A Corner of the Music Room in the White House

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, January 15, 1912.
ZON-O-PHONE

MUSICAL INSTRUMENTS

List Price From $20.00 to $75.00

We will equip the $50.00, $60.00 and $75.00 Machines with the Music Master Wood Horn at no extra charge.

Double Record Discs

10 inch—65c. 12 inch—$1.00

Our new catalogue of foreign Double Records is ready for you on request.
Bohemian, German, Hungarian, Jewish, Roumanian, Italian and Spanish.
We will be glad to mail you catalogue in any language as per above.

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

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


Fourth and Race Streets

Philadelphia, PA.

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

ARKANSAS
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Fort Smith... R. C. Bollinger, 704 Garrison Ave.

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

ILLINOIS
Chicago... W. E. Szejwalski, 1011 Milwaukee Ave.
Chicago... Trench, Fourn & Co., 73 Fifth Ave.

KANSAS
Topeka... Emalier-Spinnaker Furn. Co., 417-19 Kansas Ave.

MARYLAND
Annapolis... Globe House Furn. Co.
Baltimore... C. S. Smith & Co., 841 W. Baltimore St.

MASSACHUSETTS
Boston... Katz & Hoffman, 5 Portland St.

MINNESOTA
St. Paul... W. J. Dyer & Bro., 93-95 W. 9th St.

MICHIGAN
Detroit... J. C. Schmidt, 525 Gratiot Ave.

MISSOURI
Springfield... Morton Lines, 305 Booneville St.
St. Louis... Knight Mercantile Co., 511 N. 17th St.
St. Louis... D. C. Myers, 8999 Flinner Ave.

NEW JERSEY
Hoboken... Eclipse Phon. Co., 301 Washington St.

NEW YORK
Brooklyn... B. G. Warner, 1013 Bedford Ave.
New York... Grenier, New York Phonograph Co., 216 Grand St.

OHIO
Akron... Geo. S. Dales Co., 130 E. Main St.
Cincinnati... J. E. Psoros, Jr., 670 Main St.

PENNSYLVANIA
Allegheny... H. A. Becker, 601 Ohio St.
Harrisburg... J. J. Troop Music House, 11 So. Market St.
Philadelphia... Harmonia Talking Machine Co., 1232 Arch St.
Philadelphia... S. Nittinger, 1009 N. 8th St.
Pittsburgh... C. C. Miller Co., Ltd., 915 Fifth Ave.

TEXAS
Beaumont... K. B. Pierce Music Co., 609 Pearl St.

WISCONSIN
Milwaukee... G. H. Erickson, 603 15th St.
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Beaumont... K. B. Pierce Music Co., 609 Pearl St.

WISCONSIN
Milwaukee... J. C. Miller Co., Ltd., 915 Fifth Ave.

CANADA
Toronto... Whaley, Royce & Co., Ltd., 227 Yonge St.
Vancouver, B.C., W. Wait & Co., Ltd., 44 Granville St.
Winnipeg, Man., Whaley, Royce & Co., Ltd.
WHAT IS REAL SALESMANSHIP.

Real Salesmen Are Born and Not Made, Says N. A. Gladding—Study of Scientific Methods Helpful but "Divine Spark" Must Be There. truth.

Salesmen—real salesmen—are born, not made. I suppose many will take issue with me in this statement, but as yet I have never seen a genuine "autopsy" of a sales man's face, and here is what I mean.

I mean that if a man does not naturally possess the vital spark, the true instincts of salesmanship, I do not believe that it is possible for him to acquire it. And remember I am speaking now not of the everyday salesman, but the man who is able to go out and really do things. Personality, force, respect, confidence and numerous other qualifications must necessarily actually radiate from the man who "gets there."

It is true that the successful man must realize not only his shortcomings, but his strengths, as well, in order that he may use his powers or curb his weaknesses at the crucial moment. Careful study of scientific methods is, therefore, helpful, but what I mean to emphasize is, that without the real God-given power of true salesmanship, no man can ever become really big.

Have you ever stood behind a pile of boxes in some city store and watched the genuine salesman and heard him go about his business? Without much talking, he got the customer to follow him and listen to him, and he got the customer to do his business. If you have not, you ought to.

It is one of the most entertaining and fascinating experiences.

Talk about telling someone else how to do it! Why, no two of the famous Knights of the Goblet go at it in the same way. Dubs—order takers—they may work alike, but "hope to die" salesmen, never understand it is really a good thing that they do not.

Salesmanship is just about the biggest thing in the world. The sales department can either make or break a business, no matter how well the factory or the jobbing plant is managed or how fine the goods may be. Tremendous responsibility, therefore, on the selling end is it not?

And now just a word for the benefit of employers, if they will kindly take it! The best, the most scientific, the most effective salesmanship in the world may be ruined through a failure to appreciate the difficulties which the sales force has to encounter in rendering every possible assistance.

Unintelligible or poorly written letters from a collection clerk or a department head; poor attention to the detail of orders; slow shipments and many other things too numerous to mention, have been the means of losing many an account wherein true assistance was necessary.

And remember I am speaking of a practice which is now widely prevalent in the more tastefully decorated interior, and attractive demonstration rooms, together with a complete stock of both Victor and Edison machines and records, have combined to draw much trade to the store, including much from dealers who have not considered attractive quarters as an asset. From the selling end there is no effort neglected that will bring business and both stores are open evenings and Sundays. Adolph Mayer, a brother of Joseph Mayer, also has a talking machine store at 790 Ninth avenue, and both combine in their persistent and steady advertising in the daily papers in order to secure more effective displays. A special feature of the advertising is an offer of a free demonstration of either a Victor or an Edison outfit in the prospect's home, a blank for the insertion of the name and address being included in the ads.

MUSIC IN MOTION PICTURES.

Scientist Throws Sound Waves on Canvas and Shows Ten Qualities.

(Special to The Talking Machine World.)

New York, January 15, 1912. Price Ten Cents

In the future the question of quality of musical instruments or voices of opera singers will no longer be in doubt. A new show here will project photographs of sound waves on canvases. Of course, the temperaments of singers cannot be measured, but the vibrations of their vocal chords can be seen on a canvas.

Prof. Dayton C. Miller, of the Case School of Applied Science, of Cleveland, O., operated for the first time his invention for two hours before a big audience in the Carnegie Institute, lecture hall. Their applause, their laughter and even the rustle of their every movement were shown upon a canvas. It was shown that the slide trombone has more tone quality than any other instrument and that the human voice has more tone quality than any instrument. The "phonodonk," Professor Miller believes, will revolutionize orchestral music, because through it the imperfections in tone quality of any instrument can be learned more accurately than by the ear.

CARUSO AS A COMPOSER.

His Song and "Valse Lente" Two Examples of His Work—Played by Knickerbocker Orchestra—Caruso Sings His Own Song.

Enrico Caruso, the famous tenor, is well known to users of talking machines through the superb records of his voice in famous operatic arias and folk songs, but he is now to figure as a composer. Recently he has written a very pretty composition for the piano which bears the title of "Valse Lente," and a song called "Fenestra Abbandonata" (The Abandoned Widow). Both numbers are yet in manuscript, but were introduced to the public last week by Henri Van Pug, the leader of the orchestra of the Hotel Knickerbocker, who also orchestrated these numbers. When these pieces were played last week Caruso, who was in the room, sang the song a la Neapolitana, with the charm of accentuation that is so peculiarly captivating in his singing of these Italian folk songs. It is needless to say that all who were present were enthusiastic and showered compliments on the composer, on the orchestra and last, but not least on the singer, whose popularity is steadily increasing.

WHERE CONFIDENCE IS NECESSARY.

Selling goods isn't a question of convincing your customer through a strenuous argument, mind power, or will power. It's a question of convincing yourself. When you're convinced, the battle is a good deal more than half won. So, to be a good salesman you must have eliminated doubts. You cannot afford to have any suspicion as to the quality of the goods or their value. You must have the faith in them that moves mountains, and that faith will move the business as nothing else can.

EXECUTIVE COMMITTEE TO MEET.


A meeting of the executive committee of the National Association of Talking Machine Jobbers will be held in Chicago on Sunday, January 28, the hotel or other place of meeting having not yet been decided upon.

According to the schedule of the meeting a number of matters of great importance to the jobbers and to the trade in general will be discussed, such as the present exchange system for records, cut-out records, the shortage in certain styles of machines during the holidays and the size of monthly record lists. Secretary J. C. Robertson, of the association, in charge of the notice of the coming executive committee meeting to the members of that body has especially solicited information from the jobbers regarding matters which they consider to be of sufficient importance to be considered at that meeting.

AN INDIAN TALKING MACHINE.


The natural shrewdness and cunning of the Indian, and especially of the Indian medicine man, are well illustrated in a story told by A. J. Farquharson, special representative for the Columbia Phonograph Co., in Arizona, and which should prove interesting to the readers of The Talking Machine World.

Some months ago from Holbrook, in northeastern Arizona, there is a small town or Indian trading station named Beam's Canon. Some years ago Mr. Beam, after whose name the settlement is named, purchased a Columbia cylinder machine and played it for the benefit of the Indians, who in the beginning showed great fear of the outfit, the fear gradually giving place to much more familiar with the workings of the machine.

Mr. Farquharson relates how, wishing to "show the flag" or rather the "musical notes" in all places, he took a Grafonola Favorite to Beam's Canon. He found that the Indians were not as surprised as he expected, except at the absence of a horn. Now, some sacred dance was in progress at the time and the medicine men, who were in high fettle, examined the instrument with much interest.

In the afternoon a medicine man was seen trudging up the trail to the mesa with a large square box on his back. Arriving at the gathering place, he gravely set this box down opposite the Grafonola and drew a piece of iron shaped like a crank from his kit, he inserted it in a small hole and commenced to turn it round; simultaneously there came from the box grunts and vowel sounds outwards. When he turned his crank fast, the "music" increased in volume and tempo; when he slackened and slowed down, the Indian song became lento and pianissimo. The Indians seemed amazed. "Behold, a Moqui In- dian Grafofolia!"

Some days later it was definitely discovered that the instrument had sentimental value, and Mr. Farquharson realtime offers of gold made by him for the Indian Grafonola were rejected. His dreams of a unique presentation to the Smithsonian Institution were shattered.
TRADE IN CLEVELAND.


(Special to The Talking Machine World.)

Cleveland, O., Jan. 9, 1912.

The year went out in talking machine circles in a most cheerful mood. The hopeful view was dominant, tempered with conservatism and caution, bred of a realization that the times are undergoing an evolution, notwithstanding the unusually prosperous business in December. The first step has been taken into a new cycle, different in most of its aspects from any that has gone before. What the great revolutionary industrial changes portend is still a matter of conjecture, but among talking machine dealers only the most hopeful conversation is heard and predicted coming years of prosperity. Whatever, however, of the future no present complaints are heard, except that the dealers could not obtain a sufficient supply of either machines or records to meet the unusual large demand. The large holiday trade nearly exhausted the stock for every dealer in the city, and judging from what they all say, nearly 50 per cent more business would have been done if the goods had been obtainable.

Throughout the month of December, and especially the last two weeks of the month, business at the Columbia Phonograph Co.'s store was especially the last two weeks of the month, business was phenomenally good and could have proceeded sufficient Victrolas to have met the demand. Our salesroom and warehouse is almost completely cleaned out of everything in the shape of a machine. Our stock was never so completely exhausted as it was the first of this year. Our record sales were not only exceptionally large, but the bulk were selections of the higher grades and highest priced.

"We were in an unexampled condition with business during the holiday season," said Phil Dorn, of the Collister & Swayne Co., and we could easily have doubled our sales, both in the wholesale and retail department. Sales of records and machines, if a sufficient supply could have been procured. We were completely cleaned out of stock in both. We are now getting in supplies sufficient to keep trade moving, and the new year has opened up fine.

Business with the Eclipse Musical Co. is fine and the most satisfactory conditions prevail. Mr. Towell and the company had a splendid retail and holiday trade, principally of the highest priced machines and records, and that the wholesale business was phenomenally good and could have been increased to double the amount if the goods could have been obtained. He said he was especially pleased with the unusually large volume of business in the wholesale department, which is constantly increasing. The employes of the company, all of whom are adepts in the business, were compelled to work days and a greater part of the nights throughout the holiday season and are still busy. Roscoe R. Gorham, who started in the business with Lyon & Healy, of Chicago, covering Northern Indiana and Michigan with the Victor and Edison goods, later engaged with the Victor Co., covering Ohio for that company, has accepted a position with the Eclipse Co., where he has been engaged since the first of the year. He is a young man of ability, experience and energy, and will undoubtedly prove a valuable acquisition to the corps of Eclipse employes.

The talking machine department of the Bailey Co. has been a busy place during the past month. Mr. Friedlander expressed himself highly pleased with conditions. He stated the business of the past year showed an increase of fully 50 per cent. over 1911, and was the largest ever transacted by the company. "Our holiday sales of machines," said Mr. Friedlander, were of the medium and lower priced machines—that is, the bulk of our trade was in that line—but we sold a large number of the highest priced machines, and were completely sold out of Victrolas. Our record sales were large, covering the entire lists of productions, and the demand has continued exceptionally good thus far this year.

Mr. Scroxton, of the Caldwell Piano Co., reports the business of December, 1911, the best during his eight years' experience in the Victor business. He said the holiday trade of the company, covering the entire line of the Victor products, was of the most satisfactory character. So well pleased is the company with results in the sale of talking machines that hereafter four rooms, instead of one, facing on Prospect avenue, will be devoted to the business of the department, and a complete Victor line of machines and records will be carried. It is the intention to make the Victor business one of the features of the store. E. T. Caldwell, president of the company, resigned the last of the year 1911. Mr. J. Campion, formerly of Pittsburgh, has been appointed general manager and is now in charge of the business.

Everybody is pleased with business results at McMillin's Music Store, including H. E. McMillin himself. O. E. Kellogg, manager of the talking machine department, said: "Our Christmas and holiday business was in every respect the largest and most satisfactory we ever had. One peculiar feature was that we were just as busy December 29 as we were at any time between the 23rd and that date. We were entirely sold out of Victors IV, VI and Victrolas. It was a successful wind-up of a prosperous year's business."

The Goodman Piano Co. is doing a good talking machine business, although Mr. Goodman devotes his attention and directs his energy more especially to the piano trade.

Mr. Proebck states that the Dictaphone business has been fairly good during the past month. Geo. R. Madison has been receiving a number of New Year's cards from dealers. M. T. Wright, of Medlin, O., sent him this: 'Have just been trying some of the January records and enjoy them hugely, as do many others. Am glad (Continued on page 6.)

AND NOW FOR NINETEEN TWELVE

EDISON

Headquarters for

NEW ENGLAND

MACHINES

RECORDS AND SUPPLIES

IT IS EASTERN SERVICE

IT CAN BE OBTAINED NOWHERE, BUT HERE

SEND YOUR NEXT ORDER TO US

TRY IT AND BE CONVINCED

EASTERN TALKING MACHINE COMPANY

FOR SIXTEEN YEARS AN EXCLUSIVE TALKING MACHINE HOUSE

BOSTON, MASS.
The influence of the Victor-Victrola

The Victor-Victrola has accomplished wonders in arousing interest in music throughout the United States.

It has given to the people a thorough understanding of the world's musical masterpieces.

It has made classical music and grand opera as easily accessible as the lighter forms of music, and has stimulated the best musical taste.

It has injected new life into the musical instrument industry.

Dealers everywhere reap the benefits and the Victor-Victrola is today one of their biggest assets.

VICTOR TALKING MACHINE CO., Camden, N. J., U. S. A.
Berliner Gramophone Co., Montreal, Canadian Distributors.

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

VICTOR DISTRIBUTORS

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<td>Cleveland, O.</td>
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<td>Pittsburgh, Pa.</td>
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<td>Portland, Ore.</td>
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<td>Richmond, Va.</td>
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<td>Rochester, N. Y.</td>
<td>E. F. Chapman</td>
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<tr>
<td>Salt Lake City, Utah</td>
<td>Consolidated Music Co.</td>
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<td>San Antonio, Tex.</td>
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<td>Sioux Falls, S. D.</td>
<td>Talking Machine Exchange</td>
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<td>Spokane, Wash.</td>
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<td>St. Louis, Mo.</td>
<td>The American Company of Mo.</td>
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<td>St. Paul, Minn.</td>
<td>W. J. Deer &amp; Bros.</td>
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<td>Syracuse, N. Y.</td>
<td>The Whitney &amp; Corr Co.</td>
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<td>Toledo, O.</td>
<td>The Whitney &amp; Corr Co.</td>
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Always use Victor Records played with Victor Needles—there is no other way to get the unequalled Victor tone.
It's not only the great names in the Columbia record list—it's the uniform high average of every record in it that spells Columbia with a big "C."

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

Trade in Cleveland.

(Continued from page 4.)

to be a Columbia dealer and intend to keep at it. I thank you and Mr. Robertson for kindness shown me and wish you both a happy New Year.

W. F. Bletscher, who for several years past has been with the Columbia Co., in the Dictaphone department, severed his connection with the company January 1 and has engaged with the Roach & Reed Co., of this city, representative of the Edison Business Phonograph. His headquarters will be in Toledo. Mr. Bletscher is thoroughly competent in the commercial line of the phonograph business.

A young man employed by Laurence Luckner, Edison jobber, was arrested a few days ago for stealing an $86 phonograph and 80 records. He had been stealing the records one and two at a time, but when his pockets bulged with four, Mr. Peterson, manager, called him down and instituted a search at his home, resulting in his arrest and the recovery of the goods.

R. Svelia, the West Side Columbia dealer, did a fine business during the holidays in both machines and records, especially in foreign records, of which he makes a specialty.

Reports of the most favorable character were made by Aldrich, Harvey & Co., who handle Columbia goods; Fleisch & Smith, Victor machines and Zonophones; Brown Bros., Victor goods, and the United Factories Co. dealers in Edison goods. Without exception they all reported a much better business than usual, with snappy, bright and artistic window displays.

Ellis Hansen's Own Story.

Originator of Victor Window Display System. Writes of His Experiences—His Appreciation of the Dealers' Co-operation and What Is to Be Done This Year.

The following interesting story regarding the organization and development of the window display system of the Victor Talking Machine Co., and which has come in for such high praise from advertising men and progressive merchants in all lines of business, appears in The Voice of the Victor for December under the caption of "A Dream That Came True," and from the pen of Ellis Hansen, head of the window display department of the Victor Co. Mr. Hansen says:

On April 18, 1905, the worst earthquake and fire of modern times destroyed San Francisco. I, at that time, was in charge of the show windows of Sherman, Clay & Co., whose beautiful store and building was, with the many other great business houses, entirely destroyed by fire. I lost everything I had, and the next day found me, with thousands of others, camping outside San Francisco with little prospects of food or shelter. How quickly help arrived is a matter of history, and a few days after the terrible experience I began to think of the future—what next to do.

Eight days before the earthquake, on my thirty-sixth birthday, I had received a letter from the Victor Company deciding me the first prize winner in the competition of Victor Windows held by them and open to all stores in the country. This occurrence came back to my mind a second night I had to sleep in the open I dreamt that the prize window was to be reproduced in a number of cities by the Victor Company. That thought haunted me the next few days and finally, after much hesitation, I sent a letter to the general manager of the Victor Company, in which I told him about my idea and suggested my service to design windows for the use of Victor dealers. I received a very kind answer a few days after, in which I was told the idea was a good one, but as the company was at that time overwhelmed with orders it was impossible to try new experiments. I was, however, told to go to work for Lyon & Healy in Chicago, and followed this advice. That the idea had made some impression is proved by my connection with the Victor Company two years later. I have now had charge of the window display department nearly three years, and it has not been "all velvets" either—not for me and not for my company. Many costly experiments have been tried and given up, but we have learned by our mistakes, and to-day we are in a position to supply any Victor dealer with snappy, bright and artistic window displays that will attract attention and sell goods. The price we charge for these display is about half of the actual cost. If the dealers should try to make up such a display without our help it would cost them more than twice the price we charge. It is my absolute belief that before long Victor dealers all over the United States will lead this country in artistic and interesting window displays. I base my belief on the following facts:

First.—The enthusiastic support of our dealers, which has caused an enormous increase in our output during the last six months.

Second.—The many testimonials to the merit of our displays we have lately received from the most progressive dealers all over the country.

Third.—Sincere and highly complimentary comments by high-class advertising journals like Printer's Ink and others.

Fourth.—Our trained and well-drilled corps of artists and assistants, and an increase in floor space that will enable us to more than double our capacity.

Fifth.—The most wonderful spirit of liberty and broad-mindedness on the part of the Victor Company in appropriating great sums of money on this work and heretofore untired experiment of helping its dealers with their show-window advertising.

The new plans for the year 1912 excel all our former efforts. The new mechanical displays are novelties in window advertising that are really new.

My only regret is that we are not able to fill all orders for displays as we have a very large Christmas window trade. More than two hundred dealers will be disappointed in not receiving this window. This can, however, be avoided in the future by placing a standing order for our Christmas display.

I want to close this little article with thanks. Thanks to the dealers that made it possible for us to sell every Christmas display and December show cards that were made before the first of December.

Thanks to the distributors who so thoroughly believe in the good of these windows and show cards that they take all the trouble of handling and handling these displays and signs without one penny's compensation. And last, thanks to the Victor Co. for the exceptional financial and moral support, without which my dearest dream would never have been materialized, but simply remained what it was the day after the earthquake, a dream.

Likes to Handle the Victor.

M. J. Soukup, who handles Victor talking machines in addition to his general business as jeweler and optician in Decorah, Ia., has favored The Talking Machine World with a photograph of his Victor department which furnishes an idea of the business he has built up in his territory. Writing The World, he says: "The year just closed was the best since I started in business. I carry Victors exclusively and I like to sell them and have a very nice class of trade. Decorah has a population of 3,500, and I sell mostly the higher grade machines and records. This spring I expect to enlarge my stock of records to include almost every one in the catalog. I enjoy reading The Talking Machine World and wish all connected with it the compliments of the season."

