull spot in the trade is in the country districts, where the country trade will come in strong, for the rural brethren have made more money than they have before in a quarter of a century. The up-State quickening already is felt to a mild extent and is constantly expanding.

Max Strassberg, manager of the talking machine department of Grinnell Bros., is just returned from a month's vacation at Charlevoix and is celebrating the twelfth anniversary of his entry into the talking machine business—that is, he is celebrating it by buckling down to work for a busy thirteenth year. He is one of the pioneer talking machine men of Michigan and has been with Grinnell Bros. ever since he entered the business, expanding it from a small adjunct to the piano business to a department which would make one of the largest stores in Detroit all by itself. Grinnell Bros., new Monroe avenue branch is doing better than the Monroe avenue branch is doing better than the Monroe avenue branch is doing better than the Monroe avenue branch is doing better than the Monroe avenue branch is doing better than the Monroe avenue branch is doing better than the Monroe avenue branch is doing better than the Monroe avenue branch is doing better than the"...
To those dealers who think it well to carry other lines with Columbia, we always say go ahead. We'll take even chances any day of the week. To those dealers who have so far been "shooed" out of adding the Columbia to their other lines, we can only say that they are being jollied out of good money.

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

PACIFIC COAST TRADE NEWS.

Notable Increase in the Demand for Records Reported—What the Traveling Men Are Doing—Open Dictaphone School in Columbia.

James J. Black, manager of the talking machine department of the Willey B. Allen Co., says that beginning with the opening of the out-town business in San Francisco business in his department has been steadily increasing, though the principal feature at present is the demand for records. Mr. Black reports that a large retail business is being handled by both city and outside stores, during the fall and holiday season, and is now making arrangements to keep a large stock on hand throughout the season. One of the company's traveling men, F. F. Corcoran, has just returned from a visit to the Sacramento valley, where he found an unusual amount of business for the end of summer. Mr. Corcoran will leave shortly for an extended visit to the northwest. Lawrence K. Wilson, who has been spending some months in the Hawaiian Islands and the Orient, has been meeting with considerable success with the company's lines. He will leave on his return trip, arriving in this city late in September.

Walter S. Gray, Pacific coast manager of the Columbia Phonograph Co., reports that the month of August will approach the best month's record for this year so far and speaks most optimistically of the outlook for the fall trade. The San Francisco office of this company has just received the Ideal hornless machines, which is expected to prove as fine a seller as the Favorite, the fifty-dollar machine. The local office is now conducting a Dictaphone school for the benefit of stenographers who wish instruction in the use of this machine. Walter S. Gray is a very able business man, having charge, of both city and outside stores, during the fall and holiday season, and is now making arrangements to keep a large stock on hand throughout the season. One of the company's traveling men, F. F. Corcoran, has just returned from a visit to the Sacramento valley, where he found an unusual amount of business for the end of summer. Mr. Corcoran will leave shortly for an extended visit to the northwest. Lawrence K. Wilson, who has been spending some months in the Hawaiian Islands and the Orient, has been meeting with considerable success with the company's lines. He will leave on his return trip, arriving in this city late in September.

IN THE SOUTH AMERICAN FIELD.

Chas. S. Lightner in Buenos Aires and Theo. F. Ferry in Mexico Pushing the Victor Line Among Our Southern Neighbors.

Chas. S. Lightner, who came home a year ago to get a full breath of fresh air, is now at his post in Buenos Ayres, Argentina, S. A. He has a competent corps of travelers, who visit every point of importance from the canal zone to Puenta Arenas in the Straits of Magellan, carrying the Victor flag to the front. Mr. Lightner's business in the Southern Continent has gone ahead by leaps and bounds.

Then, F. Ferry, who traveled the west coast of South America a number of years for the Victor Talking Machine Co., Camden, N. J., has just gone back to his new territory in Mexico, conditions having quieted down to a street business basis again. The followers of Madero, Gen. Reys and other possible candidates for the presidency, are in the market once more for machines and records for entertainment purposes in their mountain fastnesses. The Mexicans have a pronounced leaning toward the beauties and attractions of the talking machine.

BE UP-TO-DATE!

Echo Record Albums?

Every one sold sells two more. EVERYBODY LIKES THEM.