It is a fact that the public regards the representatives it meets and with whom it transacts business as the company itself. If customers are well treated by salesmen, if they are pleasant and affable, if they impress them by their alertness and their knowledge of their business, their patronage naturally gravitates toward that store. They like to go there and are glad to tell their friends about it and to influence their patronage in that direction.
The subject of a Patent Granted to Walter M. Davis of New York, but now residing in Europe—Some Details of This Invention.

Walter M. Davis, of New York, has just been granted patent No. 1,018,089 on a combined piano-playing device and talking-machine.

This invention relates to improvements in combined piano-players and talking-machines and the object of the invention is to so combine a piano-playing device and talking-machine that the note sheet moving mechanism of a piano-playing device is automatically started from the talking-machine correctly and precisely at the proper time and speed, so that the movement is synchronous.

In the accompanying drawings and which letters of reference indicate like parts in all the figures, Fig. 1 is a detailed plan view of part of the starting mechanism in the piano-playing device. Fig. 3 is a plan view of the talking-machine disc and Fig. 4 is an enlarged detail sectional view through the disc and supporting frame.

When playing by means of a piano-playing mechanism, the piano to the accompaniment to a musical piece, or like performance, rendered or reproduced by a talking-machine, it is absolutely essential the piano accompaniment begins precisely and exactly at the correct time so that the sounds produced by the talking-machine and the piano-playing mechanism shall be in perfect unison and harmony, as they were in the original production, in which they were produced by means of the voice or a solo instrument and an accompanying piano.

The piano-playing mechanism and the talking-machine may be and preferably are driven from the same source of power, for example, the pumping bellows of the piano-playing mechanism, and must be driven at the same relative uniform speed in order to conform to the original production. But a piano-playing mechanism and talking-machine may also be driven by separate motors which are so timed that the moving parts of the piano-playing mechanism and of the talking machine have the proper relative speeds that are necessary for proper reproduction of the entire composition.

As the disc of the talking-machine is always moved a greater or less distance before the sounds begin to be produced, and the note sheet of the piano-playing mechanism must not be moved operatively until a certain predetermined spot on the talking-machine disc or record has been reached by the needle or stylus, means are provided to start the note sheet wind-up mechanism of the piano-playing device at the proper time.

Two Concerns Enjoyed

The Circuit Court for the district of Colorado has enjoined the Phonograph Record Exchange of New York, but now residing in East Orange, of which he is a stockholder, and which owes him, he says, $210,000. The indebtedness arose, he says, through cash advances and transfers of real property.

The assets of the concern are set at $267,420.05 and unsecured liabilities at $395,440.39.

CONTEST AIDS HOLIDAY TRADE.

H. C. Powell Music Co. Offer Four Valuable Prizes to Holiday Buyers and Attract Much Favorable Attention.

The Edison people are announcing a series of records that the company has been performing for any music-reproducing instrument, her singing for the Edison is expected to arouse great interest, and we are assured by the company that these records are "true-truth-like." The first three of which announced are "The Mansion," "The Talkative Waitress" and "I Want To Be A Janitor's Child."

CREDIT MEN SHOULD BE PARTNERS.

Salesmen must be competitors, but credit men should all be partners. Credit men should not even try to stand alone. 

SAYS $210,000 IS DUE HIM.

W. E. Gilmore Wants Receiver Named for Llewellyn Realty Company.

William E. Gilmore, formerly head of the Edison company in West Orange, N. J., has applied for a receiver for the Llewellyn Realty Co., of East Orange, of which he is a director and which owes him, he says, $210,000. The indebtedness arose, he says, through cash advances and transfers of real property.

The assets of the concern are set at $267,420.05 and unsecured liabilities at $395,440.39.

The petitioners assert that the company has been managed in an inefficient and incompetent manner.

I've got you one. I am married, and bringing home my wife."

TALKING MACHINE EXPORTS.

The Figures for November Presented—Reports Show Falling Off for the Month.

The Edison February window display marks a feature in that company's efforts along that line. It is designed to require no fixtures what-
The repertoire of the Edison Phonograph comprises all the great music of every kind, ever composed, presents all of the greatest stars in every field of entertainment.

**The Edison Phonograph**

is the greatest factor in the world today in bringing the best of every character of entertainment within the reach of all the people.

Thomas A. Edison

INCORPORATED

59 Lakeside Avenue, Orange, N. J.
The audience that listens to the Edison Phonograph is the biggest audience in the world—yet it's only about \(\frac{1}{20}\) of the prospective market.

That's why the Edison is the instrument for you to push to the limit of your capacity. Get your share of the gigantic profits yet to be reaped from this field.

A little more horse power behind your salesmanship, a little more team work between your local advertising and our national advertising and we'll make the sales of every previous Edison year look small compared to 1912.

Write your Edison jobber today.

59 Lakeside Avenue, Orange, N. J.
JUST now business men in all lines of trade are busily engaged in closing up matters in connection with the Old Year and making active plans for the New. The record for last season is not half as bad as many have predicted and while trade shows a material shrinkage in many lines from the high water mark year, yet, when measured from the low water mark year, 1911 takes rank as a good business year. This trade newspaper institution has intimate relations with a number of manufacturers and we have been obtaining through our representatives the opinions of business men regarding the volume of business for 1911, also their views for trade for the New Year.

We question if in any other industry has there been such an unusual large demand for the trade as has been experienced in the talking machine industry straight through the year. That is, the inability of the manufacturers than ever before in the history of the trade, but you have got to get back to the fundamentals, that there has been inability in the manufacturing departments to supply the demand. Now, what does that mean? Only one thing—that there is an increased call for talking machines; in fact, such a demand that the manufacturing departments have been unable to cope with the situation.

Surely that does not mean that the talking machine business has reached its zenith.

No, for it is safe to predict that the sales for 1911 will far surpass those of any previous year.

In other words, trade will go marching on to higher and better accomplishments, no matter whether we have unsettled conditions in the political field or not.

Talking machines will be sold and sold in greater numbers than ever before.

The underlying conditions are too sound for the coming Presidential election to cause great disturbance to the business interests; and the savings bank deposits show that the people have resources which will enable them to gratify their desires in many ways. Talking machines, for instance, if you will.

The year closes with bank deposits heavier than they have been for years; and the crops which are unsold if the possession of the farmers run to colossal figures.

Recent heavy orders placed by the railroads show that this great department of the industry will be active during the New Year.

It is easy for a man to sit down and figure out prosperity. That is, on paper; just as easy for him again to conjure up all kinds of depressed situations; but there is a solid middle ground and it is not wise to figure too much on things being either easy or hard.

In other words, we should take the situation as we find it and make the most of it.

A great many people during 1911 were fearful lest the attacks upon corporations by the United States Government would be followed by the forced disintegration of great holding corporations everywhere.

As a matter of fact, during the past few months there has been a steady increase of confidence in the Governmental attitude towards corporate interests and that has resulted in new investments—in increased betterments and in improved trade conditions in all the special branches of the industry.

Of course, we will always have some conditions to disturb us more or less and a great many men magnify the destructive results which come during the period when the people are exercised as to who will be the executive head of the Nation for the next four years.

As a matter of fact there will be less unrest this year, in our opinion, than ever before during the year in which we have elected a President.

Why? Simply because the people have been growing nearer together all the while regarding their political beliefs.

The Republicans believe that the tariff should be revised; but they figure that they can do it better than the Democrats because they have been friendly to the tariff.

The Democrats also insistently urge that the tariff should be revised, but they affirm that they are the ones to do it, so that no matter which party wins it is certain that generally they will be working along parallel lines, but specifically they may differ as to methods; and there are no issues at stake which will disturb the financial interests of the country in the same manner that they were shaken during the "16-to-1" campaign; and there are no Socialistic theories which tend to shake the confidence of people in the republican form of government.

THERE is a desire to get the Government on a better business basis than ever before.

We see that in almost every department at Washington.

Take the Post Office. For the first time in forty years that great department of the United States Government is placed upon a paying basis and keen business minds are working out problems.
The big future of the business is in the high grade instruments. That has been the basis of our program for a long time, and there hasn't been a hitch in it.

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

in every other department; and as a matter of fact this country is too progressive.

It possesses too many business minds, keenly active, to recede from any position when it has once been found to be advantageous to the entire people.

Of course, we will have some excitement, but, as a matter of fact, the purchasing power of the people will be increased during 1912 by reason of the fact that more men will be employed, hence enlarging the field of business possibilities.

Some of the best posted business men of the country predict the beginning of a real boom during the New Year.

We rather hope that this prediction may not come through because booms are dangerous.

The reaction which invariably sets in is too depressing.

It will be better, far, for business to keep moving steadily ahead at a natural pace than to have it accelerated by any boom conditions.

Save us from booms, but let us determine to do our part in the business building for 1912.

Let us not wait for it to pick up, let us pick it up.

TRAINING THE MEMORY.

An Asset of Unquestioned Importance to the Merchant Buyer and Salesman—The Ability to Remember Names and Faces Helps to Build Business—Mental List of Prices and Styles Permits Careful Buying.

A matter of considerable moment in retailing, and one that seldom receives the careful attention it deserves, is the value of a well trained memory. This applies to everyone in the store—from its head to the humblest employe.

To all who come in contact with the public the ability to promptly recall faces and names is a distinct advantage. Thus may the irate visitor be placated, thus may the hesitating customer's mind be made up. And if the one in attendance on her, or in conversation with her, can recall her address, her special tastes and other details, that customer is at once put in the most favorable mood.

To the merchant and to the buyer what a benefit it is to be able to recall, at a moment's notice, prices, terms, etc., applying to certain goods, manufacturers' names, how promptly or otherwise deliveries have in the past been made, and other occurrences.

Some feel that lack of recollecting power is a constitutional defect. This is wrong. A good memory can be acquired, says a writer in the Dry Goods Economist. Apart from the obvious essentials—love for one's work, intense interest in all one's undertakings and constant application of the mind to the development of one's store, or department, or section, as the case may be—there is a course of mental training to be constantly pursued.

Avoid dwelling on non-essentials. Do not, for example, cherish a grudge against anyone, be it competitor, or wholesaler, or store associate, or customer. Do not confuse the mind by thinking too much of past mistakes or of the good conditions which might have resulted from the perseverance of a certain course of action. Do not waste time in merely envious contemplation of the progress made by others. Keep the eyes of the mind looking forward and outward, rather than backward and inward.

By shutting out as far as possible the petty thoughts which many merchants, and many employees, too, permit to harass them, the mind will be left freer for action of a beneficial character.

Those who have tried this kind of concentration have found it highly profitable as a means not only of strengthening the memory, but of making themselves more contented, more ambitious and more efficient. The head of a certain retail establishment who is noted for his retentive memory ascribes his steady progress to the fact that he has learned the facility of harboring injurious thoughts, and, little by little, is becoming more and more able to shut them out—and keep them out.

To those who have acquired such a degree of self-control that even during periods of storm and stress they can concentrate their mind on the right kind of subjects, practically nothing in the way of memory-training ought to be impossible. And every step forward makes the road easier to travel.

COLUMBIA DISC PUBLICITY.

Unique Device for Calling Attention to Columbia Records in Display Windows—Now Ready for Shipment to the Trade.

The Columbia Phonograph Co., General, with its double disc records. The accompanying illustrations show both the front and back view. The first of these machines, roughly made, was issued some time ago to a few Columbia stores and dealers. They were very satisfactory in spite of their crudity, and this very distinctive and attractive method of displaying to the passerby that the Columbia double-disc record has "music on both sides" and "that it will fit any machine" is bound to be far more satisfactory. The mechanism is adapted to be set on the cabinet of any Columbia machine instead of the turn-table. The way the record is revolved and held in position long enough for each face of it to be read is extremely fascinating—the little wooden ball on the end of the string acting as the escapement which retards the revolution of the disc and unwinding itself alternately around the two posts.

The display is being furnished to Columbia Co. stores with instructions to keep it well set up and in constant motion in the windows until further notice. They will be furnished to dealers at the actual cost of manufacture and packing.

![Columbia Disc Publicity](image-url)
 USING AUTO TO BOOST TRADE.
(Special to The Talking Machine World.)
Haverhill, Mass., Jan. 9, 1912.
Clarence H. Seavey, who conducts a very complete talking machine department in connection with his piano business at 41 Winter street, this city, is a great believer in the automobile as a trade augmenter, and in this connection he recently purchased a Ford car to solicit talking machine business on the road.

INCREASING LINE OF JOBBERS.
(Special to The Talking Machine World.)
Boston, Mass., Jan. 8, 1912.

When a concern transacts a whole lot of talking machine business and decides to do more there are many good reasons for it. One of the reasons that the Oliver Ditson Co. are increasing their efforts in the jobbers’ field is that they think more dealers of the New England States should be benefited by the Ditson Victor service and organization.

Furthermore, the Ditson Co. claim to have the largest Victor stocks of any jobber this side of Chicago, both in completeness and volume. They have made a study of the jobbing problem, and the result of this study is centered in their efficiency. We would like to show some of the trade who is at the head of this Ditson Victor department, but Henry Winkelman is a little retiring on newspaper publicity, preferring to make up this “non-accomplishment” by a further devotion of his hobby—the Victor business. 

AN EFFECTIVE CIRCULAR.
(Special to The Talking Machine World.)
Providence, R. I., Jan. 8, 1912.
The Tone Controller Co., 287 Canal street, this city, is mailing to the trade a circular with the headline, “A live position for the buyer of talking machine supplies.” This refers to the “Dustoff” De Luxe disc record cleaner, which retails at 90c. They claim that the Dustoff keeps the tone of the record pure and clear and adds to the life of the record.

SOMETHING NEW IN NEEDLES.
W. H. Bagshaw Produces a New Needle Called the Duplextone—An Interesting Description and Illustrations of This Production Shown on Opposite Page—Mr. Bagshaw Is “Doing Things the Needle Line”—That Is Why Business is Steadily Expanding With His Establishment.
(Special to The Talking Machine World.)

After considerable experimenting with W. H. Bagshaw, the big needle house of this city, announces something new in talking machine needles. This new needle will be called the “Duplextone” for the reason that it can be played “loud” or “soft” by a simple adjustment of position upon the record. Elsewhere in this issue are two illustrations which show the two positions of the “Duplextone” needle as used when playing.

It will readily be seen that a needle of this character will be of wonderful benefit to buyer, dealer, and owner. Everyone will gain by its introduction, and at the same time it shows the aggressiveness of the men who are instrumental in upholding and increasing the wonderful prestige enjoyed by W. H. Bagshaw for the high quality of their products. It shows that W. H. Bagshaw is determining and catering to the popular need, and by considerable expense to themselves will send a sample package of these needles to any dealer in the world, provided he will mention his jobber and send a stamped addressed return envelope so no mistake will be made in delivering.

H. L. ROYER’S NEW ENGLAND TRIP.
(Special to The Talking Machine World.)
Boston, Mass., Jan. 8, 1912.
Herbert L. Royer, manager of the Arch street Victor department for the M. Steinert & Sons Co., spent a few days in Bangor, Me., following the Christmas holidays, and found the Victor business very good in that territory and with the prospects good for disposing of high-priced machines to many of the leading people of the Pine Tree State.
At this writing he is planning a quick trip to Connecticut and will make stops at New Haven, Bridgeport, Stamford and South Norwalk. Business at his quarters during the holidays was more than good, the only trouble experienced being the difficulty in getting goods promptly from the factory.

TAKES CHARGE AT PROVIDENCE.
(Special to The Talking Machine World.)
Providence, R. I., Jan. 6, 1912.
Fred Erisman was the manager of the headquarters of the Columbia Phonograph Co., this city, during the holidays. Mr. Erisman was with the Boston offices when the opportunity presented itself for a new manager, and Erisman was selected. Whether this is permanent is not known.

I believe in knowing just what I am doing and where I hope to land. I always strive to make others strive for something a little farther ahead, but I always know the exact point which I hope to attain, and I have figured out the steps I must take to reach that point.—Walter H. Cottingham.

The enlightened, careful credit men in this progressive day are a unit in regard to the advisability and imperative necessity of obtaining signed statements in every case where it is practical or possible.
Assured that the machine would be despatched quarters in Tremont street late in the afternoon of the ship was going to sail that night for Norfolk, Va. Yard.

Here's a Challenge.

The bowling team made up out of the membership of the Eastern Talking Machine Associates is still in the field and ready to meet any competitors. It has sent out a challenge to other teams to meet it on the alleys. Probably because all the talking machine boys are such good bowlers other teams do not seem over anxious to meet them.

Some Distinguished Visitors.

Ed. Whitney, of the Whitney Brothers Quartette, is just back from an extensive trip through the West, and he dropped in to see the boys at the Eastern Talking Machine Co.'s quarters the other day. Another notable visitor who was a caller there was De Gogorra, who spent an hour and a half entertaining some of the staff with his stories of how records are made abroad. Mr. and Mrs. Reinahl Wernerrath, Collins and Harlan and the Peerless Quartette also dropped in and all expressed themselves enthusiastically of the future of the products of the Eastern Co.

Ralph Corey's Long Trip.

Special mention must be made of the visit of the Eastern Co. of Ralph Corey, the trombone soloist of Sousa's Band, who has just completed a 10,000-mile tour of the world, bringing his trip to a close at the Victor factory. Mr. Corey is an intimate personal friend of W. J. Fitzgerald, of the Eastern Co. and a large package of postals sent from all over the world tells pictorially just where his friend Corey has been.

W. O. Pardee Visits Boston Headquarters.

W. O. Pardee, of the Pardee-Ellenberger Co. visited the Boston headquarters, F. H. Stillman, manager, for a few days the first of the month. He had intended continuing his trip somewhat further, but changed his mind and returned to New Haven. Mr. Stillman says that the December business was very good and the prospects for the new year most promising. He says that a new invoice of machines and records is on the way, and both promise to be the superior of any goods yet put into the Boston establishment.

Preparing for Gala Entertainment.

The entertainment committee of the Eastern Talking Machine Associates is arranging for a whist party with light refreshments to take place on the evening of February 6 in the well-appointed ball at the top of the Eastern Co.'s Tremont street establishment. The associates number about twenty-five employees, and with their ladies they will make up a merry party. The committee is getting some good talent together which will add to the pleasure of the evening. These parties are an annual feature to which the Eastern boys look forward with great interest.

Fishing in Freezing Weather.

George L. Cheney, of the Boston Talking Machine Co., has gone up to Lake Champlain, and he is having rare sport fishing through the ice.

Immense Victor Business.

F. B. Urquhart, manager of the Victorian department, for the Harry F. Miller Co., says the holiday business was all that could have been asked for, the only difficulty being that goods could not be shipped from the factory fast enough. During the week preceding Christmas the window of the Miller house devoted to a display of Victor goods was tastefully decorated with greenery and varicolored electric lights, and was viewed with great interest by the passers-by that pass to and fro on busy Boylston street.

Expect to Be Ready in February.

J. G. Widener, salesman for the Eastern territory of the Boston Talking Machine Co., started off on a three weeks' trip a few days ago which will include Montreal, Portland and other cities. The Boston Co., which has opened a suite of offices at 41 West street, expects to be ready for business about the middle of February.

Good Reports from Pittsfield.

The Boston headquarters of the Columbia Co. received the gratifying information from the Pittsfield agency of the company a few days ago of a wonderful growth in the output of machines. A. Tompkins, the manager, writes that the December business was seven times greater than the December business of 1910, which itself was five times in excess of the same month in 1909. Mr. Tompkins is one of the most enthusiastic of the Columbia dealers in the State.

Get Proper Representation.

When the talking machine department first was installed in the Henry Siegel Co.'s large department store not a great deal of enthusiasm was manifested over it, and the department was shifted about from place to place. Gradually the house came to see that if properly cared for it ought to prove one of the most profitable adjuncts to the.

(Continued on page 14.)

LOUD and SOFT Tones Played With the Same Needle

Views of the Famous

Duplextone NEEDLE

made by Bagshaw of Lowell, Mass. showing positions for playing this wonderful needle

We want everybody to know this needle. If you will send us the name of your jobber, with a stamped addressed return envelope, we will send you a sample package of Duplextone Needles.

W. H. BAGSHAW

Lowell, Mass.
FROM OUR BOSTON HEADQUARTERS.
(Continued from page 13.)

Siegel Co.'s large business. The talking machines now occupy permanent quarters on the Washing-
town street front of the third floor, are splendidly
fitted up and in charge of Fred V. Phillips, who is
developing all his energies to building up the busi-
ness with the result that in the last few months this
department has made rapid strides.

New Columbia Dealers.
Two new connections that Manager Erisman, of the
Columbia Co., has just made are W. H. Wheeler & Son, of Springfield, Vt., and W. H.
Hooker & Co., of Barre, Vt., both of whose con-
cerns have started the new year with a large con-
signment of Columbia goods.

Caroline White Singing for Columbia Co.
Caroline White, who has recently returned from
Europe, where she met with meteoric success as a
grand opera singer, has lately been singing for the
Chicago-Philadelphia Opera Company. Some
new records recently made by Zenatello, the gifted
tenor, singing with the Boston Opera Company,
are pronounced to be among the very best that he
has thus far given the public.

Install Talking Machine Department.
The Shepard Norwell Co., of Winter street, is
one of the latest retail stores of the city to install
a talking machine department, and it has a finely
equipped place on the Temple place side of the
third floor. It carries the Columbia goods, and
Carleton Nesbitt, formerly of Rome, N. Y., is in
charge of the machines, and Mrs. Jones has super-
vision of the records. E. D. Pollin, a traveling
man for Mr. Henderson, who has installed the
department, and who has a number of similar ones
at other places throughout New England, makes his
headquarters there.

Piling Up Victor Business.
The Victor department of the Oliver Ditson Co.,
under Henry Winkelman's able management, con-
tinues to do a big business, and during the hol-
days the second floor of this large music house was
one of the busiest places in the city. Most of the
time it was difficult to supply the demand
for goods.

New Edison Opera Machine Admired.
Chester J. Sylvester, manager of the talking machine
department for the C. E. Osgood Co., is on
the eve of the new year. His quarters shall not
until that annual undertaking is over will the de-
partment lay in any great amount of goods. A
machine that Mr. Sylvester is exhibiting with a
good deal of success now is the new Edison
Opera machine, which runs with wonderful
smoothness. This large concern has well-
established quarters at the rear of the first floor,
where the records are demonstrated under excel-

CORPORATION TAX REPORTS.
Bill to Readjust the Time of Making Federal Returns.
(Special to The Talking Machine World.)
Washington, D. C., Jan. 3, 1912.

An important amendment to the corporation tax
law, which was presented to-day by legis-

BOSTON TALKING MACHINE MEN HAVE BEEFSTEAK DINNER.
(From The Talking Machine World.)
Boston, Mass., Jan. 9, 1912.

A large number of the representative talking machine
men of Boston got together on the even-
ing of December 31, two days after Christmas, for
their first reunion. This year's dinner was first taken
up it met with hearty approval and finally plans
were outlined for a meeting at Frost &Dearborn's
Restaurant in Pearl street. In the public
charge of the details consisted of J. L. Gately,
representative of the Victor Company; George
Chester, J. G. Widener and Fred W. Hager, of the
Boston Talking Machine Co.; Mr. Hager,
responsible for goods.

and T. H. Duncan, of the Victor Talking
Machine Co.; Geo. L. Cheney, J. G. Widener
and Fred W. Hager, of the Boston Talking Machine
Co.; Harry Skelton, of Thos. A. Edison, Inc.; T.
Norman Mason, John O'Hara, James Holohan,
Wm. E. Gretsch and Jack Shuahquenessy, of the
Columbia Phonograph Co.; Jean Baldwin, of the
Boston Opera House; Rudolph Nagel, of the Bos-
ton Symphony Orchestra; Charles P. Trusdy,

SALESMANSHIP ESSENTIALS.
Four Elements That Enter Into Every Suc-
sessful Sale.

Four elements are absolutely necessary to a sale
—the buyer, the article to be sold, the salesman
and the profit. Unless there is a profit it is not a
sale—merely an exchange—and a business that does
not show a profit at the end of the year is not on
a sound, solid, business basis. There must be a
profit, and salesmanship, therefore, is the art of
selling products with a profit. It must be done
through superior knowledge and reason, and power
of persuasion, hence it is the convincing of another
mind and a purely mental state. Unless the sales-
man can make the customer see it the way he sees
it himself, he will be unable to convince, and fail

AN ANTI-LOQUACITY MACHINE.
"I think I'll have to invent for my own benefit," said
the talkative man, "some sort of an anti-
loquacity machine. I talk, I am willing to admit,
I talk too much; when I get going I don't seem
to know when to stop; and this machine that I'm
meditating will be something in a small portable
form that I can carry handy in my vest pocket
and that will wiggle or wave or pop up or do
something to remind me when I have talked to a
reasonable limit, and I shall make it non-adjusta-
able so that it can't be set to run beyond a certain
limit; if it was not made non-adjustable I might
be tempted to set it to run too long before it gave
the warning.

My primary purpose was, as I said, to invent
this machine for my own benefit only, but now
when I come to think it over I may put it on the
market; there might be a few, at least a few
other people who would like to buy one."

A great many people are like preserves: They
need lots of sugar to keep them from getting in
a ferment.
Striking at the Soul of a symphony.

Scratching and scraping at record's end like applause that comes too soon.

When America's famous symphony orchestras sway vast audiences by the magic of their music interpretation, an eloquent silence immediately follows. To applaud at the instant of a symphony's close, is almost like sacrificing a real music lover. So with the rendition of some wonderfully compelling aria from a standard opera. Into those few moments of silence are crowded a wealth of appreciation and review—whole dramas of symphonies are visualized.

Modern science and ingenuity bring the symphony orchestra or the great operatic star in a surprise own home through the medium of the talking machine; and the same magic of music is enacted there.

How infinitely more distressing than applauding the discordant, raucous grind that lurks in the inner rim of every disc record! This last scratching and scraping of the needle on the record kills the climax of music reproduction. It sets your nerves on edge. If you are the owner of the talking machine you rush frantically across the room—but invariably too late.

But there is no need of suffering the discord, the wheezing and the rasping. There is no need of marring the beauty of the splendidly reproduced symphony. It is a thrill of which the rose may readily rid itself.

THE CONDON AUTOSTOP BANISHES DISCORD!

You may now sit and listen to the symphony, music in silence and enjoy the music to the full.

The discord and the wheezing after every selection is declared by many to be the only fault that they have ever found. Modern ingenuity has eliminated even that.

There is a story told of Michael Angelo that, when a friend visited him one day, he found him working over an exquisite piece of sculpture that appeared to be nearly finished. He marveled at its beauty. Months later he visited Angelo again and found him working over the same piece of sculpture. "Is this all you've been working on since I last visited you?" asked the friend, and Angelo replied in a surprised tone that it was.

"Then you've been idling, haven't you?" was the next question. "Indeed, I have not," replied Angelo; "I have added a touch that softened the expression there—." "But all these are trifles," interrupted the friend. "Yes," said Angelo, "but trifles make perfection, and perfection isn't any trifle."

So with the talking machine of to-day, its defects—trifles they have been called—have been eliminated, and the result has made for the complete enjoyment of its music.

THE CONDON AUTOSTOP IS ESSENTIAL FOR ALL DISC MA-

CHINES.

Properly speaking, it is an accessory; but it is a necessity—reliable, effective and positive. At the end of a selection it

"UNPRECEDENTED" IS THE WORD

That Best Expresses the Condition of Trade in Baltimore During the Month of December—The New Year Has Also Opened Up with a Lively Demand—A Columbus Slogan That Means Success—Immense Victoria Trade at the Stores of Droop, Krantz-Smith & Sanders & Stayman—Renaissance of the Columbia Machines in Vigorous Way.

(Special to The Talking Machine World.)

Baltimore, Md., January 6, 1912.

Unprecedented is the word that expresses the conditions of business for the month of December in the local field, according to the statements made by the managers at the various talking machine stores. While they all said that they expected a great month, a consequence of the habitual buying, they declared that business went considerably above their expectations. It doubled that of December, 1910. This pertains to both the sales of machines and records.

While so much is said for the last month of the year 1911, the figures for the entire year, according to the dealers, show it to have been one of the best in the history of the talking machine business in this section. The result is that all the dealers are delighted with the results and the future prospects for the trade.

Manager F. A. Denison, of the local branch of the Columbia Phonograph Co. is sporting a handsome new mahogany Morris chair which was given to him as a Christmas gift by the employes of the branch. He is greatly pleased with the present, as he expressed himself in a neat little speech of acceptance. Mr. Denison's office slate is still an interesting ornament, which never fails to attract the attention of those in the store. He declares that business for December was the greatest ever and has on the slate the following: $300 Every Day in January. Let us make the Baltimore Branch Bigger. Boost for Baltimore.

The salesmen also think a lot of the little mottoes that appear on the slate from time to time, and aim to comply with the manager's desire.

At the store of E. F. Droop & Sons Co., Manager Roberts stated that he and his salesmen were literally rushed of their feet looking after the wants of Victor admirers. He declares that the demand for all sizes and prices of machines was something above the average, and that he is greatly pleased with the operation of the entire force to attend to all the business.

Thomas Gordon and Joseph Fink, who handle the talking machine end at the Krantz-Smith Piano Co., make similar reports concerning the Victor and express the belief that 1912 will show just as good results. All prices of machines were in demand, while the high-priced records were the most sought after during the holidays.

Sanders & Stayman, through Manager Albert Bowden, report a good month for the Columbia and Victor lines and the operatic records. Their statements for the general conditions during 1911 also give the business a good boost.

William Knabenshue, in charge of the Columbia line of talking machines, believe the local field offers an excellent opportunity for the trade and they are going after their share. They have a very pretty window display which attracts considerable attention.

Cohen & Hughes and Hambmann & Levin also make rote reports concerning the business for December and the general condition of trade throughout the year just ended.

"Irrespective of frankness or its lack," says an enterprising New Yorker, who signs himself Sam W. Hoke, "the most important thing about a form-letter is an attention-grabbing opening paragraph. With that, it will be read through and will produce as good results as a real personal letter, under the same conditions."

Autostop carries

the spirit of music.

Dispels distressing discords and gives silence its opportunity for service.

stops all sound—STOPS IT RIGHT THERE. It is not in the experimental stage. Its work has been tested countless times without number. It is guaranteed; and, not only that, it is guaranteed for one year.

Like many other products of human ingenuity that have a permanent place, it is a simple device. The pointed screw is a simple device, too. But just think how many years of investigation and application they place to have realized that they did not have to bore holes before they inserted screws!

In appearance the CONDON AUTOSTOP resembles the ordinary pound-weight your tradesman uses for his balance scales, except for the fact that it has a hole in the middle and a knob upon the top. You place it on the record player, and you place it in the center of the record—there is no screwing, no clamping; in fact, no bother at all. You simply place the record over the screw, and the CONDON AUTOSTOP on the record and prepare to enjoy the music, without having to suffer the discord.

It makes music. How long your record is—THE CONDON AUTOSTOP will serve its purpose and yours, for it is adjustable.

In the side of the AUTOSTOP there is a sliding adjuster. You, a steel hairpin with a pointer on the end. You arrange this adjuster so that the pointer extends to the last line of the record. This is a simple operation and requires but the fraction of a second.

In addition to the past that resembles a pound-weight and that resembles a hairpin, there is just one other factor that enters into the story of the AUTOSTOP. That, too, is simple. It is just a steel lever that is fastened on the sound box. It has to be fastened there just once, and it stays there for all time. It does not need a skilled hand to apply it. An unskilled thumb and finger will serve just as well.

Mr. Dickson—How often have you been troubled with complaints from customers about the harsh, rasping sound that follows the rendering of your favorite selections of music? THE CONDON AUTOSTOP will end the long procession of complaints and make friends of your customers. Whenever you sell a talking machine hereafter, see that it is complete. And no machine can be complete except with the CONDON AUTOSTOP, for it removes the discordant condition. Tell your customers of the merits of the CONDON AUTOSTOP. Tell them that it stops the record when the last line of the record has been reached—STOPS IT RIGHT THERE. Equip the machines with the AUTOSTOP, and you will have forever stopped all complaints of the machine COMPLETE.

Make a point of telling your old customers—those to whom you have sold machines. They will thank you for it, thank you for evidencing interest in their complete enjoyment, thank you for shewing that your interest didn't die with the purchase.

The AUTOSTOP will increase your business. It will sell new records. It is GUARANTEED FOR LIFE.

CONDON-AUTOSTOP CO.

26 FRONT STREET, NEW YORK, N.Y.
Looking back one year at the Columbia progress ought to make it easy for you to look ahead one year and make a pretty shrewd guess.

AN EARLY EDISON EXPERIENCE.
Walter P. Phillips Tells of an Interesting Incident in the Life of the Great Inventor.

Walter P. Phillips, who was himself a telegraph operator at an early age, and an inventor of telegraphic improvements, formed an acquaintance with Thomas A. Edison more than forty years ago, long before Mr. Edison's brilliant characteristics were known.

Mr. Phillips is not only a telegrapher and an inventor, but has had wide experience as a newspaper man. He possesses an easy, facile pen and his reminiscence sketch, "From Franklin to Edison," makes interesting reading. He says:

"When Edison was twenty-one or twenty-two years old he came to Boston and was employed for a short time as an operator, with the usual consideration, regarded as a good-natured, but hair-brained, chap, and my impression is that he was finally discharged for financial troubles. He was fairly punctual at all times, excepting on pay days, when he would come straying in an hour late and blandly ask some of us to lend him half a dollar with which to get his supper. When reminded that he had received half a month's salary that day, he would smile, and take a brown-paper-covered parcel from under his arm, which would display a Ruhmkorf coil, an expensive set of helices, or something equally useless in the eyes of his comrades in the office; from which we were led to infer that the salary for the preceding half month had been exhausted for these apparently useless instruments. He spent a great deal of his time, when on duty, in making diagrams to show how wires could be operated in a multiplex way, and he held forth with undeniable eloquence on every conceivable subject excepting that relating to the prompt dispatch of such messages as the company then had on file for transmission. The office boys came and hung message after message on the little row of hooks in front of him, but Edison's interest in them generally carried him no further than up against the propelling mechanism, and then he would put one on, with a mixture of impatience and irritation. There was a great noise, and it was evident that Leighton was, perhaps, dreaming of the possibilities in some of the realms of electrical endeavor in which he was, perhaps, dreaming of the possibilities in some of the realms of electrical endeavor in which he was.

One day, a large number of messages of a miscellaneous nature had been received, and the usual hour for the night operator to take over had elapsed. Edison approached him, and tenderly took the sheets of paper, he could only beckon.

"Everybody grew excited except Edison, who, perhaps, dreamed of the possibilities in some of the realms of electrical endeavor in which he was. The last note of his voice, and the dummy box which communicated with the Associated Press rooms on the next floor gave evidence that he was no longer gauging his hand-writing with an ultimate view to putting the Lord's Prayer on a gold dollar. But all at once there was a great noise, and it was evident that Press Agent Wallace, a most profane man, was pouring down the stairs, swearing and shouting as he came.

"Heavens, Tom, don't do that again!" had just escaped from his lips when Wallace approached him, and said: "I think I had better go upstairs, for the reason that Edison had made copies of fifteen hundred and two thousand words of stock and other market reports in a hand so small that he had only filled a third of a page. Leighton laughed in spite of himself, and said: "Heavens, Tom, don't do that again!" But after the noise had subsided, and it was evident that Edison had copied as much as he was capable of doing, he went upstairs without any further mention of the matter.

"AN AGE OF ORGANIZATION.

Says John Kirby, Jr., president of the National Association of Retail Drug Stores. "We are living in an age of organization; an age when organization must cope with competition; an age when organization alone can preserve your industrial freedom and mine; and the sooner all business men learn the lesson that the preservation of their industrial and commercial rights is dependent upon organization the sooner will those rights, which are now lost, be restored."

"The quality of salesmanship depends upon the energy which the salesman can generate, how he conserves it, how he expends it, and how he uses the time—a short period of which is his for use.

PUBLICITY A TRADE PROMOTER.
Fred G. Loeffler, the progressive talking machine dealer of Union Hill, N. J., has been featuring the talking machine in very striking advertisements in the Hudson Theatre News. He transacted a very large holiday business, and this may be ascribed in a large measure to his very well conceived publicity.

It is worthy of note that those dealers who took pains to introduce themselves to the public by means of carefully prepared advertising transacted the largest volume of business during the holiday season. If this policy were pursued, not merely during the holidays, but all the time, it would be found that the ordinary perforated strips or records which have hitherto been employed in mechanical piano-players. This quicker movement of the record is desirable because of the greater speed at which it is necessary for a phonographic record to move, which is ordinarily greater than the speed of the perforated record of a piano-player. The increased speed, however, at which it is necessary to move the piano-player record is compensated for in said record by properly locating and forming the perforations.

JUST A QUESTION.
Did you let that last customer get out with only the records he asked for, or did you show real salesmanship and persuade him to buy some extra ones?
Start the new year right by sending your Victor and Edison orders to Wurlitzer.

The motto of both the Cincinnati and Chicago Wurlitzer houses is "stocks as complete as the factories can make them."

This means two complete stocks to draw from—double facilities and a double chance of getting the goods you want when you want them.

Send your next order—large or small—to Wurlitzer. Give us the chance to make good with you as we are doing regularly for hundreds of talking machine dealers.

The Rudolph Wurlitzer Co.
CINCINNATI :: :: :: CHICAGO

TWO POINTS OF SUPPLY; ORDER FROM THE NEARER
Every new account offered us is subject to possible interference with another dealer's Exclusive Selling Rights. We protect our dealers against overlapping competition.

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

NO LET-UP IN PHILADELPHIA TRADE.


(Special to The Talking Machine World.)

Philadelphia, Pa., Jan. 9, 1912.

The talking machine business in Philadelphia has been keeping up its good record, and there has been no let-up whatever in the demand for these instruments. The manufacturers have realized that there was going to be a continuance of the big business and have scarcely taken off any time to take account of stock, but have kept their factories going with full force and every part of their factories tensioned up to getting out just as much as possible. The manufacturers did very well by the dealers in the end, even if they did keep them guessing for a while, and made them do a lot of hustling during the last few days before Christmas.

Everywhere I hear only praise for the manufacturers, and the dealers say that while they are still short on some stock they have a sufficient variety of instruments on hand to meet any business they may come their way. The only complaint is that it seems to them to be present in getting records of a certain class sufficiently fast.

Louis Buehn, of Louis Buehn & Bro., says: "The orders we have received so far in the new year have been away ahead of our expectations. We had no idea of doing nearly the business we have done over 1910 and our December business was certain Edison records. Now that we have closed also been experiencing no little trouble in getting orders we have received so far in the new year. There was going to be a continuance of the big business and have scarcely taken off any time to take account of stock, but have kept their factories going with full force and every part of their factories tensioned up to getting out just as much as possible. The manufacturers did very well by the dealers in the end, even if they did keep them guessing for a while, and made them do a lot of hustling during the last few days before Christmas. Everywhere I hear only praise for the manufacturers, and the dealers say that while they are still short on some stock they have a sufficient variety of instruments on hand to meet any business they may come their way. The only complaint is that it seems to them to be present in getting records of a certain class sufficiently fast."

The Columbia Co. had a very remarkable year. It was double that of 1910. The new year has started in a most satisfactory way, and all concerned have been very much pleased at the results. The company has organized a credit department here under the charge of O. C. Doraus, which will be of great assistance to the company as well as the dealers. Some very fine records made by Giovanni Zenatello, who has an exclusive contract with the Columbia; by Carolina White and by Van Hoeve are in good demand. The Columbia Co. has exclusive rights with these three artists.

The Columbia Co. gave a concert at the Park Congregational Church at Thirty-second street and Montgomery avenue on January 12, and several days ago another concert was given at the church at Eighteenth and Tasker streets. The company will go extensively into the concert business in the new year.

Mr. Doerr, in charge of the talking machine department at the Weymann store, reports that the holiday business of the house was the biggest ever enjoyed, and this applies to both Victor and Edison goods. It was simply phenomenal, says Mr. Doerr.

Manager Elwell of the talking machine department of C. J. Heppe & Son, states that business for the two weeks succeeding Christmas has been considerably ahead of past year, and that December business was simply satisfactory. Every available person about the Heppe place was called in to help out the goods, and the holiday trade exceeded expectations. They had trouble in getting records fast enough, and Mr. Elwell says that the Victor Co. is indebted to them about 8,000 records on order. William Weyes, in charge of the talking machine department of the Stoll Blank Book and Stationery Co., of Trenton, was a caller at the Heppe house the past week, and he reports that Trenton, like everywhere else, is talking-machine mad.

The Heppe department in the Hagar Bros. store at Lancaster did a very fine holiday business, and the Thompson street store also enjoyed a very large trade.

SOMBE ADVICE TO DEALERS.

Sousa and his famous band have just returned from one of the greatest trips in the history of musical organizations, having visited all parts of Great Britain, South Africa, Australia, New Zealand and the Hawaiian Islands. It is now intended to make a coast-to-coast tour, and dealers handling the records would do well to be on the watch for this organization and be sure to feature in advertising and window displays the records made by this famous band. Dealers should be ever on the alert for artists, either in the concert or operatic field, when they appear in their city and of whose voices records have been made.

A phonograph, with records of speeches made by each of the students in public speaking at various times during their course, will show the development of students in that subject at the University of Washington this year, says the Edison Phonograph Monthly.

TRADE GROWING IN ALABAMA.


(Special to The Talking Machine World.)

Birmingham, Ala., Jan. 9, 1912.

The past year brought success to all the Birmingham talking machine dealers and several new people entered the field here. The Columbia Phonograph Co. sent William Parks, formerly manager of their Wilmington, Del., store, to open a branch store in Birmingham. From the very beginning this store has been a big factor in the talking machine business of this section. Mr. Parks has gathered around him a splendid corps of men, and under his able leadership they have made the Birmingham store take its place among the leading Columbia stores of the country.

Mr. Wolf, who was manager of the talking machine department of the Aeolian Co., Indianapolis, resigned there to accept the management of the Talking Machine Co., of this city. Mr. Wolf took charge of his new position in December, and immediately showed that he was a man of experience in his line. He reports everything to his liking in the way of business except his inability to get all the Victors and Victrolas his company can sell. Record-breaking business was done during the holidays, and Mr. Wolf reports an exceptionally good early January trade.

Mr. Moopy, manager of E. E. Forbes' talking machine department, says that in the last month of 1911 his company sold more Victrolas and more higher-priced Victrolas than during any month during December far exceeded his expectations. The L. J. & L. store is sparing no expense to make its talking machine department compete in every detail, and with a man of Mr. Broyle's caliber in charge, a complete stock of Columbia and Victor machines and records is being handled, and Mr. Broyles says the business during December was the best in the history of his company.

There was a young girl named Aileen Who purchased a talking machine, But she played only "raz." So her pa got a bag, No more that machine was seen. She purchased a talking machine, For her father's benefit, But her father was never seen again, For he had a bag.
A NEW No. 20


For COLUMBIA "DISC" MACHINES

IS NOW READY FOR DELIVERY

To the Trade:—

This new model, No. 20, is the same as the well known No. 10 for VICTOR except with a spring clasp to fit the COLUMBIA CONCERT GRAND SOUND BOX and clamps on the rim of same.