The ECHO ALBUM COMPANY

926 Cherry Street, Philadelphia, Pa.
This invention relates to an arrangement whereby may be obtained the continuous rendering or reproduction of a piece of music or the like recorded on several successive discs of cylinders. This arrangement also solves one effect as desired with absolute certainty and without fuzes, the starting and the stopping of the gramophone or phonographic recording of a piece, at any desired point in this piece, and at a predetermined moment. Means for carrying out the present invention are shown by way of example upon the annexed drawings, in which Fig. 1 is a longitudinal section, and Fig. 2 is a section on line 1–1 of Fig. 1. Fig. 3 shows an example of the arrangement applied to a cylinder apparatus. MACHINES. PHONOGRAPH. Brian F. Philpot, Brooklyn, N. Y. Patent No. 99,143.

This invention relates to improvements in machines or molding presses for turning in the ends of tubes or cylinders used in making phonograms in accordance with the process disclosed in application Ser. No. 443,299 filed February 19, 1919.

The object is the production of a press which will support the extremely thin walls of the tube and smoothly turn the ends in between the dies which are maintained at a predetermined distance apart while the molding operation is being carried on.

In the drawing Figure 1 is a view of the complete machine; Fig. 3 is a sectional view of the tube holder and molding cap or die, and Fig. 3 shows the end of the tube after it has been turned in.

The invention relates to attachments for phonographs by means of which both disc and cylinder records can be used on cylinder machines. By the use of these devices both styles of records can be played with equal convenience and very little time is required to make the change when the alternate style is desired. The playing of disc records is accomplished by the use of a jointed bracket which is adapted to support a disc turn-table, suitable gearing to impart motion from the phonograph driving mechanism to the turn-table and a disc record reproducer which can readily be interchanged with the cylinder record reproducer. But, when cylinder records are to be used, the turn-table is removed and the jointed bracket is folded back out of the way.

Figure 1 is a front view of a cylinder phonograph, showing the devices in use with a disc record; Fig. 2, an end view of the same, showing the jointed bracket in its prone position in dotted lines; Fig. 3, a perspective view showing the machine in use with a cylinder record; Fig. 4, a section on line 4–4; Fig. 5, a top view of a portion of the base of the goose-neck, showing the split tube, forming part thereof, in the position to withdraw the reproducer; and Fig. 7, a similar view, with parts broken away, showing the goose-neck connected to the reproducer.


The invention relates to means for imparting a progressive movement to the carriage which carries the reproducer or recorder of a phonograph whereby the same is transversely with respect to the direction of movement of the surface of the record, and the stylus traces upon the same a spiral path. In devices of this character it has been the usual practice heretofore to provide a feed screw with a very thin thread, such as 100 threads to the inch, and to secure to the carriage a spring arm provided with a nut for engagement with said screw, thereby feeding the carriage forward a distance of 1 inch for each revolution of the feed screw. It has sometimes seemed desirable to feed the carriage at a slower rate of speed than this, but for mechanical reasons the production and operation of a screw of finer pitch than that referred to is practically impossible. Accordingly to this invention, however, it is possible to obtain a very low rate of travel for the carriage, such as could be produced by a feed screw having 200 threads to the inch and operating in the manner described, without, however, using a screw of any finer pitch than is now used, and, in fact, if desired, the pitch of the feed screw may be increased very considerably and at the same time the rate of feed decreased. This result is accomplished by substituting for the feed screw connected to a rotatable screw or threaded wheel, the thread of which is the reverse of that of the feed screw and of a smaller inclination with respect to a vertical plane, as, for instance, when the wheel of greater diameter, and the feed screw is threaded with the same pitch. Such a wheel when supported in frictional engagement with the feed screw will be rotated thereby, and of three parts, and so supported, as above stated, as to perform all the necessary functions required upon a talking machine.

Figure 1 is a side elevation of a talking machine, showing an amplifying horn applied thereto, and provided with the compound curved tubular member, for the support of the free moving parts of the horn, of the mounting of either the compound curved member 0 or the curved member 1.

MECHANICAL MOVEMENT. Herman Wolke, Orange, N. J., assignor by mesne assignments to The Wolke Edison, Inc., West Orange, N. J. Patent No. 990,957.