We want every COLUMBIA JOBBER and DEALER to sell same and we guarantee satisfaction.

List 25 Cents Each | Liberal Discounts | Prices Restricted

FREE SAMPLE will be sent to any COLUMBIA dealer or jobber, for they sell on merit

Advertising matter is being prepared and will be furnished in liberal quantities FREE

Manufactured by
Blackman Talking Machine Co.

97 CHAMBERS STREET, NEW YORK

THE WHITE BLACKMAN
"Nonpareil" means "of unequalled excellence." And the country has plenty of proof that the Columbia Grafonola "Nonpareil" was well named.

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

ENLARGE SALES DEPARTMENT.

The really new features consist of the four additional record rooms and the large reception room and its equipment. This reception room, like the whole department, has cork flooring. It is beautifully furnished, with a large center table, on which is arranged trade literature, and artistic chairs and settees, all in art mahogany. One function of this reception room is to furnish a convenient waiting place where relatives and friends may meet in order to select records together. Another interesting feature is a silent salesman showplate, in which are displayed samples of about every accessory and supply of merit. Here are shown fiber cutters, needle cases, oils, record albums, polish, envelopes, indices, carrying cases, etc. Handsome ferms dot the landscape over and on the walls are portraits of famous artists.

A new feature which will probably be solved by the time this issue of The World is out, will be a series of small tables, presided over by saleswomen and at which customers may sit away from the rush of the record counter and receive suggestions in making up lists of records to be sent home on approval. It should be stated that the large force of over twenty young women is under the direction of B. R. Blackman, a man of formal experience and a musician, but who has adapted himself with rare success to business life.

The well-known brand of Playrite needles is now furnished by the Blackman Talking Machine Co. packed in an attractive tin box holding three hundred needles. Prices remain the same and this style of package is given an option and to fill a demand that has been evident for some time.

WILL MEET ON JAN. 28, 1912.

E. H. Uhl, of Chicago, chairman of the press committee of the National Association or Talking Machine Jobbers, announces that a meeting of the executive committee of that organization will be held in Chicago, Sunday, January 28, 1912, at 10.30 a.m., at the Chicago Athletic Club, or one of the leading hotels.

PLAYRITE NEEDLES IN TIN BOXES.
Wizard Compiles Most Interesting List of Events That Mark World's Progress—Says Inventors
Deserve Fairer Treatment During Coming Years—Something Regarding the New Concrete Furniture—-Events in the Home of the Poor Man at a Minimum Expense—Some Hopes That Are Not Dreams—Year's Best Message, "Jack Up the Men Who Produce."

In quest of opinions of prominent men regarding the greatest events of 1911, a reporter for the New York Times visited Thomas A. Edison at his laboratory in Orange, and the following was printed as the result of the interview, in part:

"There have been printed in the Times, was suggested, a series of views upon the great events of the year. Pope, a King, a Queen, and a President; also, by a score of great leaders of thought in widely diverging directions. What are your views on the subject?"

Mr. Edison's List of Great Events of 1911.

"I attempted toward a Chinese Republic."

"Discovery of Ehrlich of salvarsan for the treatment of blood disease."

"Mr. Edison had nothing in mind to add quickly to these two events as his estimate of those that were of chief importance. He passed for a little while and then wrote:

"1. Improvement in the construction of the Panama Canal.

"2. Improvements in surgical technique at the Rockefeller Institute for Medical Research."

"That's the group of the most important things. I suppose somebody named each one of them. Oh, yes, there is one more I want to put down."

Mr. Edison picked up a pad of paper, wheeled around from his desk to a table that sat behind his chair, and started to write. He put down two items:

"1. Attempt toward a Chinese Republic.

"2. Discovery of Ehrlich of salvarsan for the treatment of blood disease."

"That's the group of the most important things. I suppose somebody named each one of them. Oh, yes, there is one more I want to put down."

Mr. Edison reached for the paper and penciled this:

"3. Proof of the efficiency of typhoid vaccination.

"4. Unexpected rapidity in the construction of the Panama Canal."

"That's the group of the most important things. I suppose somebody named each one of them. Oh, yes, there is one more I want to put down."

"And do you like the year from the standpoint of what you have in mind to do?"

"I won't talk about that—that's a guess. Now look at this fine mahogany music cabinet."

"Mr. Edison walked to a phonograph stand in a corner. It was like others in the room except that one seemed to be of gold-finished wood and another of gold-trimmed white enameled wood."

"That's which one seems to be solid mahogany from its weight," was suggested as a push at the piece of furniture failed to move it from its position.

"Solid—sure!" said Edison, "but solid concrete. There you have it—the concrete furniture."

"Oh, we're going to have a lot of it. You can take your choice—gold finished, gilt trimmed; mahogany, oak, maple—any of the woods. The paint brush does that. The concrete makes it cheap. What do you think of this cost?"

"Forty dollars," was the guess hazarded as a memory of wooden music cabinets came to mind of twice that price.

"Four times too much," said Edison. "It cost $10." It was as beautiful to the eye of one not trained especially to the fine points of such matters as any of the music cabinets one sees in the shop windows.

"Yes, sir," said Edison, "at prices cheaper than he can do business at any Bowery second-hand shop we are going to furnish the poor man furniture that will not be surpassed anywhere on Fifth avenue."

"Our factory can't be built. But it's building. Everything's going to be made in it."

"But can this be bought for $10?"

"No, sir, but we can sell it for that—"

"And this starving of the inventors," was suggested in concluding the interview—"the plant hereabouts—it seemed like a city of buildings when viewed in the twilight with its windows aglow the other evening—does it indicate that you have a way of keeping the greedy men from grabbing all your wealth?"

"Now, I'll say this much about that—at least I'll say I'm not going to take any of it with me or leave much behind; I'm having an awful good time blowing it in in my own way, and I blow it as fast as I want to get my work done."

And with that Mr. Edison turned to chuckle a bit over a fresh cartoon from the morning's mail while his secretary explained to him that he must give a hearing to an experimenter from his battery works.

EDISON REVIEWS GREAT EVENTS OF 1911.

EDISON BUSINESS PHONOGRAPH.


The Curtis Publishing Co., of Philadelphia, widely known as the owners and publishers of the Ladies' Home Journal and the Saturday Evening Post, two of the most celebrated and widely circulated magazines in the world, carry a complete equipment of Edison phonograph business phonographs in their extensive business departments, which employ an immense army of people to attend to the requirements of this vast business. In a later issue we hope to print an illustration showing the inventor of the Curtis plant with the Edison business phonographs in use.

The Fastest Victor Service

The Fastest Victor Service

is to see that our clientele has a better service than ever—setting a new standard in Victor jobbing deliveries. The demands of alert Victor dealers—the kind that grow—are many and varied, and we furnish the "first-aid" in every instance.

We believe this year's Victor business will be of tremendous proportions, and it will pay you to have

OLIVER DITSON CO., Boston, Mass.
OUT SHE GOES!

THE dealer didn’t have what she wanted, but said he would get it for her.

Then his jobber fell down on the delivery and when she came in again Mr. Dealer was still without the goods.

The next time she comes in, but ten chances to one there won’t be any next time, for more than likely she’s through with that dealer and will take her trade to a store where she gets “real service.”

The store that gives real service is the store that has a real jobber—the kind that ships all goods the same day the orders are received.

That’s us—every time.

Let us know what you want in Victor's, Victor-Victorolas, Victor Records, record cabinets, fiber cases, horns, repair parts and other accessories, and we’ll give you a true-to-life demonstration of how quick we are on the trigger.

At any rate, let us send you our newest catalog, together with our booklet, “The Cabinet That Matches.” Drop us a line to-day.


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

libraries for gift machines has kept the force busy during and since the holidays.

Manager Ramsdell, of the Columbia Phonograph Co., reported December business very satisfactory. One of the best months in the history of the local store, he says, and better than December of last year. The business of the last day of the year made the biggest total on the books of the store, which was pleasing to the force. The special feature of the holiday trade was the cash business, which indicates a better class of trade for December business.

Two large dictaphone orders came in at hand recently through supplying additional departments of the Missouri Pacific and Frisco railroads, which had recently installed some dictaphones. The office of the Aeolian Co. in St. Louis also was a dictaphone customer during the month.

An advertisement that attracted considerable attention during the holiday season was that of the Home Phonograph Co., a South St. Louis retail store, which offered both Columbia and Victor records at cut prices through an involved combination order order with records. The advertisement stated certain styles of machines but the fact seems to be that none of the styles of machines mentioned were in stock when the advertisement was printed. At least none was sold according to the reports. Aside from the cut price, some wonderement was expressed over the ad from a record standpoint, as records could easily have been selected that would in themselves save money. In price the total of the price asked for a $15 ma-chine and the number of records stated. Yet it positively stated “choice of records.”

Rash, jobbing salesman for the Aeolian Co.’s talking machine department, has had the unpleasant experience of spending his holiday vaca-tion in bed, a victim of ascitic rheumatism. He was able to start over his territory the first week in January.

Miss Helen Addis is a new record saleswoman at the Thiebes Piano Company store. Miss Addis is a daughter of Miss Margaret Owen, who had been with the firm three years. Miss Owen resigned to become the bride of George Cripe, formerly connected with the Aeolian Co.’s talking machine department.

Mark Silverstone, of the Silverstone Talking Machine Co., Edison jobber, but who also handles Victor machines at retail, recently turned his in-genuity that has heretofore found an outlet in window displays, to the advantage of a Victor customer. The customer came into the store accompanied by her mother and explained that the older woman was quite deaf and was not able to hear the records as played on their Victor and asked Mr. Silverstone if he could not provide a device that would enable her to hear the music. He remarked that for the perfect window displays he had produced, ought to be able to do so. It was a new propo-sition for Mr. Silverstone, but he went into the Victor room for an inspiration. As he looked at the machines he flashed upon him that he could remove the tap at the end of the metal tube that connects the reproducer with the horn and attach an ear tube. He did so and invited the woman in. The experiment was a success. The older woman, who could not hear the sounds from the horn at all, could hear perfectly through the tube and the change made no difference with the volume of sound from the horn.


Successors to Victor Distributing and Export Co.
83 Chambers Street New York
The idea of an “understudy” for Mary Garden would spoil the whole program. Also a Mary Garden record has no substitute.

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

that they flashed here and there, adding greatly to the general attractiveness of the display.

Harry Levy, of the Aeolian Co., celebrated the new year by starting a successful business trip to Danville, Peoria, Chicago and Indianapolis.

John J. Gaftor, of St. Jacobs, Ill., an Edison dealer, was a recent caller at the Silverstone Talking Machine Co.

HOLIDAY TRADE BROKE RECORDS

In Cincinnati According to the Reports of the Leading Dealers—High Priced Columbia Grafonolas Favorites—Arnold’s Big Edison Trade—Victrolas Favorites at Aeolian Co.

(Special to The Talking Machine World.)

Cincinnati, Ohio, Jan. 8, 1912.

The trade’s reports of last year’s operations, particularly during the holiday season, are very encouraging, and dealers will look forward to 1912 in a somewhat optimistic manner. The Christmas sales in most instances exceeded the records for December, 1910, and those firms who were off in the year’s aggregate, now point with pride to the total of the twelve months.

R. J. Whelen, manager of the Columbia Phonograph Co., advises that December business broke all previous records in the history of Cincinnati Talking Machine Co.

Ormond was one of our dealers throughout the territory who came to enjoy our Christmas turkey. The demand this year has been enthusiastic over the records that has ever been offered to the public, which is undoubtedly one of the most beautiful instruments, but this was all by special consent of the customer, and they were promptly replaced after Christmas. The Grafonolas we had the greatest demand for were the $100 No. 17, the $200 De Luxe (new style), the $125 Mignon, the $100 Baby Regent and the $50 Victor.

“On Friday before Christmas we were all made happy by the receipt of an express shipment containing Oliver Freistadt’s latest well known selection, ‘Stille Nacht,’ ‘Heilige Nacht,’ No. 30708, which is undoubtedly one of the most beautiful records that has ever been offered to the public, and every one hearing it has been enthusiastic over its beauty. We all went home the Saturday night before Christmas tired but happy, ready to enjoy our Christmas turkey. The demand this December was for the higher grade Grafonolas and Symphony records, and the large number of sales on these high grade goods was very gratifying. The wholesale trade, as well as the retail, was wonderful, and we enjoyed the visits of many of our dealers throughout the territory who came in personally to select their last minute stock of Christmas goods. We enjoyed the visit of Ben Feinberg, from our New York office, early in December, and we are expecting him to return this month to close up some large deals which he has pending in true ‘Feinberg style.’ The year 1911 just past has been a most interesting one from the Grafonola and Symphony point of view, but the year 1912 will be the banner year in the talking machine business, and when Christmas, 1912, rolls around, 1912 figures will seem very small in comparison, although now they boom up in good round substantial figures.”

J. E. Poorman did better with his supply of Zonophones during 1911 than in 1910, and looks for a rush in the records during the early part of this year. Poorman is in the position of a man with no kick to make.

John Arnold, Elm street dealer, is trying to figure how he can provide for an increased business during 1912. He has claimed to be a real shortage in several style machines, especially the Styles 9 and 10 Victrolas.

December came with its usual thunder and a little rain, but this was all by special consent of the man with no kick to make.

The Grafonola and Symphony trade, as is now generally acknowledged, is one of the greatest problems of any commercial undertaking. The Christmas business is being done on consignment, but the product must be disposed of at a profit, or failure will result. So, in order to keep ahead and retain your position in the front ranks, you must keep moving. Clean up the old store, rearrange the goods, put up new signs so that your customer can find you. Make your store so attractive that people will want to come in. If you are not satisfied with your store, send it out to your large, and it will be remodeled. If your store is not satisfactory, you will have to move it, or your customers will go to some one else.

Advertise in your home papers, so when a stranger moves into your town or county, he will see your invitation to trade with you. Some of you who have been in business for over thirty years, at the same old stand, may think you do not need to advertise. If there is any such among you, you are simply wishing to keep your customers. You will have some records in January, we will have the best month ahead of us; a heavy stock is coming in to supply every want of our new and deeply interested Victrola patrons, and we will find they can be loaded up heavy, and the process will be pushed to the limit here. Our prediction is that this January will eclipse any month previously recorded.

DRAWING TRADE TO THE STORE.

Pays to Imbibe Some of the Drummer’s Enthusiasm and to Have a Lively Interest in Local Affairs—Keep the Store in Good Shape and Advertisement—Where System is Necessary to Achieve Success.

How to draw trade is one of the greatest problems of any commercial undertaking. You may have plenty of capital and the best of facilities, but the product must be disposed of at a profit, or failure will result. I like an optimist—the fellow who dreams and has the faculty of making them come true. I do not like to come in contact with the man who looks upon the dark side always. It takes away the snap andinger. When I was “on the road” I did not like a hard luck story that business was dull, crops needed rain and farmers had to borrow money. You have your desk at the front door and tell everybody that asks you that business is good and that you are happy and it will make it so or will go a long way towards it. This is new thought philosophy and some of the optimists of the drummers when he calls on you as his prospective customer.

How many orders would you give him if he told you business was dull and no one wanted to buy because crops need rain and the weather was hot and dry? Take a pointer from your banker. You will note that his desk is at the front now, while a few years ago it was in the rear, behind closed doors, and it made you chose and your knees shook when you wanted to interview him about extending that note.

Now he makes friendly calls upon you at your office and takes an interest in your affairs. These are methods of to-day and this is what I have termed vitalization. Take an interest in everything for the upbuilding of your town. Is it a duty ever man owes to himself and to his community? It will make it grow and enable you to tell the fellow you will be around where you sold only one before. It will put you in line to pursue the great prosperity that awaits the people of this country within the next few years.

Get your share of the trade of the half million people who are coming into your state in the next ten years. Be a leader in your town, and stand for progress, but in order to keep ahead and retain your position in the front ranks, you must keep moving. Clean up the old store, rearrange the goods, put up new signs so that your customers can find you. Make your store so attractive that people will want to come in. It will put you in line to par-take of the great prosperity that awaits the people of this country within the next few years.

Nothing can be done successfully without system. If your business is too small to systematize, sell it and get a bigger one. The time has passed when one man can do it all, and keep pace with the world’s business. You must delegate duties and authority to others if you succeed in the broad acceptance of the work. You may keep the sheriff out, but you won’t ride in airships. It is needed in buying to see that we do not over- buy or fail to buy. The public will not excuse the store, and will withdraw its patronage, if frequently told “we are out of it to-day, but have it ordered.”

How many times have you heard that excuse? This is not according to to-day’s methods—sys- tem will prevent it. You will not deal with a house that continually disappoints you in shipping your orders. Therefore, you should not expect your customers unless you can make prompt deliveries. Promptness should be placed at the mast head of every business. Quit talking prices and talk promptness and quality. It would not have the reputation of being the cheapest man in town, but rather the most prompt and the best quality.
EDISON BUSINESS PHONOGRAPHS
IN HOUSE OF REPRESENTATIVES

Interesting Particulars Regarding Use of the Phonograph by Reporters in Transcribing Proceedings of This Great Legislative Body in Washington—The New Steel Cabinet Machine.

The year just closed has marked a large increase in sales in the business phonograph department of the great enterprise of Thos. A. Edison, Inc. In the business office, in the courts and in the law offices it has proven a wonderful time saver and is keenly appreciated. In State legislatures the Edison business phonograph is a factor of importance, as it is in the House of Representatives at Washington, D. C, where eighteen of these machines are now and have been in active use for the past five years. So many people ask how the work is gotten out in the House of Representatives and the phonograph seems to be of so much interest that a few words of the modus operandi is of interest. In this connection L. P. Pechin, writing in Tips, says:

"The House corps of official reporters of debates consists of six members, ranking the same and doing the same amount of work. They use the Edison business phonograph exclusively; each reporter has a dictating machine and a transcribing machine, the two being used in order to expedite the work. Each reporter has a transcriber who does his work exclusively. When the house meets at the beginning of a session the dean of the corps, who is Mr. Welch, and who has held his official position for over 20 years, goes first on the floor and takes, in notes, the closing words of the opening speech, what will amount to one printed column of the Congressional Record. He is succeeded by Mr. Irland, who takes up the report without any break and takes a similar amount of work. He is in turn succeeded by Mr. Small, then Mr. Cochran, Mr. Lafferty, and Mr. Gray, until it is around to Mr. Welch again, and so on through the day. Mr. Welch, the first man on, as they say, has in the meantime gone to his room and dictated to the Edison business phonograph everything that has been said on the floor of the House during his "turn"; his secretary has transcribed it, and by the time he is down with his second turn, after dictating it, he reads over the first, revises it, and then goes to any members who have made a speech or to all that have been in a colloquy who have a right to revise their remarks before it goes to the printing office. Each reporter is going through the same process, and it is one man's duty (Mr. Cameron, assistant to the reporters) to keep the copy straight, get extracts or books that members read from, etc., etc., and keep the whole day's work in order and see that it gets to the printing office in proper shape. Each "turn" consists of some seven or eight typewritten pages (long sheets); an average day's work is seven or eight of these turns, though at the close of the session and when some important bill is up for consideration and the colloquy is fast and furious, a much bigger day's work is done—one day recently, for instance, we had 23 turns, or 560 typewritten pages of average court size legal pages—over 96 pages that each transcriber wrote. No matter how hard the day or how much talk there is, 30 or 40 minutes after the last word is said everything is in typewriting and ready for print.

"Of course, there are a great many days when the House sits only for a short time and the work as far as quantity is concerned is light indeed. But it is the character and quality of the work that make the positions of the transcriber hard to fill and make the reporters rank with the very best in the country. Printed bills, of course, are not reported, roll calls, which take 30 minutes, give some additional time, and occasionally there is a member who has what we call a 'read speech'—that is, he notifies the reporters that he has manuscript from which he reads—but there is always a reporter on guard for interruptions, which may occur at any time, and to catch interpolated remarks of the speaker. The Edison machines have made it possible to get the work out in this wonderfully prompt manner, and effect a great saving of time and labor to both the reporters and their assistants.

To readers of The Talking Machine World this description of the use of the Edison business phonograph in the House of Representatives is certainly most illuminating. In this connection we present the photograph of Fred Irland, one of the official reporters of debates, dictating into the phonograph. He is one of the several clever men who virtually makes history, for the reports of the sessions of the House of Representatives form a permanent record of the nation's legislation covering all matters of national concern which is handed down to posterity.

One of the latest developments of Thos. A. Edison, Inc., in the line of business phonographs is the new steel cabinet machine—a standard model in a new business suit, of which an illustra-
It is the new improvement that is a source of new profit to the trade.

Pooley Filing System

is a real new improvement in a modern instantaneous system for locating and filing disc records.

Pooley Record Cabinets

Will establish a new interest for your prospective cabinet customers and pay you a larger profit than you are now making. If your jobber cannot supply you write us to send you a cabinet on approval.

Pooley Furniture Co.

16th and Indiana Ave.,

Philadelphia

Style No. 40

Style No. 50

Style No. 60
adopted a rubber cloth cover to save space. A promising device is provided for starting and stopping the machine several feet away with the fingers. Detachable support arms are connected to the steel cabinet with a universal friction joint, holding either the flexible speaking tube or the steel dircting horn, which allows the hands to be free; the support arms are also desirable to elevate the tube or horn similar to an adjustable telephone bracket.

The pedestal, however, is recommended wherever floor space will permit. It is made so as to "locate" the top of the top a steel strip projects over the molding to prevent any tendency to tipping when the top of the machine is raised. The steel cabinet is hinged at the back to allow convenient examination of the mechanism under the machine, and handles are provided on the sides. These features have made the cabinet more expensive to manufacture, but the manufacturers believe they are necessary and will be appreciated as essential parts of good design.

In this age, when economy in time and "service" are the dominant factors in commercial life, the Edison phonograph is playing a very important part.

GREAT ADVERTISEMENTS!

Workman's Ode from Edison's "Lab" Is Truly Inspired.

In Thomas A. Edison's library at Llewellyn Park hangs one of the inventor's cherished pos-
sessions. It is a piece of white cardboard on which is printed an "Ode to the Horseless Car-
rriage." There was discussion a while ago as to the inventor's greatest creation, and one of the 
workmen at the "lab" deamed Edison's greatest his batteries for the "horseless carriage." At one 
behold the ode prized by Mr. Edison:--

Noiseful and odorless, safe and reliable,

Gentle and tractable, docile and pliable,

Perfectly fearless and free from duplicity,

Easily managed, run by "Electricity."

Gliding along through the country's cool byways,

Traversing safely the city's broad highways,

Ready and willing, stylish and beautiful,

Easily managed, run by "Electricity."

At once

Easily managed, run by "Electricity."

By Mr. Edison.

Fate can never keep down-they march jauntily

Forward and take by divine

Laughter describes character.

Laughter of Italy or Southern France might mean

that is

to be one.

That is

to be one.

He founding this world of ours and telling the tale

to the world to come about our world and our ways.

Speaking with us.

And before you go out of doors draw the chin in, carry the crown of the head high and full the lungs to the utmost; drink in the sunlight, smell the sweetness, and put soul into every handshake.

J. W. Kerr, has opened a phonograph agency in Los Angeles, has been appointed manager for the Dictaphone in the Los Angeles territory.

A. G. McCarthy, treasurer of Sherman, Clay & Co., reports an unusually fine holiday business in his talking machine department. The sale was especially large for the big Victrolas.

On December 17 A. G. McCarthy became the proud owner of a magnificent new boat.

L. F. Geissler, manager of the Victor Talking Machine Co., Camden, N. J., spent the holidays in California resting up and shooting ducks. J. S. Bailey, of the Chicago house of Babson Bros., is now the manager of the local store. S. E. Babson, formerly in charge, is about to return East.

THE SMILE THE KEY TO NATURE.

A Study of the Various Permits of an Accurate Measure of Man.

Laughing and smiling are keys to human nature. Study a man's laugh, watch him smile, and you will know more about him than you could know by listening for hours to his talk. There are frank smiles, sour smiles, crafty smiles, cruel smiles, tired smiling, chilly smiles. Study them and you will know them. Laughter describes character. The loud laugh sometimes does betray a vacant mind, but sometimes it tells of superabundant health or of another kind of character.

The laughter of Italy or Southern France might mean intoxication in an African might surely indicate intoxication in a certain type of white man, and the charming laughter of Italy or Southern France might mean an African in some cold Northern being.

Remember also that smiles and laughter tell not only of different characters in different men, but tell also of the condition of the individual.

SUCCESS AND ACHIEVEMENT.

Success is in the blood. There are men whom Fatenever can keep down-they march jauntily forward and take by divine will the place of W. Gardner, who resigned recently. Mr. Forness says "Oh, my Beautiful Doll," and "That Mysterious Rag." The best seller in phonographs for Kohler & Chase during the holidays was the Columbia Favorite, the $30 machine.

Run Short of Stock.

The Hauschildt Music Co. ran short on cookies, $35 and $50 Victor machines during the rush last week. This company has just received a shipment of Victrola record cabinets, for which there is a big demand.

The talking machine department of the Wilsey Allen Co. experienced difficulty this month in not being able to get enough Victrolas from the factory to supply the demand. The talking machine business of this firm for the year, both in San Francisco and all their branch houses throughout the Coast territory, was much better than for 1910.

Piano Taken in Trade.

W. S. Gray, coast manager for the Columbia Phonograph Co., is very well satisfied with the extraordinary success of his company's machines in the Coast market. He says the number of pianos and other musical instruments being traded in at retail stores as part payment for high-class Talking machines is something to marvel at.

The Dictaphone trade is holding up well, despite the usual holiday lull in this class of business. After New Year's this branch of the business will pick up as it always does when business firms have laid out their plans for the year.

Personal Items of Interest.

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THE TALKING MACHINE WORLD.

Goldsmith Music Co. ran short on cookies, $35 and $50 Victor machines during the rush last week. This company has just received a shipment of Salter record cabinets, for which there is a big demand.

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The second success injunction is, KNOW THE OTHER FELLOW. Thousands of dollars have been made by knowing how to handle the other fellow. Thousands of dollars have been lost by not knowing the other fellow and by putting him in the wrong place. Thousands of dollars have been expended by fond parents in their attempt to make doctors and lawyers of sons that nature never intended for such professions. Thousands of hours of honest effort have been wasted by those who have been advised to go into lines of business for which they had no ability. Thousands of lives have been ruined by persons of jarring temperaments marrying. Thousands of parents have quarreled with their children and turned them adrift—simply because they did not understand their children. Thousands of children have quarreled with their parents for the same reason. Thousands of men on the road fail as salesmen simply because they don’t understand the other fellow. Thousands of merchants become bankrupt because they do not understand men and women. Instead of securing and retaining patrons, through their want of tact they lose those who come to them with their trade. I put the question to you, Mr. Employer. How can you handle the men under you if you do not understand them? I put the question to you, Mr. Salesman. How can you sell goods to persons you do not understand? Since the greatest statesmen and the greatest professional men owe their success largely to their skill in handling men and women, can you afford to be without this knowledge? Can directors of banks and railroads and corporations, in whose power it lies to select men for executive offices, afford to put the wrong man in the high places? Such a mistake may involve a railroad or corporation in bankruptcy because of the incompetency of the man selected. A man may be elected president of a bank who is by nature a defaulter. There was an excuse for this before character analysis had become a science. Now, however, this science has been formulated and developed to a high degree of accuracy by Dr. Katherine M. H. Blackford, of Boston. The man who would be progressive must master it to keep up with the age. There is a story told of a doctor being called to treat a shoemaker who was thought to be dying. The shoemaker craved salmon. The doctor thought the man was in such a desperate state that he might as well let the fellow have what he wanted, as at worst the salmon would kill him a few moments earlier only. However, to the doctor’s surprise the salmon cured him. Later the doctor was called to cure a blacksmith suffering from the same complaint. As the salmon had been so efficacious in the case of the shoemaker the doctor thought it would be equally so in the case of the blacksmith. The result, though, was different. The blacksmith died. So the doctor wrote down in his memorandum book, “Salmon cures dying shoemakers, but not dying blacksmiths.” “What is sauce for the goose is sauce for the gander” is not true in the business world. You can’t cure the blacksmith with the same medicine that cures the shoemaker. Different temperaments must be treated differently. Different methods of appeal must be made to them. The same things strike them differently. If all men were alike, salesmanship would not be an art. You know you must handle the quick-tempered man with gloves; the lethargic person you must not goad. This much is plain. But mankind is not divided simply into the quick and the slow. There are many types and variations. The art of analyzing character scientifically is not as simple as the alphabet. Before you can judge a person you must take into account his coloring, the shape of his features, his manner, the effect that his words have. In fact, quite a few little points that only the student of human nature can know must be remarked. You must be able to do it quickly, too. The value of such study I am sure you must feel. If you are looking for commercial or professional success master it. It will repay you largely. KNOW YOUR BUSINESS. Equally important is the third success injunction, KNOW YOUR BUSINESS. This means more than know your job, though you should make sure you know that first. After that, however, you should get busy, and know the job above yours. Yes, even the job above that. For the fellow just above you may not be able to fill the job above him. If you can, there is your chance. While it is THE DOING that counts in the BATTLE FOR SUCCESS, it is not The Doing that starts the BATTLE FOR SUCCESS. It is your preparation to do the things that should be done when the opportunity arrives that makes you “make good” at the supreme moment. BECOME A POST-GRADUATE IN THE EFFICIENCY SCHOOL. Make the world need your service, and the world will pay you for your service. The more you make the world need it, the better it will pay you. Who is the man who is always looking for a job? The efficient man or the inefficient man? Is it the fellow who brings in the weather report or the salesman who hustles and gets the orders? Is it the bookkeeper who strikes his balance “first pop,” or the fellow who adds the year of our Lord to his columns and then takes a week to discover the result of his mind wandering? Is it the aspirant for histrionic honors who thought “shuffling off this mortal coil” in Hamlet’s soliloquy meant “to take off your clothes,” or the actor who has mastered his art to perfection—the Garrick, the Siddons, the Booth, the Bernhardt, the Irving, the Mandelfield—that totes the world by storm? The man who takes the world by storm must be able to DO SOMETHING WORTH WHILE. Is it the railroad clerk “who gets his traffic charges mixed” and charges you passenger rates on a carload of pigs, or the Harriman or the Hill, who masters railroad technique to perfection, that becomes the president of the road? Is it the one-hundred-and-fifty-word-a-minute stenographer or the graduate of the “four weeks course” in shorthand, whose notes are as indecipherable to him as a chop-chop bill of fare in original Chinese would be to us, who is always looking for a job? Why are so many men always looking for a job? Why are not more filling THE job? I will tell you the reason. It is because the world is always looking for COMPETENT SERVICE. It is not going with a searchlight looking for the man who walking in the street with his coat on and his hat down and says, “I can fill the job.” The world needs it, the better it will pay you. To be a JOB-FILLER you must be a man whose passive or success qualities are developed. The world doesn’t want sick men, but well men; not moral wrecks, but reliable men; not timid men, but bold men. (Continued on page 30.)
No talking machine equalled the 1911 records of the Columbia Phonograph Company make the year 1911 the tallest mile-stone ever set up in the talking machine business.


Besides the first records of Rosa Olitzka, announced for January, and the first by Zenatello, Ellison Van Hoose, Bernice de Pasquali and Carolina White coming right along.

Columbia Phonograph Company,


Dealers Wanted: Exclusive selling rights granted.
When you add to that list of great new records the long but skillfully selected series that bring our catalog up to January 1912, and when you admit, as everybody does, their faultlessness of recording, you are in a fair way to realize why we have been so emphatic and positive all this while in our claims for the present and confidence for the future of the business that the Columbia dealer has invested in.

Join with us for 1912. We want you—and, by the Big Musical Notes, you need us!

en'l, Tribune Building, New York

.enc

owners of the Fundamental Patents. Largest Manufacturers of Talking Machines in the World.
here we are not actively represented.
Start the New Year right by ordering your "Edison" goods from us, and enjoying "Buehn's Service" in "Buehn's Way." All orders shipped same day as received. No delays. Complete and prompt shipments are assured.

A "trial order" recommends our service. Will you send it?

Louis Buehn & Brother
713 Penn Avenue
PITTSBURGH, PA.
The Happenings of the Year Just Closed Interest- ingly Reviewed by Our London Correspondent—Important Matters Which Came Up for Consideration and Which Were Satisfactorily Met and the Events That Will Unfold in the Disc and Cylinder Field—Trade During the Christmas Holidays Was Phenomenal. Estimate the Most Earnest Efforts It Was Difficult to Supply Demand with Alacrity—The Copyright Bill Passes House of Lords and Is Now a Law—Further Price Decreases—Lower Post Rates to United States—Some Interest- ing Talking Machine Recitals Show Popu- larity of the "Talker"—The News of the Month from Across the Pond.

For Our Euro-American Headquar ters

1 GRESHAM BUILDINGS, BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

The Festive Season Must Have Been Considerably Lengthened by the Festivities Last Year, as No Little Definite Information is Available, but It is Reasonable to Assume that the Happy New Year Will Be Divided into Three Separate Portions and They Will Continue the Agency for These Products as Heretofore.

Another Important Fusion. Later on in the year, during the early part of August, another important announcement was made by that go-ahead house of Carl Linstrom, Ltd. Following upon their absorption of the Bela Record, Ltd., and Fritz Poppe (talking machines), at the time mentioned they also took over the whole of the interests hitherto controlled by the Fonotipia Co. (London), Ltd., which included the manufacturing of the Odont, Jumbo and Fonotipia records distributed by the International Talking Machine Co., Ltd., of Berlin, with branches in different continental centers, and a number of years. Barnett Sam-uel & Sons, Ltd., for the purpose of acquiring the majority of the capital stock of Fonotipia, Ltd., the Carl Linstrom joint stock company in- creased their capital by 1,500,000 marks.

Under the capable management of Barnett Sam-uel & Sons, Ltd., the sales of the Odont, Jumbo and Fonotipia records have reached to splendid pro- portions and they will continue the agency for these products as heretofore.

This gigantic move on the part of the Carl Linstrom administration, embracing as it does so many interests, is evidently fraught with a very great significance. It is a far-reaching policy, not only affecting this country but practically the whole world, and its influence on the future of this in- dustry must exert a tremendous degree for good or evil. Obviously they are out to capture the world's markets, and whatever their success may be, it is most desirable that we should not forget about it. Barnett Samuel & Sons, Ltd., after years of experience, is well prepared for the work they have undertaken and they are destined to uphold, as far as may lay in their power, the stability of the trade. Given that, its progress will rest upon a secure foundation.

Copyright Charges and Prices. To a considerable extent the welfare of this in- dustry is vested in the large corporations. They carry the weight of the industry, and are tempted to them to their doom by a special method of price cutting. The events of the past eight or nine years more than confirm our statement. Dur- ing any given twelve months in the latter part of that period we have seen a number of attempts by small firms to undermine the stability of the

two great forces of supply and demand anywhere near level that the inventive side of the business came to be somewhat neglected. A position of things which soon resulted in a gradual growth of dissatisfaction in the trade. As it gradually dawned upon us, to appreciate the relative values centered in different kinds of talking machines and records. It soon became apparent that the manufacturers should do something to the public, it was at this time that the disc record began to make headway. Competition began to be really felt, and each record maker put forth his best efforts in the direction of better quality. To-day we see the value of that competition reflected in the various monthly lists of records, and an exact- ing public demand will continue to keep them always at a high standard of quality.

The Influence of the Copyright Act. The year 1911 will go down to posterity as an historical year fraught with several issues of a nature likely to have a great influence upon the future of our industry. First and foremost, perhaps, the greatest revo- lutionary influence is that engendered by the new Copyright Act and the fierce and excited discussion which followed. Journal from time to time and my readers are by now tolerably familiar with its provisions. There is no occasion to go over the ground again here, but a word as to the possible future effect upon the situation which we shall descant upon later; the petition carries with it a sickening tale of deplor- able methods of rivalry and intimidation scarce- ly to be encouraged in healthy competition—even a friendly jealousy—is always to be encouraged in the future of our industry.

The Maintenance of Prices. The union for it may not be generally known that more than two during December. It proved a most phenomenal rush time for everyone engaged in the industry, and it is noteworthy that pretty well all the makers and factors had to install night shifts the last week in December. All worked like Trojans, and although an occasional difficulty was experienced in keeping up the average British dealer, while in many respects live up to be precise, about five or six years—when the time to have exceeded in many instances the figures of the previous twelve months, during which period we have seen a number of attempts by small firms to undermine the stability of the
trade by offering impossible wholesale and retail discounts. They overlooked the cost, and that has invariably resulted in an interview with the official receiver in bankruptcy. Looked at from the right light, such methods, in nine cases out of ten, are pure philanthropy; because it is quality, not price, that tells in the end. The public want a certain selection or a song by a certain artist, and, speaking broadly, the difference of sixpence or a shilling will not act as a deterrent to the sale. That is the position in a nutshell, and on reflection our readers will appreciate that it stands more than good in these days of exclusive artists.

Can Price-Cutting Be Abolished?

In the consideration of this question it seems to us that under present circumstances no answer but a negative one is possible. And why? Merely, in our opinion, because of the simulated dignities of some manufacturers and the petty jealousy of others. One can only hope to eliminate price-cutting by sinking all such feeling and putting up a united fight.

The aloofness of even one of the leading artists of the day will probably result in the failure of any agreement arrived at by the others. There is urgent need for agreement to-day. It is more than urgent; it is imperative.

But the whole foundation of any such scheme must rest with the manufacturers and factors. The former should, firstly, agree upon a uniform rate of discount to the factor or dealer and fix the wholesale and retail prices. Every factor and every dealer found underselling should be blacklisted and all further supplies to the delinquent refused by all. There should be quite an independent bureau with a capable man in charge whose duties would be to keep an accurate register of all complaints, notify all the firms interested, and take the necessary procedure to put the trade into effect. This rough outline may serve to convey an idea of what is not only possible, but necessary. Certain it is that something must be done, and that soon.

Scientific Aspect of 1911.

As in 1910, from a scientific point of view, no very radical departure was noticeable during the past year. One or two old ideas were resurrected and proclaimed as being original, but they soon passed into the limbo of the forgotten. Of the hundreds of inventions patented few were placed on the market, and scarcely any of these are of sufficient importance to warrant mention here. Of those which call for some reference we would direct our readers' attention to the fine-cut disc, of which, however, we have heard but little, issued under the direction of the National Gramophone Co., Ltd., London. The cut of this disc, which, by the way, is played with an ordinary steel needle, is somewhat uncomform. It may be described as a combination of the phonograph and needle-cut discs and, by reason of its fine thread, will play in the case of the 10-inch disc for about six minutes and proportionately longer with a 12-inch. For such a record there should be a great future, and the sooner the manufacturers get active the better.

The flexible disc record, to which reference has been previously made in these columns, is still a thing "in prospect." According to our information, it is easily and cheaply produced, will be capable of the most elastic contortions, and can be rolled up, placed in a cardboard carton and sent through the post for one halfpenny without fear of damage. A useful innovation! As far as we can gather, it is just possible that this flexible disc, which, by the way, our friend Seymour knows something about, may see the light during 1912, and more it would not be advisable to say at present time.

In the Domain of the Disc.

Under this heading we will refer to both machines and records. To competition we must certainly ascribe the wonderful value now offered in disc machines. In this respect the past year has seen some really surprising reductions, more especially so on machines "made abroad." As an example we might state that what would have cost, say, £3 in 1910 can now be bought for about £2 shillings. And when we say that a not always unsatisfactory instrument (there are good and bad) has reached the level of anything from 12s. 6d. to 17s. 6d. wholesale it will be recognized that it is possible to have too much of a good thing, for there can be little profit in handling goods priced so low.

We are glad to observe, however, that the demand for really reliable instruments continues to improve. Quality tells in the long run, as is clearly evidenced by the increased sales of instruments priced at £3 and upwards. Beyond saying that better all round value is offered, either in quality or price, no very special improvement of the ordinary machines was to be observed during the past year.

A feature of the machine trade, however, which cannot be overlooked is the remarkable increase of the hornless type. Practically every company now catalogues a series of these instruments, which, it must be admitted, have been wonderfully improved upon since their introduction two or more years ago.

Coming to records, it will be generally acknowledged that great progress has been made in the matter of recording. Without exception, each and every company has developed and put into effect new ideas for the harnessing of nature, and their success is reflected in the lifetime reproductions of vocal and instrumental sound, as interpreted by the leading artists of the day.

BROADLY speaking, the average record of to-day is clearer and more pure in tone than those issued twelve months ago. And it is obvious that in this respect manufacturers are fully alive to the discrimination which the public are not slow to exercise.
Another aspect of the year was the increased demand for the popular priced 12-inch double record. Evidently there is a clear call for records carrying something like four minutes of music, and a quite a number of manufacturers now pay greater attention to the cultivation of this class of trade.

Competition Forces Price Reduction.

Keen competition in the disc record field has forced a reduction of prices in several instances, one notable example being the issue of the 10-inch double Jumbo record at 8s. 6d., as against 9s. in 1910. There is certainly a growing tendency to reduce prices, and this exists in more than one quarter. Of course the temptation to cut below one's competitor is often very strong, but to our mind, it is really a suicidal policy, for under the present system of trading and the increased yearly working expenditure the present margin of profit to the maker, factor and retailer is none too ample.

In view of the many records on this market, one or two price reductions might have the effect of stimulating the demand for those particular makes, or two price reductions might have the effect of reducing prices. We must bear in mind, it it is really a suicidal policy, for under the present system of trading and the increased yearly working expenditure the present margin of profit to the maker, factor and retailer is none too ample.

The exclusive artist proposition is certainly a much more effective way of meeting competition than trying to get a lead on prices. We must bear in mind that in nine cases out of ten it is the artist that sells the record, not the price. At least, the former is the greater consideration apparently, for during the year under review the services of practically all the prominent recording artists have been exclusively secured by one or other of the big companies. The full effect of this will be more noticeable during 1912, and we shall then be in a better position to judge of its value.

With that we pass on to the consideration of the cylinder side of the business.

The Phonograph Trade.

Taking as broad and impartial a view of it as we possibly can, there can be no doubt that, as a commercial product, the popularity of the cylinder is on the wane. Our inquiries in different authoritative quarters fully endorse the unfounded fact that the sales of machines and records leave much to be desired, and the reason given is that the public invariably show a marked preference for the disc. We do not propose to enter into a discussion upon their comparative musical merits, but the popularity of the disc must to a great extent be regarded as due to the more extensive repertoire offered on that class of record, and one must not overlook the great influence exercised by the fact of there being an enormously greater number of discs on the market than cylinders. The disc is predominant everywhere, it is true, but we seriously commend to the notice of those dealers who have, not unnaturally perhaps, shown an inclination to neglect their cylinder trade, the fact that cylinder goods will enjoy a very real and substantial demand. Remember that there are thousands upon thousands of phonographs in use to-day and every owner a constant buyer of new records from time to time. Someone has to meet this demand, and it is the dealers who display energy and enterprise in conjunction with enthusiasm that will succeed. The bulk of the cylinder business remains, of course, in the hands of the National Phonograph Co., whose effective and widespread advertising demands the support of all live dealers. The various attachment propositions offered by these people have perhaps done more to promote sales than anything else, not to mention the recent lowering of prices for certain of the attachments, which has brought them within the reach of many who otherwise found their enjoyment confined to the standard or two-minute records. These price reductions very considerably widened the trade field for dealers, and we hope that during the present year they will make special efforts to push these attachments, for every one sold means an almost unlimited demand for Amherst records.