The invention relates to an arrangement where-
on account of the inclination of the thread of the feed screw being slightly greater than that of the wheel, the screw will exert a thrust thereon and will cause the same to travel at a rate which is equal to the difference between the inclination of threads, which depends upon the relative diameters of the two parts. For instance, if the wheel be twice the diameter of the feed screw and both are threaded with a screw of 0.1 of an inch pitch, each revolution of the feed screw will feed the wheel forward only 0.005 of an inch. As another example, if the diameter of the feed screw is 3/8-inch and its thread 1-16-inch pitch, and the diameter of the wheel 3/4 inch and pitch 1-16 inch, each revolution of the feed screw will feed the wheel forward 1/36 of an inch; or if the threads on these members are 1-32-inch pitch, the feed for each revolution will be 1/192 inch. This invention may be properly termed a differential feed, because the forward movement is equal to the difference in the inclination of the threads and may be calculated (when both screws are of the same pitch) by subtracting from the pitch of the feed screw the product of the pitch multiplied by a fraction whose numerator is the diameter of the feed screw and whose denominator is the diameter of the other screw.

Referring to the accompanying drawings, Fig. 1 is a front elevation of a phonograph provided with a feed device constructed in accordance with the invention; Fig. 2 is a section on line 2-2 of Fig. 1; Fig. 3 is a front elevation, largely in section, of a modified structure; Fig. 4 is a side elevation partly in section, of the device of Fig. 3, and Fig. 5 is a front elevation of a second modification.

The invention relates to the combination of a mandrel mechanism with the operating mechanism of a disc-record phonograph, to the effect that the mandrel mechanism of any ordinary type of phonograph for the use of cylinder records can be used in connection with the cabinet and operating mechanism of any ordinary type of disc-record phonographs. This general object is accomplished by mounting the mandrel mechanism on a suitable frame adapted to rest on the cabinet of the disc machine around the turn table thereof, and by gearing with the mandrel mechanism a friction wheel adapted to travel on the turn table and to be rotated by the same to actuate the mandrel mechanism.

Fig. 1 is a perspective view showing a mandrel mechanism mounted on the cabinet of a disc-record phonograph; Fig. 2, an end elevation of the same; Fig. 3, a front elevation of part of the same; Fig. 4, a fragmentary section on line 4-4, Fig. 2; and Fig. 5, a detached perspective view of the compensating levers.


This invention relates to attachments for talking machines, and particularly to talking machines employing a rotating record disc. It has for its object to automatically stop the rotation of the disc as well as to disengage the needle from said disc when the end of the record has been reached; also, to provide extremely simple means to accomplish this result and which may readily be attached to apparatus already in use, no change in the same being required.

Various attachments have been devised to automatically stop the rotation of the disc, but all these devices throw the action upon the needle itself, or do not disengage the needle from the record or other surface. The diaphragm, which is very delicate and a most important part of the apparatus, is thus exposed to serious damage, and all movements of the needle will be reproduced to the annoyance of the listeners. With this attachment, however, the needle is at once disengaged from the record disc as soon as the end of the piece is reached, and the notion of the said record disc arrested. The attachment, also, is suited for any existing machine of the disc-record type without requiring the slightest change in same, and is readily removed if not required.

Fig. 1 is a plan view showing device attached. Fig. 2 is a side elevation. Fig. 3 is a detail view showing the attachment of the locking plate. Figs. 4 and 5 are side and front elevations respectively, illustrating the locking plate in locked position and the needle disengaged.


The main objects of this invention are to provide sound-box having a stylus bar mounted to oscillate upon an axis perpendicular to the face of the record when the bar is in operative position; to provide an improved sound-box in which the diaphragm may be removed from the box without disconnecting the stylus bar from its mounting; to provide an improved stylus bar and mounting therefor; and also to provide other improvements.

In the drawings, Fig. 1 is a side elevation of a talking machine constructed in accordance with this invention; Fig. 2 a top plan view of the same with the amplifier shifted; Fig. 3 a front elevation of a sound-box constructed in accordance with this invention; Fig. 4 a side elevation of the same; Fig. 5 a top plan view; and Fig. 6 a bottom plan view of the same, partially in section on the line 6-6 of Fig. 3; Fig. 7 a modified form of the sound-box of this invention; Figs. 8, 9 and 10 are respectively a side elevation, a top plan view, and a bottom plan view partly in section, on line 10-10 of Fig. 7 of the same.

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