Other Aspects of the Year.

Of new firms there were few opened up during the year. Considering the state of competition, this is perhaps just as well, for there can be little scope for the successful marketing of more records.

As far as we can gather from official statistics, the commercial failures were not so numerous during 1911 as in the previous year, and this pleasing condition of things was even more noticeable in the wholesale field.

To Sum Up.

We think it is clearly manifest that the year 1911 has been a most progressive and prosperous one for the talking machine industry. Never before in the history of the trade has there been such a great cause of satisfaction, despite the many setbacks in the shape of railway, shipping, transport and other labor troubles. With the exception of the great cotton lockout, which is likely to seriously affect talking machine trade in the disturbed areas for some time, at the moment there seems no occasion to anticipate other trade-disturbing elements to mar the opening month of the new year. And if business proceeds as merrily as it did last January, there will be cause for no complaint on the score of falling sales. For, judging by last year's conditions, the tendency is to prolong the season well into the spring. That it may even be more prolonged this time will be the earnest wish of us all.

The Copyright Bill Becomes Law.

Just prior to Christmas the House of Lords further considered the provisions of the new act, and, after making some unimportant (as far as we are concerned) alterations, finally reported the measure to the Crown Ministers as agreed. Having received the Royal assent (by deed of His Majesty being in India), the act duly forms part of the statute and will become operative next July.

The question as to who will pay the royalties exacted under the measure would appear to be in no great doubt. It is fairly certain that the public will not be mulcted in this tax of one penny on a two-and-sixpenny double disc, for in that branch of the business competition is so keen that manufacturers would be very loath to increase prices, especially having regard to the fact that there is a strong tendency in some quarters to lower existing prices. But no definite information is available at present. In regard to the ninepenny cylinders, it is expected that these will be increased—possibly a penny retail. No decision has yet been arrived at in respect of the shilling cylinders, but I am in a position to say that with regard to the discs in all probability the penny royalty will be borne proportionately by the manufacturer, factor and dealer.

In the Upper House, clause 17, which relates to posthumous works, was, on the motion of Lord Gorell, amended by the addition of a new subsection providing that the proprietorship of an author's unpublished manuscript after his death should be prima facie proof of the copyright being with the proprietor of the manuscript.

It is not expected that any great amount of royalties will be received by the publishers or composers during the first year or so, at any rate, but after that period the tax must total quite a substantial sum of money.

Bill to Amend Bankruptcy Law.

The text has been issued of the bill introduced in the House of Lords by the Earl of Granard on behalf of the Board of Trade to amend the law with respect to bankruptcy and deeds of arrangement. The most important amendments are as follows:

1. Prosecutions for bankruptcy (and debtors' act) offenses must at present proceed by indictment and be conducted by the Public Prosecutor. While maintaining this procedure for use in the

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1912

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graver cases, it is proposed to give courts of summary jurisdiction power to dispose of these offenses, and to enable the Board of Trade to undertake prosecutions before such courts through their solicitor or through the official receivers.

3. At present all after-acquired property of an undischarged bankrupt is claimable by the trustee in bankruptcy. Under the bill (a) property will be given to bona fide purchasers of real or personal property, and (b) by means of covenants in such settlements, bankruptcy proceedings upon a bankruptcy notice following judgment.
4. In regard to marriage settlements, additional remedies are provided. When the power to dispose of property out of the reach of creditors in case of bankruptcy, by means of covenants in such settlements.
5. All general assignments of book debts are to be void against a trustee in bankruptcy unless registered.
6. Numerous safeguards are proposed with a view to securing, as far as possible, honest administration by trustees under deeds of arrangement (outside bankruptcy). Various other provisions are included: it is proposed to extend the control of bankruptcy courts over foreigners trading in this country through agents or partners, and to take away the power of landlords to distrain after bankruptcy, by means of covenants in such settlements.

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

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

CREMISCH FABRIC E. SAUERLANDT FABRIK
EMIL VOGEL, bel Apotheke, Th. Germany

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

THE TALKING MACHINE WORLD.
Mr. Wykes and his committee were thanked by Mr. Simons, the company's sales manager, to preside at the chairman on behalf of the company present and the Edison Co. for their good work in carrying out the concert. The chairman on behalf of the company present and the Edison Co. have been making special efforts this year to include every possible pantomime hit on their Amberol and Standard lists, and the result is that they have produced one of the strongest lists of pantomime numbers ever issued.

Recording Pantomime Hits.

An extraordinary number of really good popular songs are available for the coming pantomimes, and many are certain to become prime favorites during the pantomime run, all over the country. The Edison Co. have been making special efforts this year to include every possible pantomime hit on their Amberol and Standard lists, and the result is that they have produced one of the strongest lists of pantomime numbers ever issued.

Recording Pantomime Equipment.

In view of numerous suggestions received from dealers the National Phonograph Co. propose to simplify the sale of Edison phonographs by omitting some of the combinations that have been possible in the past. By this means dealers will be saved the necessity of constant reference to price lists and will be able to reduce to a great extent the varied assortment of stock which they are at present obliged to carry. Catalogues, giving full and complete description of the new outfits will shortly be supplied to dealers.

The machines themselves, we understand, are being rushed through with as much despatch as possible. The advantages of standardizing Edison equipment will be plainly evident to all dealers. Factors have assured the company that the move is one of the wisest made in recent years and that many new developments will be plainly evident to all dealers.

New Zonophone Records.

The January list of Zonophone records is an exceedingly strong one, for the titles are all good, and rendered by artists of the first rank. Those to hand include: "Life's Little Troubles" and "Sunset Sea-side," Joe Elvin; "Belfry Serenade" and "Carillon in E B," Black Diamond Band, with bells, "Sing to Your Mother," Tom and "Wanted a Harp Like the Angels Play," Ernest Prince; "Many Happy Returns of the Day" and "The Vacant Chair," Peter Dury; "If You Should See a Dandy Caper" and "Little Luna Loo," G. H. Elliott, and "I'm Not One That Wants to Say 'Ow'" and "If We Live to Be Ninety-nine," Tom Foy.

The Power of Advertising.

Thomas Edens Osborne, the well-known Edison factor of Belfast, in a recent letter to the company

records a distinctly humorous anecdote as follows:

"The principal of a very well-known and important educational establishment in Belfast telephoned me on Saturday that he would like to see me to-day, so I waited on him this afternoon, and he was immensely amused, as he was, when he told me that at an examination held last week in one of his class rooms a student had given his name as the answer to (1) of question 8, copy of which I append at foot. The gentleman referred to would not give me permission to specify the school or mention his name in connection with the matter. That is why I am not doing so in writing.

"Evidently my advertising the phonograph for so many years is creating an indelible impression upon the minds of the young generation."

Whose name is correct with the introduction of each of the following: (a) The priming press, (b) the penny post, (c) the steam engine, (d) wireless telegraphy, (e) the pneumatic tire and (f) the phonograph.

More Music Hall Sketches on Records.

"Five Great Music Hall Sketches" is the endorsement written across the front of the Columbia-Rena January supplement. One is of Lew Lake and his company presented in their latest comic sketch, "In the Birl Rishers."

Another Columbia-Rena disc comprises two of Harry Tate's most famous sketches, to-wit, "Flying" and "Motoring."

In "Mai-elimtional Bliss" we have two pictures of the blessed state. One depicts "hobby's" return home from the club in the early morn "with the milk," while the other portrays a damsel's position in the breach of gauche action.

The fifth sketch is an idyll on easier life as presented to music hall audiences by those popular crakers, Duncan and Godfrey. It is the "Coser's Courtship," and the fads and foibles of Jim and his "Lisa" are beautifully reproduced in a delightful comic vein.

An Exceptional List of January Titles.

Other fine Columbia issues are as follows: 12-inch—"Nirvana" (Stephen Adams) and "Mother O' Mine" (Frank E. Tours: words, Kipling), Morgan Kingston; "A Soldier's Song Waltz" and "Dream on the Ocean Waltz" (Jos. Gung), Haydin Orchestra, and "Rosamunda," overture, Part I, adagio, and Part II, allegro, vivace (Schoiber), Court Symphony Orchestra, 10-inch—"Son" (W. Hargraves and Sam Poluski) and "Symphony" (Poluski, Basin), Wm. H. Ross, "Brothers; "In the Shadows" (H. Finch) and "Pretty as a Pink" (bells solo), Wm. H. Ross; "Hush, Here Comes the Dream Man" (Maurice Scott), Charles Holz, and "I Have a Little Fantasy in Fairies" (Spindler), "Dream of Fairies" (Spindler), Ewen Greene, "Billy" (Kendal and Paley), and "All Alone" (H. Von Tiller), Miss Bess Tate; "Belle of Brittany" (waltz) (Talbot and Karo) and "Dreaming," waltz (Archbold and Joyce), Casino Orchestra, "Bohemian Boys' Lancers" (arranged by Howard Williams), figures 1, 2, 3 and 4, King's Military Band, "Bohemian Boys' Lancers," figure 5, King's Military Band, "L'Amour qui rit," and "L'Amour qui rit" polka march ("Sau Only Started Giggling"), with vocal effects, Casino Orchestra; "1912 Panto Hits," Parts I and II, and "1912 Panto Hits," Parts 1 and 2 (arranged by W. V. Comley), King's Military Band.

New Columbia-Rena Scottish List.

For a long time Columbia-Rena records have had a strong hold over the border with their repertoire of all-Scottish titles, and now comes the announcement of another twenty-five new Scottish records; this list comprising new titles by every one of those artists who have been the biggest successes of the past.

New "Caled" Machine a Success.

The success of the Columbia "Caled"—the inexpensive graphophone introduced this season—has been so great as to render quite unnecessary any undue flourish of trumpets concerning it. All who have heard admire its breadth and openness of tone, and declare that its principle of construction in which the taper of the tone-arm is gently continued right out to the grille is the correct one.
It's safe to say because it's easy to prove that the musical product of the Columbia record laboratory maintains an unparalleled high average.

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

**DETOUR A BUSY CENTER.**

Talking Machines Now Sold to People Who a few years ago Looked Upon Them with Amazement. Business for December Forty Per Cent. Greater Than Any Month Since They Engaged in Business in Detroit—Max Strasburg at the Victrola Shop Anxious to Get More Room—Work Nights at Grinnell's to Supply Demands—Many Furniture Stores Handling Talking Machines.

(Special to The Talking Machine World.)

Detroit, Mich., Jan. 11, 1912.

"We are selling talking machines now to men who wouldn't have them in their houses as gifts half a dozen years ago," said city sales manager S. E. Lind, of the Columbia Phonograph Co. today. "In that fact is revealed the secret of why the business is growing in such a truly remarkable manner. It is in the improvement, we might say the perfection, of the talking machines themselves, and in the records. They now are practical musical instruments, not novelties or toys. They are the poor man's piano--player and the rich man's variation of the player-piano, in that they furnish him vocal music as well as instrumental and do it so perfectly that there no longer is any criticism of quality.

"Our business for December of this year was 40 per cent. larger than that of any month since we have been in business in Detroit—nine years. And our cash receipts were 75 per cent. of our gross business. From that you can get some idea of what the talking machine business has developed into in Detroit. Our trade continually trends to the high priced machine. People come in at first at ten dollar machines and buy fifty dollar ones, or even higher.

"The Columbia branch to-day received its first sample of the new "Mignonette," the hundred dollar machine. It gives the Columbia branch a range of prices that will suit any pocketbook and any frame of mind. There also is a style suited to every temperament.

"The branch received a godsend a couple of days before Christmas in the shape of a shipment of nearly seventy-five machines. Orders were on hand for the whole lot, and more, and salesmen were at their win ends to keep the disappointment of the few who ordered out of everything priced at less than a hundred and fifty dollars. Right now we have on the floor only one machine between the fifteen and the hundred and fifty dollar prices. We are expecting some big shipments soon, however, that will ease up the situation."

Mr. North, one of the traveling representatives of the Victor Talking Machine Co., dropped in.

"In Detroit the talking machine is coming to be recognized as a piece of fancy furniture and the furniture stores are making a specialty of them. They advertise them. Victor and Columbia especially can be seen in the windows of many of the suburban stores. While furniture stores play the game the strongest, commercial houses of all kinds carry talking machines as a side line. In some cases the talking machine business does so well it makes the rest of the business the side line. Detroit's suburban growth is very rapid, and generally as soon as a subdivision has been built up and some stores scattered around in it, some one puts in talking machines.

"Most of the smaller piano houses also are carrying talking machines now, but the large ones, except Grinnell's, who make a special department of the business, fight shy of them—too much competition for player-pianos, perhaps."

**HONESTY IN BUSINESS.**

**The Raising of the Moral Standard in the Treatment of the Customer—Underhand Methods Usually Result Unprofitably.**

It is an old saying that honesty is the best policy, but modern commercialism is supplementing a new practice, honesty in the open. That it pays to be honest is meeting with recognition everywhere, and there is a fast growing tendency among the great industrial companies, public service and transportation corporations, as well as private and individual interests, to treat the public fairly and deal honestly, prompted by financial as well as moral reasons.

The raising of the moral standard in the individual has advanced it correspondingly in the commercial world. People never do anything unless they think it for the best. Every action is justified. Customs have prevailed in business to obtain advantages which in the light of an enlightened conscience nowadays are not only considered uncommercial, but dishonest, and it is becoming a business axiom that to do anything unjust, underhand or dishonest is not only wrong, but will result unprofitably in the end.

There can be but one standard of right and wrong and that applies alike to the individual, firm or corporation, employer or employee, buyer or seller. New laws are making it easier for people to do honest. Stealing has long been under the ban, smuggling and grafting are becoming unpopular, and with a new tax law so all will pay their just share, there will no longer be an excuse for dodging taxes, and universal honesty will be possible. The time is also not far distant when it will be necessary to meet our obligations on time or pay interest. When this custom is enforced it will remove much of the correspondence, evasion and bad feeling now engendered by forcing collections.

The practice of plain honesty will settle contentions between capital and labor, help both debtor and creditor, bring employer and employee closer together, make life sweeter, and success quicker. Lack of honesty, like other evils, is the result of ignorance, and the enlightenment of conscience through education is the remedy for all humanity.

**U.S. PHONOGRAPH CO.'S NEWS BUDGET.**


(Special to The Talking Machine World.)

Cleveland, O., Jan. 9, 1912.

The U-S Phonograph Co. reports business moving along prosperously at the factory, with bright prospects ahead. Mrs. W. H. Bade, of Battle Creek, spent two days at the U-S Phonograph Co.'s factory last week. She expressed herself as well pleased with the U-S machines and records and confidently expects to quadruple her business during 1912. Mrs. Bade possesses the unique distinction of being the best Phonograph "expertise" in Battle Creek, and it is doubtful if her equal can be found in the whole State of Michigan. She fairly bumbles over with energy and enthusiasm. There are thousands of dealers who could well afford to take Mrs. Bade as an example for up-to-date business getting.

Mr. J. J. Bennet, is spending a week at the U-S factory, after a very successful trip through Manitoba and Saskatchewan, and will shortly return to Ontario. The Hudson's Bay Co. has vigorously taken up the sale of U-S Phonograph Co.'s machines and records.

Whaley Royce & Co., of Toronto and Winnipeg, distributors for U-S Phonos and records, reports a fine holiday trade and prospects for 1912 as most promising.

Manager of Sales G. M. Nisbett, of the U-S Phonograph Co., entertained all the salesmen for U-S phonos and records, for U-S Phonograph Co.'s factory last week. She expressed herself as well pleased with the U-S machines and records and confidently expects to quadruple her business during 1912. Mrs. Bade possesses the unique distinction of being the best Phonograph "expertise" in Battle Creek, and it is doubtful if her equal can be found in the whole State of Michigan. She fairly bumbles over with energy and enthusiasm. There are thousands of dealers who could well afford to take Mrs. Bade as an example for up-to-date business getting.
Business men in every line admit the value of good trade papers. A trade paper must be original—it must contain a variety of matter including news service—technical information—in fact it must crystallize the entire news of the special business world, and be a helpful adjunct to every department of trade.

Scan the columns of the Talking Machine World closely and after you have completed an analysis of the contents of this publication see if you can duplicate its value in any other trade!

The World is a help to the talking machine business.

It exerts an healthful optimism.

It wields an influence for the good and every man who sells talking machines, no matter in what part of the universe he may be located, should receive this publication as regularly as it is issued. He is missing a vital business point if he fails to do this.

Thousands of dealers not only in the United States but in every country on earth consult the pages of the World regularly.

They draw from the World pleasure and profit.

The talking machine business has a brilliant future, and this publication is doing much to enlarge the business horizon of every retail talking machine man in the world.

To receive this paper annually costs but $1.00. All foreign countries $1.25.

EDWARD LYMAN BILL
1 MADISON AVENUE, NEW YORK
A JOBBER'S VIEWS FOR 1912.


It is fitting at this time of year to make a resolution to press on and press to improve conditions in general. The talking machine industry during the past year has been remarkable in many ways, but chiefly to my mind in the respect that it has continued to produce under a variety of general business conditions. With the example of the manufacturers in constantly improving their product and with the encouragement of the manufacturers and dealers who have adopted similar policies have, without doubt, profited accordingly.

One of the greatest accomplishments during the past year has been the introduction of recording and reproducing with remarkable fidelity the voices of the greatest artists is but another indication of the broad, almost unlimited variety of accomplishments, and clearly demonstrates to the public that the product moves onward and upward and is deserving of the respect of all as a great educational factor.

Back of this, of course, is the great advertising sent out by the manufacturers, that they are making a progressive move along on record business only.

The recognized difficulty in offering those inducements would prefer some system that would place a limit on terms, making a desirable condition, make the dealer wait two-thirds of the period before he gets his cost.

Dealers and jobbers are allowed a cash discount. Money placed in a bank or borrowed, carries an interest credit or charge.

After all is said and done, I believe that the talking machine industry of to-day, as a whole, is far ahead of anything similar, that is an article of luxury, although it is becoming more of a necessity, but do not let us "stand pat" when we can "stand improvement." There is some "food for thought" in this article that should not be considered "distracted" and "forgotten" at this portion, because it is easy to consider it the end.

J. Newcomb Blackman.

THE INTERNATIONAL PHONOGRAPH CO.

The International Phonograph Co., Newark, N. J., has been reincorporated with a capital stock of $1,000,000, divided into one hundred thousand shares of $10 par each. Thirty-five thousand shares are preferred stock, while the balance, 65,000 shares, are common. The former capitalization of the company was $50,000. The officers of the company are William Rotter, president, and Louis Hambach is secretary.

TALKING MACHINE FOR SANITARIUM.

The tuberculosis patients at the St. Louis Quarantine Hospital, known as the Koch Sanitarium, will hereafter have the pleasure of hearing talking machine music. In a recent investigation of the city hospital system it was brought out that the Quarantine Hospital patients had little in the way of amusement, and this so impressed G. H. Larkin that he presented the institution with a machine and a start for a library of records. It is predicted that the library will be quickly added to by friends of the patients.

You cannot get the price unless you have the courage to ask it.


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The recognized difficulty in offering those inducements would prefer some system that would place a limit on terms, making a desirable condition, make the dealer wait two-thirds of the period before he gets his cost.

Dealers and jobbers are allowed a cash discount. Money placed in a bank or borrowed, carries an interest credit or charge.

After all is said and done, I believe that the talking machine industry of to-day, as a whole, is far ahead of anything similar, that is an article of luxury, although it is becoming more of a necessity, but do not let us "stand pat" when we can "stand improvement." There is some "food for thought" in this article that should not be considered "distracted" and "forgotten" at this portion, because it is easy to consider it the end.

J. Newcomb Blackman.

THE INTERNATIONAL PHONOGRAPH CO.

The International Phonograph Co., Newark, N. J., has been reincorporated with a capital stock of $1,000,000, divided into one hundred thousand shares of $10 par each. Thirty-five thousand shares are preferred stock, while the balance, 65,000 shares, are common. The former capitalization of the company was $50,000. The officers of the company are William Rotter, president, and Louis Hambach is secretary.

TALKING MACHINE FOR SANITARIUM.

The tuberculosis patients at the St. Louis Quarantine Hospital, known as the Koch Sanitarium, will hereafter have the pleasure of hearing talking machine music. In a recent investigation of the city hospital system it was brought out that the Quarantine Hospital patients had little in the way of amusement, and this so impressed G. H. Larkin that he presented the institution with a machine and a start for a library of records. It is predicted that the library will be quickly added to by friends of the patients.

You cannot get the price unless you have the courage to ask it.
1912 TO BE GREAT YEAR FOR TALKING MACHINE BUSINESS.

Is the Opinion of George W. Lyle, General Manager of the Columbia Phonograph Co., as Expressed in an Interview with The World—What Liberal and Judicious Advertising, Good Faith with the Public and an Honest Effort to Improve its Record Product Accomplished for the Columbia Phonograph Co. During 1911—Review of Plans for Present Year.

George W. Lyle, general manager of the Columbia Phonograph Co., when asked by The Talking Machine World if he had little or any opinion on the business done during 1911, and his opinion as to the prospects for 1912, said he was always pleased to address our readers, and especially so at the close of a phenomenally successful year as 1911 had proved to be.

He recalled his prediction that 1911 would prove a record breaker for business, and certainly his faith has been amply justified.

Speaking of his own company, Mr. Lyle said: "From the beginning to the end the year just past had proved a succession of successes. From January to December each month proved a greater percentage of increase over corresponding month of the previous year and an aggregate total of phenomenally large proportions. It was not anticipated that as the summer approached there would be the customary decrease in monthly totals, but as the months slipped into the discard the gratifying fact developed that so far as 1911 was concerned the so-called 'dull' season was a myth. The business continued lively, active and highly profitable, with no symptoms of that tired feeling. As the fall drew nigh it became apparent that ordinary preparations would prove inadequate; that it would be necessary to place the factories on 'capacity' basis months in advance of the usual period. Double shifts of factory force was an old story long in advance of any previous record. The year terminated with the greatest December in the company's history."

"From the very beginning of 1911 it was evident that the 1911 showing was not accidental or fortuitous, but the direct and logical result of carefully considered and matured policies; quality in product, liberal and compelling advertising, judiciously placed; faith in the public's favor—was increased by all inquiries and prospects from such territory, without any unreasonable or arbitrary restrictions or interference.

"The quality of product was scrupulously maintained and improved. The 'Regent' family—hornless machines of the table type, already firmly established in public favor—was increased by all preserving those same elements of uniqueness, utility and adornment which characterized the original models, which put them in a class by themselves, for which no substitute could be offered. The 'Favorite' type was also a pioneer and a winner from the start. The great question and the one only with respect to all of these has been 'How fast can you deliver?'"

Mr. Lyle says he is a firm believer in advertising, judiciously placed, because he has tested it. "The most convincing copy ever written," he says, "will not be pleasing interested, the dealer was not asking in getting wise to the fact.

"The addition of a number of stars in the grand opera firmament to the Columbia roster of exclusive artists; the fidelity with which their voices were recorded by the recording experts, and the avidity with which these records were seized upon by the talking machine user, has stamped the company's progressiveness in this particular with approval."

"It is a significant and gratifying feature of the Columbia Co.'s 1911 business that it was not confined to any section of the country, but was general. Every branch of the service, including also Europe, the Orient, South America and Mexico, contributed its due proportion."

"As to 1912, Mr. Lyle is extremely optimistic. He has been looking ahead and forecasting results. He sees prosperity for all. To put it in his own way: 'The talking machine business is coming into its own. It has outgrown the earlier prejudice against it; is now firmly established in the esteem of the musically critical, not alone as a means of distraction and entertainment, but as a very potent, helpful and faithful instructor and educator. The sale of machines and records is now conceded to be a profitable, desirable and in every way unexceptionable business, so much so that the most ultra-respectable moral and piano houses are so impressed by its class and distinction in the history of the industry. Contracts for part of this publicity have already been placed and others will be placed later.'"

Mr. Lyle concluded his talk by restating his conviction that 1912 is going to be a great year for the talking machine business. He further assures the assurance that Columbia products are going to be right to the fore for twelve months in the year, and that Columbia dealers are going to have their share, and a little over for good measure, of all the good things of 1912.

1911 WILL BE Dwarfed by 1912.

Says the Rudolph Wurlitzer Co. in Speaking of the Enormous Trade of the Past Year and General Conditions in the Talking Machine Business Throughout the West.

"(Special to The Talking Machine World.)

Cincinnati, O., Jan. 11, 1912.

"Reviewing the talking machine business during the year 1911, we find it was by far the most eventful year in the history of the talking machine business, as the manager of the talking machine department of the Rudolph Wurlitzer Co., of this city, when seen by The World correspondent, who asked:

"'Not only did the sales rapidly increase each succeeding month until they reached their climax in the wonderful business of December, but developments were of a far more important nature than the immediate increase of profit took place. These will make the year 1911 go down on record as the beginning of a new era that will stretch into the future with no termination in sight.

"'We are at last seeing the consumer gradually awake to the realization of the fact that the talking machine is more than a source of light entertainment, and it is beginning to exercise in a small way some of the tremendous possibilities which must have the appreciation of the public before they can be exercised.

"'Those in close touch with the situation have noted this progress and the great volume of business which came as a result. Take for instance the educational feature as applied in the use of the Victor in connection with school work. We have hardly touched on this subject and great results have been obtained.

"'What a volume of business can we expect in this field when thoroughly cultivated? Then consider that the educational feature of the talking machine covers a field far more vast than its mere use in connection with school work.

"'The future of the talking machine business is so vast in its field of operation as to amaze those who can see the trend of the business and anticipate the possibilities which are just beginning to unfold themselves.

"'The year 1911 was a big year, but it will be dwarfed by 1912. The outlook is so good that it ought to make everyone in the talking machine field enthusiastic.'"

THE COLUMBIA AT PANAMA.

The store of W. F. L. Fellinger at Panama, an exclusive Columbia dealer, and also the Columbia Phonograph Co. General, representative for the Republic of Panama, is producing a gratifying volume of business, and General Conditions in the Talking Machine World.

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THE COLUMBIA AT PANAMA.
That little "Pronouncing Dictionary" of ours is making a continuous hit. One dealer sent 400 with his compliments to 400 buyers of high grade records, and has been hearing from it ever since, by letter, in person, and even by telephone.

THE MAN BEHIND THE GUN.

H. B. McNulty, Who Is Responsible for the Development of the U-S Combination Phonograph, a Man of Broad Experience in the Mechanical Side of the Talking Machine Field.

(Special to The Talking Machine World.)

Cleveland, O., Jan. 10, 1912.

No man in Cleveland has given more earnest attention to the manufacture of machines than Harry B. McNulty. During his fifteen years in the business he has been salesman, repairer, manager, and all the while devising and working on an invention, which culminated in the production of the U-S Combination Phonograph. This unique machine was patented in 1897, and the result of years of studied experiment along original lines of development. Mr. McNulty's object being to produce an instrument conspicuous for its simplicity of construction and operation and perfection in the quality of tone production. Since the invention of the U-S Co. he has been "the man behind the gun," and ever since has been directing and watching the development of the machines which they impose on ours, extending this nation which they impose on ours, extending this movement to South America, but Brazil and Argentina pays $100,000,000 a year.

In some cases, the value of the property goes to South America, but Brazil and Argentina pays $1,000,000,000 of capital and export goods worth $1,000,000,000.

The secretary of the association, said:

"Combative Reciprocity" is the new slogan of the American Manufacturers' Export Association, 200 Broadway, which has undertaken a campaign against all discriminators and prohibitory duties that are, or may be, laid upon American-made products by foreign countries. Henry T. Willis, secretary of the association, said:

"The members of our organization represent $1,000,000,000 of capital and export goods worth over $100,000,000 a year. A large part of this goes to South America, but Brazil and Argentina especially discriminate against us. In those countries the taxes are high, and the added burden is felt at home. The producers of the U-S Combination Phonograph are being asked to pay duties which are prohibitive to our business, and the discrimination is especially severe in Brazil and Argentina."

"People have been disappointed in the results of the movement," Mr. McNulty said, "especially those who are interested in the development of the American Phonograph. The machines and records have been received by the public throughout the United States and Canada."

FIGHT FOR RECIPROCITY.

Exporters Want Retaliation on Countries Barred Against Us.

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Among the big exporting firms that have written to the association in support of this "combative reciprocity" movement are: The Aeolian Co., Victor Talking Machine Co., The Remington Arms Co., Horlick's Malted Milk Company, Baldwin Locomotive Works, H. J. Heinz Co., American Laundry Machinery Co., and the Westinghouse Electric Co.

SHIPPING AND SALES DATES

Issued as is the Custom Annually by Thos. A. Edison, Inc., for 1912.

In accordance with the usual custom of Thos. A. Edison, Inc., they have just issued the shipping and sales dates for advance records from January, 1912, up to and including December, 1912.

Shipping Dates, 8 A.M.

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Any jobber or dealer who makes shipments of records, or places them on sale in advance of the hour specified herein, violates the terms of his agreement, and will be dealt with accordingly.

THE EVIL OF DATING.

A Thorn in the Side of the Credit Man—How Salesmen Can Aid in Checking the Trouble.

Says a merchant of wide expression: "The evil of dating is a contagion which baffles and absorbs the attention of credit men throughout the entire United States. Where it will end and what is to be the remedy is a problem yet unsolved by the brightest commercial minds. Reference to the proceedings of the trade conferences which take place throughout the country from year to year will show, I think, that of all matters brought up for discussion no one thing is so vexatious and so difficult of remedy as that of indiscriminate dating. It is generally conceded that the custom should be abolished, but no one has been able to suggest a way that would bring about this good result. Some credit men go so far as to say that the salesman in his insatiable desire to secure orders very frequently suggests a dating and operation and perfection in the quality of tone production. Since the invention of the U-S Co. he has been "the man behind the gun," and ever since has been directing and watching the development of the machines which they impose on ours, extending this nation which they impose on ours, extending this movement to South America, but Brazil and Argentina pays $100,000,000 a year.

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THE FIRST SLEEPING CARS.

Why the Present Day Traveler Has Much to Be Thankful For.

The first sleeping cars ever designed were used on the old Cumberland Valley Railroad between Harrisburg and Chambersburg, in Pennsylvania. They were built in 1888 and ran on this line for several years before other roads thought it necessary to provide accommodations for their passengers. In these first sleeping cars one-half of the space was arranged as an ordinary day coach, with its cross seats. The other half was fitted up with eighteen sleeping berths, or, rather, bunks, which went to these antique cars. In daytime the bunks were shifted and stowed so as to convert them into omnisubs seats on the side of the cars. Our ancestors bunked in them at night and rode in them in great state in the daytime, considering themselves true aristocrats. There were three lengths of berths and three tiers on each side of the car. The top tier consisted of the back of the omnisubs seat and the lower one of the same manner. The lower tier was the day seat. In those happy days there was no extra charge for the sleeping accommodations.

NEW COLUMBIA DEALERS.

H. A. Yerkes, of the wholesale department, Columbia Phonograph Co., general, announces A. J. Meyer, Madison, Ind., as new dealers to handle the Columbia line exclusively. Mr. Yerkes states that the business is excellent at all branches. The Regent Table line, an exclusive Columbia feature, is enjoying exceptionally heavy sales.

Now to break last year's sales records.

Echo Record Albums

FITS DISC RECORDS

EVERY MAKE AND SIZE

PATENTS APPLIED FOR

If you send your name and address, a sample 1911 Album Booklet, illustrating the latest style Echo Albums for both single and double-faced records, with discount sheet, will be mailed you. Echo Albums are sold at 1 to 11 with 1 free, 12 to 20 at 90 cents each, 21 to 50 at 85 cents each, 51 to 100 at 80 cents each, 101 to 250 at 75 cents each, and over 250 at 70 cents each. Entire ingenuity must be used to prevent theft. Also, can be substituted for the old-style Echo cases in Worcesters. If your jobber does not carry Echo Albums send $1.00 in for a sample 10-cents Echo Album mailled postpaid. Return discounts to dealers.

ECHO ALBUM CO., 926 Cherry St., Philadelphia, Pa.
PREDICTS 25 PER CENT. INCREASE IN VICTOR BUSINESS.

Louis F. Geisler, Upon Return from Trip to Pacific Coast Announces That He Looks for That Percentage of Increase During 1912—Conditions in 1911 Summarized—Wage Earners the Real Spend—Worry Little of General Conditions—Many Opportunities Open for the Live Talking Machine Dealer—New Year Greetings Extended to World Readers.

(Quoting from the Philadelphia Inquirer, January 10, 1912.)

Louis F. Geisler, general manager of the Victor Talking Machine Co., arrived to-day at his home, after a restful two weeks spent in San Francisco, his old home, where he went exclusively for a few days' rest from the rather trying excursions of the most strenuous business year in the company's history, among old friends and duck shooting partners, and in a chat with The World on the general business situation, he said:

"Our company predicted in the early spring of 1911 that it would prove our banner year. We conditions, strong American financial conditions and the further strength to be added by crops and exports, will give them plenty to do and an excellent scope for their enterprise to bring their wares to the attention of millions of people well able to buy them, for, through a condition that prevails in all new or comparatively new countries, the enterprising man has an enormous average—very much the largest percentage of people—to deal with, who are willing to spend all they earn for the luxuries and necessities of life—with an accent on the luxuries.

"These are our wage earners—money makers and spenders—most of whom take little note of influences at work to change their financial conditions. Therefore, why worry about the Sherman law or the interpretation of it; how much money J. P. Morgan can sway, or whether the Standard Oil Co. is a good or bad thing.

"Very large manufacturers must, of course, consider these things, but let the ordinary talking machine merchant attend to his business; advertise; carry the stock and work hard to sell saue; to see the opportunities lying around on all sides of him and not be so ashamed of his job that he cannot go outside and solicit trade, either at wholesale or retail, and he will soon make money enough to join the classes of men who have to worry about the Sherman Anti-Trust law and general assume other troubles which prosperity invariably brings.

"I wish a very Happy New Year to all your readers and firmly believe that a very prosperous one is in store for them."

ALPHABET FOR SALESMEN.

Attempt just as much, or more, than you can well do.

Be careful not to overestimate the fine points of your line.

Count well the cost of a night "out with the boys."

Don't make personal remarks about your competitor.

Endeavor to have each month's sales show an increase.

Find the weak spot in your man, and then attack it.

Get down to business the moment you meet your customer.

Get down to business the moment you meet your customer.

Give the line of goods which will be a decided success.

Horn Connection

"TIZ-IT" (Trade Name)

Improved All-Metal Ball-Joint

Horn Connection

For all Types Straight Bore EDISON Phonographs

Retail Price, 50 Cents

(Regular Discounts to the Trade)

"TIZ-IT" (Trade Name)

For all Types Edison Phonographs

equipped with Model "O" Reproducer and Complete or Music Master Horn.

This Connection Completes the Equipment

Retail Price, 75 Cents

(Trade Discounts to the Trade)

Manufactured by

Kreiling & Company

840th Avenue and LaGrange Street

CHICAGO, U. S. A.
SUCCESS OF GRAFONOLA "REGENT."

Three Models of Table Grafonolas Arouse the Enthusiasm of the Dealers and Public—Some of the Real Advantages of the "Regent" Model—A Recent Letter to the Trade Containing a Warning Against Possible Patent Infringements in Connection with the Grafonola "Regent."

The Columbia Phonograph Co., General, Tribune Building, New York, is enthusiastic over the immediate success of the "Columbia Grafonola Regent," the table type of talking machine. The instrument is built in three styles, shown by the accompanying illustrations. "Regent," at $300, the "Regent Junior" at $150, and the "Baby Regent" at $100. It is a complete library or living-room table, or every-day use with the additional attraction of being a complete musical instrument of unequaled versatility and matchless tone. The musical and mechanical equipment is entirely concealed, and the instrument presents as an unbroken expanse of clear mahogany, the top measuring 39 by 46 inches. To insert a record, a smoothly sliding drawer at the end is opened—bringing the turntable, tone arm, reproducer, and needle trays into convenient access. After moving the starting lever, one can close the drawer or leave it open—the operation of the instrument is not interfered with. Extending to the other end of the table from the tone arm in this drawer is the tone chamber through which the tone waves are led and poured in magnified volume out into the sound-chamber. All of them to be under the control of one holding company.

The Regent family have rapidly grown in popularity and the demand has assumed huge proportions. General Manager George W. Lyle has forwarded the letter herewith appended, under date of December 29, 1911, to the present Columbia store managers with the idea of forestalling any possible infringements of the "Regent" patents: "Our 'Regent' Grafonolas are an unqualified success so firmly are they now established in public favor that non-Columbia dealers have been forced to recognize their merits not only as unique, useful and highly ornamental sound reproducing machines, but as a line for which no substitutes will be accepted. They have been powerful advocates in converting many dealers to the Columbia faith, and they will prove more effective in this respect as a result of our great advertising propaganda for 1912. "We originated and control these table types of Grafonolas. We are protected by valuable patents granting us the exclusive rights. We intend to enforce these and protect ourselves in every lawful manner. "Let every other good and successful article, these tables will be instigated and copied if we do not prevent it. We do not propose to permit any infringements of our patent or other rights. "Keep a constant lookout for anything in the nature of a table Grafonola not of our manufacture and promptly report to us all the information you can secure, including name of manufacturer, for whom made, by whom sold or offered for sale, name or type designation, price, etc. Take no steps involving legal expense until authorized by this office."

Let the Columbia Demonstration Record speak for itself and it will speak for you.

Good music and good argument. Only ten cents, mind you!

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

DOING BUSINESS HERE.

Foreign Corporations Must Keep Their Stock Books Open Here if They Sell Things.

The law requiring a foreign corporation other than a moneyed or railroad corporation doing business in this State to keep its stock book open daily in its office here has been construed by the Appellate Division of the Supreme Court to include a corporation which merely has a selling force here and keeps only enough money for stamp and petty expenses.

The question was raised in a suit of Leroy F. Hovey against the De Long Hook and Eye Co., a Pennsylvania corporation, to recover penalties because he wasn't permitted to see the company's stock book in its office here. In directing a judgment for the plaintiff the Appellate Division ruled that a corporation coming into the State to do business can be made subject to the same regulations which the State imposes on its own corporations.

In a dissenting opinion Justice Miller said that the mere employment here of salesmen and an agency incident to conducting its business in another State does not constitute "doing business" within the meaning of the statute.

GOOD YEAR FOR U-S PHONOGRAPH CO.

Says George N. Nisbett, Manager of Sales for That Company—The Outlook for 1912.

George N. Nisbett, manager of sales of the U-S Phonograph Co., Cleveland, O., in summing up business for 1911 and the prospects for 1912, said to The World: "The past year has been one that has caused us considerable gratification, not only on account of the marvelous growth of our business, but because we have been able to make great strides in the quality and quantity of our product—the growth of our business is therefore but a natural reward for our efforts. "The prospects for 1912 look good to us, and we can see no reason why it should not prove to be our banner year. To all of our jobbers and dealers the U-S Phonograph Co. extends best wishes for a happy and prosperous New Year."
Interests Review of Trade Conditions by
Leading Members of Jobbing Trade in
Chicago.

(Special to The Talking Machine World.)
Chicago, Ill., Jan. 10, 1912.
The World representative decided to let the trade review the past year and prophesy the future for itself. A letter was therefore sent out to Chicago jobbers with this end in view and also asking for comment on specific problems or tendencies that might occur to the recipients. The replies are here printed in full.

"There is no doubt in the writer's mind that a very pertinent influence on the increased talking machine business of this winter has been the inability of the factory to supply the goods.

"This sounds paradoxical; however, let the demand for any article of national reputation be increased to the point where the factory can't take care of its orders, and it is a fact that the customer is made that much more anxious to get that particular thing.

"The distributor sees his orders piling up fast; he is only able to take care of a certain portion of that increase in business; he feels he is losing business; however, a good portion of that distributor's increased business is caused by his receiving orders from all over the country. These same orders may have been placed with several other distributors.

"While, during the latter part of 1911, it was hard to be seemingly losing business, as the end of the year, when we figured up the net results, our business in general showed an enormous increase over 1910.

"Undoubtedly the new Victorolas have proved a stimulus to business. Many complaints were heard at first against giving the name 'Victrola' to any particular thing. The Victorola seems to have opened up a new field for itself. The sale of the $200 Victorola has shown the same percentage of increase as the Victor business in general.

"Another innovation is the interesting of the educational department of the public schools in the Victor. Mrs. Clark's work in this department has been successful. Thousands of machines have been put out in public schools, and when you consider the distribution of those machines and thence carried to the home, one begins to realize the immense advertising value of this innovation.

"The dealers are also just beginning to appreciate the Victor Co.'s window display department. The window—the eye of one's store—is the most valuable asset connected with the property we pay rent for. Location determines our rent. Location is good or bad as compared with the number and class of the people who pass one's door. Why should we neglect that portion of the store which is the borders on the space we pay rent for? The Victor Ready-made and Automatic Window Displays have made it easy to use this space advantageously.

"The ruling which has put us all on an even basis is the new dicumb put forth on the matter of terms—goods to be sold for 2 per cent. ten days, net thirty days from date of statement. This, in the main, has been received cordially by the trade at large, and removes that old bugbear the dealer has an interest in the closing of the month. The distributor's increased business has been caused by his receiving orders from all over the country. These same orders may have been placed with several other distributors.

"During, while the latter part of 1911, it was hard to be seemingly losing business, as the end of the year, when we figured up the net results, our business in general showed an enormous increase over 1910.

"Undoubtedly the new Victorolas have proved a stimulant to business. Many complaints were heard at first against giving the name 'Victrola' to any machine less than the $200 instrument. However, results have proved it an excellent idea. The new Victorolas seem to have opened up a new field for themselves. The sale of the $200 Victorola has shown the same percentage of increase as the Victor business in general.

"Another innovation is the interest of the educational department of the public schools in the Victor. The 'Victrola' has been successful. Thousands of machines have been put out in public schools, and when you consider that each machine plays to its fifty or one hundred pupils; that the entertainment qualities of that machine is running full tilt and has orders ahead, it seems to give increasing demand for its use. This, after all, is the most important influence of our business.

"Personally, the Talking Machine Co.'s business was up over 50 per cent. above 1910, and with the continued cooperation of our dealers we expect to show a like increase for 1912. Lyon & Healy, L. C. Wiswell, Manager.

"Nineteen hundred and eleven was a period of striking irregularity in trade and industry, but despite evidence of a widespread caution and repres- sion, a fast volume of business was done. Relative to the talking machine business, a record business was done, the year starting out auspiciously, and as the summer months came on, the trade declined only to recover strongly, reaching a climax in the closing of the year. The volume of business done during December everywhere surpassed any other December in the history of the talking machine industry.

"A number of piano and music merchants who handle the talking machine trade stated to me personally that their talking machine business was far greater than the business done in their other lines. One merchant remarked that he sold only two pianos for Christmas delivery, where he sold more than fifteen high-priced—$150 and $200—talking machines.

"One of the most notable features as the year closed was the air and conservative cheerfulness in evidence. While there is testimony to this having a solid basis in actual improvements already registered, it is plain that some of that has had its rise in the feeling that there has been many worse years in the country's past history, and in the apparent belief that some of the year's doubtful questions have been settled.

"Regarding the present year—1912—let us view it optimistically.

"Stocks of talking machines in the dealers' hands everywhere throughout the year, as well as the stocks of other merchandise have been down to hardpan. This fact cannot be denied. Now, after the change after the years of depression, 1908 and 1909, with a steady slow recovery in 1910 and 1911, there is much more likely to be in the direction of expansion. This should especially be true of the talking machine industry for many reasons—one is that the manufacturers are ever on the alert to stimulate the business by constantly improving their product. Manufacturers who have accomplished wonders; yes, miraculous things, during the past years, still have the ability and resources to keep pace with the times, bringing out innovations from time to time as conditions warrant.

"So I say, problems have been met and there are still many more to be met and solved. Still, the present cheerfulness of the trade at large as well as the people augurs well for safer methods of trade expansion, which means large and increasing business.

"Summing conditions up, I predict that the present year, 1912, will produce the largest volume of talking machine business of any other year in the history of the trade.

"Columbia Phonograph Co., Chas. F. Baer, Manager.—This has been a great year in the talking machine industry. Commencing with January, 1911, and each succeeding month has shown an increase over the same month in the previous year. Our December, 1911, sales in retail doubled those of December, 1910, and there was a 75 per cent. increase in the wholesale sales. I will predict that business in 1912 will show even a greater increase than that of 1911 over 1910.

"(Continued on page 44.)
"The disc talking machine of to-day and the player-phonograph rank side by side as the leading musical instruments, and I look for a closer association of the two instruments than ever before, for the reason that I believe the player-phonograph manufacturers will shortly see the great advantage to be gained by cutting the music rolls to conform with the Columbia records, the association of the two will be of great benefit to both the player-phonograph and the talking machine industry. It is needless to expatiate further, for anyone in the subordinate detail of the public will derive from the form of entertainment from such an association."

Babson Bros., F. K. Babson..."All that we can do, as far as we are concerned, but we do not feel capable of even making a good guess as to what the future has in store for us..."

Rudolph Wurlitzer Co.—Chicago Branch:
"The year just passed has been one of varying conditions as to business. It started off briskly and continued so for three or four months, but during this period there was an apparent lack of uniformity in sales of five or six months with its occasional spurs and setbacks."

"About the time the new hornless machines went on the market, there was a decrease in business which was immediately noticeable. The demand for the new types became greater and greater and several weeks before the holidays we were simply overwhelmed with orders for the older stock, which was then in great demand."

"When conditions are anything but normal it is a hard matter to determine, but it has been noticed that there have been a greater number of time sales this year than heretofore, although the machine and responsible parties who are a little above her, at least so she imagines."

"She immediately echoes their results."
We made money last year—our business was great—immense!

We’ve certainly appreciated the cooperation of our Dealers.

It’s a fact the shortage was keen and we realize how many more machines could have been sold, had there been enough to go around, but in spite of that our business so far this Winter has doubled.

Mr. Dealer, this increase is because of our service. When the market goes short, the man who needs the goods naturally turns to the EXCLUSIVE WHOLESALER.

We’ve reaped a wonderful harvest and for it we’re grateful. We’re going after your Victor business—all of it—this year harder than ever before. You give us half a chance and we’ll “make good.”

May the year Nineteen Twelve hold much in store both for you and ourselves.

THE TALKING MACHINE CO.

137 N. Wabash Avenue Chicago Illinois
THOMAS A. EDISON IN CHICAGO.

Circling the edge of the balcony were the names, spelled in lettering of incandescents, of twenty-three photographs, each being those of Ohm, Farraday, Volta, Franklin, Schallenberg, Korsor, Westinghouse, Ferranti, and other inventors, surrounding a reproduction of his own signature, were letters of fire, spelling the name of Thomas A. Edison.

Mr. Edison was given vast space in all the dailies, and the articles written were embellished with photographs of the great man, showing him in about every attitude he could possibly assume. Reporters seemed particularly interested in his houses and in his collection of talking pictures and, of course, the new battery and motor construction. Following are excerpts on the various lines:

**Tells of "Talk" Pictures.**

His new invention of talking pictures was discussed by Mr. Edison with great enthusiasm. "We are making several of them now," he said. "It has been an extremely difficult proposition, but at the rate of progress we are making I will have them ready for use in the Presidential campaign in the event T. F. La Follette, Wilson, Harmon and the other proposed candidates care to employ them at meetings which they cannot personally attend. Within a few days we will give a demonstration of our new talking picture at Menlo Park. It will create a sensation."

When asked about his recent trip abroad the inventor said that he admired the French people more than any others with whom he came in contact. "They know how to live," he said. "They do not practice the Roosevelt theory of having large families of children regardless of whether they can support them. It was Napoleon's idea to encourage large families among the French in order to produce the needed troops for his armies, but that idea is wiser now. I suppose Roosevelt got his idea from Napoleon."

The culmination of Mr. Edison's visit to the city as viewed by the public was found in the conference Saturday afternoon between the inventor and officials of the Illinois Central Railroad. As a result of this conference the announcement was made that the I. C. would proceed to electrify its Chicago terminal. No deadly third rails will be used in the electrification of the Illinois Central Railroad, a method which is generally considered safer. When asked if there were any unsightly trolley poles and trolley wires, either.

**To Use Storage battery.**

The Edison new storage battery, one of the latest products of the busy and fertile brain of the great inventor of the age, furnish the motive power for the electrified road. "I can and I think I will be able to electrify this line with the battery system," said Mr. Edison. "I have just completed a conference with three men representing the railroad and they are about ready to go ahead with the experiments." Mr. Edison and Miss Madelaine Edison, daughter of the inventor, came to Chicago with Mr. Edison. They stopped at the Blackstone while here and left Sunday morning for the East. The wizard's fame as an epigram maker is almost on a par with that which he enjoys as an inventor. Among the crystalized bits of wisdom to which he gave the maintenance which gives him so much ability, and has also been the means of providing employment to thousands.

"Everywhere, on floors and out, in the home, the factory, the office, on the street, in the mountains and on the plains; above, on and under the water, are to be seen the results of this tireless energy, this wonderful development of human capacity."

The other speakers were Governor Eberhart, of Ohio; C. A. Colman, of New York, president of the General Electric Co.; Charles G. Dawes, and the Rev. Herman Page. Among the guests were J. M. Klingelsmith, manager of the Western business of the storage battery department of Thomas A. Edison, Inc.; E. A. Gressing, and H. R. Thompson, in charge of the railway department of the storage battery department at Orange, who happened to be in Chicago at the time.
THE LYON & HEALY FIBRE NEEDLE-CUTTER

SIMPLE AND EASY TO OPERATE

CORRECT LEVERAGE FOR A PERFECT CUT

FINEST TOOL STEEL

GUIDE WHICH SAVES ALL WASTE

The L. & H. Needle-Cutter or Fibre Repointer we now offer to the user of Fibre Needles is the result of four years' exhaustive experiments and we feel safe to assert, NONE BETTER CAN BE MADE.

The lover of GOOD music will find this cutter invaluable. The upper blade being pivoted above and back of cutting edge insures perfect contact with lower blade. Both of these blades are made from finest tool steel and properly tempered and with ordinary usage will last for years, without sharpening or renewal.

The cutter has a self-acting stop, which prevents cutting away more than enough, thus a pin can be played twelve or fifteen times before becoming too short.

We give our absolute guarantee with every cutter sold.

RETAIL PRICE $1.50

GET YOUR ORDERS IN NOW. LIBERAL DISCOUNT TO TRADE.

CHICAGO
MUSIC AND NEWS BY PHONE.

New Company in Newark, N. J., Preparing to Start Unique News Service for Telephone Subscribers—Special Music Programs Provided. For—A Sample Daily Program—A Demonstration Proves a Success.

The New Jersey Telephone Herald Co., Essex building, Newark, N. J., are launching something new and unique for the amusement and entertainment of busy New Yorkers and Jerseyites. In the quiet of your home, in any room or in every room, you may receive news by telephone, music by telephone, sermons by telephone, vaudeville by telephone, lectures, theatrical performances, operas, happenings of all sorts and the general news of the world. Not in squeaky, nerve-jarring sounds, but clear and melodious tones, the human voice itself reaching you over the wires.

In the editorial department of the company there is a complete staff, editors, sub-editors, reporters, etc., collecting and receiving by telephone, telegraph and investigation, the news of the world. This news, instead of being printed, will be carefully edited and told over the wire circuits by telephone, sermons by telephone, vaudeville by telephone, lectures, theatrical performances, operas, happenings of all sorts and the general news of the world. The above is not an experiment, for it has given satisfaction in the rooms of the better hotels, in doctors', in the rooms of the company at 110 West 34th street some time before. A large audience enjoyed instrumental and vocal music, bulletins of news and a brief lecture, all by telephone.

The cost of The Telephone Herald is five cents per day, with no additional charge for installation.

The first demonstration of the Telephone Herald was given in the rooms of the company at 110 West 34th street some time before. A large audience enjoyed instrumental and vocal music, bulletins of news and a brief lecture, all by telephone.

The cost of The Telephone Herald is five cents per day, with no additional charge for installation. Following is a copy of the daily program, which apparently covers most every thing to be desired:

**DAILY PROGRAM**

1. News and World Events.
2. Telegrams and Dispatches.
3. Local News.
5. Opera and Theatre Announcements.
8. Sport and Sports Reports.
11. Fiction and Literature.
15. Agriculture and Forestry.

**EXAMPLE OF DAILY PROGRAM**

10:00-10:30—Special reports and news from foreign capitals.
10:30-11:00—Local news and editorials.
11:00-11:30—Advertising and announcements.
11:30-12:00—Entertainment programs.

**EVERY LITTLE HELPS.**

Little drops of water poured into the milk
Give the milkman's daughters lovely gowns of silk.

Little grains of sugar mingled with the sand
Make the grocer's assets swell to the band.

Little bowls of custard, humble though they seem,
Help the milkman's till to be brimful of cream.

Little rocks and boulders, little chunks of slate,
Make the coal man's fortune something great.

Little ads well written, printed nice and neat,
Gives the joyous merchant a home on Easy street.

**ISSUE TWO POPULAR HITS.**

"That Mysterious Rag" and "When Sunday Rolls Around" are two recent popular hits recorded by the Phonograph Co. on a 10-inch Columbia record and sold under the catalog number A1089. The first-named is sung by Albert Campbell, tenor, and Arthur Collins, baritone, orchestra accompaniment. The second by Ada Jones, soprano, and Walter Van Brunt, tenor, orchestra accompaniment. Both songs are choice and already favorites with the public.

GREETINGS IN ORIGINAL FORM.

J. C. Rouah Favors Friends with Characteristic Christmas Card.

One of the original of the many cards bearing holiday greetings that have been received at the office of The Talking Machine World is that from Joseph C. Rouah, whose clever work as secretary of the National Association of Talking Machine Jobbers is well known to the trade at large. The text of the card is characteristic and reads as follows:

My Dear Brother Outlaw:

'Twasn't such a bad clean-up after all—1911.

The books show a fairly good getaway for the year.

Therefore—

As Partners in Crime, let's congratulate each other.

Here's wishing you a Restful Christmas and a Busy New Year.

As we're soliloquizing—laying plans—scrambling for a seat in the water wagon—while the Victor Band plays "The Outlaw," let's both join in the chorus. Yours sincerely.

Pittsburgh, 12-25-11.

Joseph C. Rouah.

The card also bears the following poem:

**The Outlaw.**

When my loop takes hold on a two-year-old,
By the feet or the neck or the horn—
But I'll throw him as sure as you're born.

When the moon shines, I'll seek the outlaw woe,
And my eyes seek like a blood-hound.

When I find 'im, I'll catch 'im, and then I'll start to spin;
I'll make the outlaw's face be the last.

When I'm right, I'll make the outlaw's face be the last.

When my eyes seek like a blood-hound,
And the outlaw finds his way to the last.

When I'm right, I'll make the outlaw's face be the last.

When I'm right, I'll make the outlaw's face be the last.
TRADE NOTES FROM INDIANAPOLIS.

Musical Echo Co. Take on the Columbia Line. In addition to the Victor—This Company Extends Its Business and Opens a New Store on Virginia Avenue—Chas. Koehring's Success—Udell Works Closes a Great Year—New Designs in Cabinets for 1912—Kipp-Link Co. Reports Large Edison Business—Trade Reports From Leading Houses Most Satisfactory—The Outlook is Excellent.

(Special to The Talking Machine World.)

Indiana, Ind., Jan. 9, 1912

One of the most important deals in the talking machine business in Indianapolis in some time, was the taking on of the Columbia line by the Musical Echo Co. This change, made within the last month, gives this company two lines of machines—the Victor and the Columbia. Heretofore the Musical Echo Co. has been a jobber and retailer for the Victor line; now it will retail both the Victor and the Columbia. The advantage of this is seen when it is known that no other jobber or retailer in the city handles more than one line of machines.

With its added line of machines, the Musical Echo Co., will extend its business. Already the company has established a new store in Virginia avenue, where it has even more selling and storage room than it has in its downtown store in North Pennsylvania street. The new store was opened during the Christmas week, and a number of further improvements are to be made. It is not known who will be the permanent manager of the new place.

Charles Koehring, of Charles Koehring & Bro., proprietors of the Musical Echo Co., is one of the most experienced talking machine men in the city. Several years ago he had the temerity to open up in the talking machine business in the down-town section where there were no other dealers there. His business has prospered since then, and the North Pennsylvania street store is now one of the best equipped in the city.

Mr. Barringer, manager of the talking machine department of the Walschner-Stewart Music Co., reports that the Christmas business of the store in his line was the best in the history of the company. This company handles the Victor line exclusively, and it was reported that the feature of the Christmas trade was the sale of high priced machines. "The trade for Christmas was good," said Mr. Barringer, "and in fact the trade for the entire year has been good. Next year we expect to double it. The trade since Christmas has been good."

The word at the Udell Works is that the music cabinet business is to be pushed hard this year. The factory was shut down between Christmas and New Year's for the annual visit. During the present year the company expects to put out some new designs in cabinets. "It shall be our purpose during this year as last year to protect our jobbers," was the statement made by the manager of the department. "We expect to send out a lot of literature to the retailers, but they will all be referred to the jobbers in their respective localities. If we sell direct to any retailer, the jobber in the district of that retailer shall have the credit."

The cabinets manufactured by the Udell Works are for the records of any kind of talking machines and a good demand has been found for them.

Thomas Devine, of the Columbia Photograph Co., reported an unusually heavy sale of high-priced machines at Christmas time. Mr. Devine believes the more modern equipment of machines and the improved records are contributing to the increase in the sale of the high-priced machines, and he believes the big business of the future will be in the better class of machines. The Columbia Co. before Christmas sold machines to a number of prominent people of the city and the State.

The Columbia Co. arranged an attractive window for the holidays. Two large columns covered in white and lighted with many electric lights were placed in the rear of the window, and these were used to display the table machines and also the cabinets. The window was designed by C. P. Herdman, assistant manager of the Indianapolis store of the Columbia Co.

Claude Cunningham, who sang at the New Year entertainment of the Maennerchor, makes records for the Columbia Co., as does Pasquale, who appeared here recently in the People's concert. The Columbia Co. are featuring the Nordica records, as Mme. Nordica will appear here at the Stu- bert Theater this week. Her appearance in this city has been widely advertised in the newspapers.

The Kipp-Link Co., which handles the Edison line, reports a very good business both in a retail and a jobbing way. As has been the case with most other companies, this company has had a good demand for machines even since Christmas. The company is getting ready to establish more agencies in all parts of the State.

SOLID WOOD (NOT VENEERED)

Mr. Dealer:

THE OWNERS OF THE SOLID WOOD HORN TALK

We step aside and let those who are fortunate enough to own the MUSIC MASTER SOLID WOOD HORN talk.

Because—they are satisfied; they have proved our claim that this Horn produces a better and clearer reproduction of sound waves than any Wood Horn or Hornless Machine manufactured.

The lover of GOOD Music will find the Horn invaluable.

It is the ONLY Horn Guaranteed.

Should your jobber be unable to supply you, write us.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

The people who believe that success is not to be picked up on the street like pebbles, nor is it always safe to trust the disin-terested professions of a new acquaintance who wants you to buy mining stock. But after all, this world is a good enough place so that you may formulate a cheery, optimistic creed, without violating the truth.

"The Boy's Life of Edison."

William H. Mendenowcroft, a member of Thomas A. Edison's laboratory staff, has just issued "The Boy's Life of Edison," citing hitherto unpublished facts concerning the great inventor's life, through Harper & Bros., New York City.

"Wealth—What all men seek and few acquire; and which consists, not in having great possessions, but in having few wants."
A talking machine store with no records by Mary Garden, or Bisham, or Nordica, or Fremstad, or Nielsen, is like a cigar store with only one brand of cigars. That one brand may be good cigars, but what's the sense in limiting your income?

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

A.G. Kinde, proprietor of the Columbia store, 513 Christmas avenue, did a big holiday business in- with the several new styles of Columbias. An unusually fine January business is now being secured by the Columbia store.

A fine list of sales of Victor V machines to the Milwaukee School Board for installation in the various city schools is reported by L. C. Parker, manager of the talking machine department of Gimbel Bros. Business is proving so good with the Gimbel department during January that the increased sales force, taken on before the holidays, is being maintained.

J. G. Erwin, Milwaukee representative of the Edison business phonograph, has been making some good sales in his line. J. B. Bradford Piano Co. has just added two of the machines to its office equipment.

Lawrence McGreal, Mrs. McGreal and family, together with Miss Gertrude Gannon, head of the Wisconsin Talking Machine Co., spent the Christ- mas holidays at Dixon, Ill., with relatives.

Frank Hochmuth, 311 Chestnut street, a music dealer, who also carries a talking machine line, was the victim of a daring hold-up in his store recently. After binding and gagging Mr. Hoch- muth and leaving him lying in the rear of the store, thieves are said to have rifled the cash drawer and safe of over $900. No arrests have been made as yet.

Announcement will be made next month by Miss Gertrude Gannon, head of the Wisconsin Talking Machine Co., jobbers of the Victor line, of a new branch store which will be opened in Milwaukee within the next week or so. The company now maintains some remarkably successful branch stores, which have done much in increasing the Victor business.

Several good Victrola sales are reported by Joseph Flanner, head of the Flanner Music House, who recently spent several hundred dollars in en-larging and remodeling his talking machine depart- ment. Florian F. Flanner, son of Joseph Flanner, and secretary of the Flanner-Haasow Piano Co., will now devote considerable of his time to the talking machine and musical merchandise depart- ments of the Flanner store.

SCIENTIFIC SAVING OF WASTE.

"Scientific management," says an expert, "or the development of efficiency, has just one end to attain and that end is the prevention of waste. Most of the active development of the efficiency idea, during the past ten years, found its applica- tion to the providing side of business where wages are most apparent and where savings are most readily computed. It is safe to say that the distributing side is far behind the other ac- tivities in bringing about the development of that idea. Its efficiency, it is true, has been based primarily upon the elimin- ation of waste, and hence, at this time it holds promise of large rewards for those constructive spirits who are willing to devote their efforts to this class of conservation work."

A. J. L. Evers, chairman of the Edison jobbers to meet in Chicago, has returned from the East. The Hoeffler Manufacturing Co.'s display won first prize at the Philadelphia exposition. Mr. Leidel has had considerable experience in the talk- ing machine field. Van and Layton, millionaire philanthropists; Geo. Garden, or Bispham, or Nordica, or Fremstad, or Nielsen, is like a cigar store with only one brand of cigars. That one brand may be good cigars, but what's the sense in limiting your income?

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LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., Jan. 7, 1913.


The object of this invention is to produce a commercial sound record which cannot easily be duplicated or ditched without either impairing or injuring the sound record formed thereon, or indicating the source of origin of the original record. A further object is to produce a sound record or a matrix from which sound records may be pressed having identification marks distinct from the record groove or ridge located upon the recorded portion of the record. A further object is to form the said marks in the matrix, from which records may be pressed, by an etching process.

In the drawings forming a part of this specification in which like characters are used to designate the same parts throughout the various views, Figs. 1 to 7 indicate diagrammatically various steps formed in carrying out the invention; Figs. 8 to 13 indicate in a similar manner a modification of my process; Figs. 14 to 20 indicate a further modification of the process, and Figs. 21 to 27 another modified method of forming marks upon the recorded surface of the matrix, and Figs. 28 to 34 a still further modified method of carrying out the improved method. Figs. 35 and 36 are fragmentary plan and sectional views respectively of a sound record formed in accordance with the invention.


This invention relates to photograph records or records for any similar mechanism for the reproduction of sounds here grouped under the head of phonographs, and it is to be understood that the term "phonograph" is intended to embrace any form of talking or sound-reproducing mechanism employing wax or similar records.

An object of the present invention is to produce means whereby an unlimited number of records may be produced from a master record by transferring the record produced upon the master record to the wax record. A further object of the invention is to employ a hard metal master record cast for the purpose of production only with a thin layer of wax, the wax being removed at places by the action of the needle of the phonograph and the parts uncovered by such action being etched out of the metal by ordinary etching process whereby the record is produced in the metal which is later transferred to the wax record.

A further object is to provide a hard metallic record and to employ a soft metal to produce a negative from the hard metal record, which negative is adapted to reproduce the record upon a wax body. A further object is to provide means for employing a pencil of heat rays for removing the wax from the coated metal instead of employing a metallic needle for mechanically removing such wax.

A further object is to provide an apparatus adapted to employ the wax covered hard metal and to move the same in position for being acted upon by the phonograph and later to transfer the record from such metal to a soft metal, from which the record is finally produced.

In the drawings: Fig. 1 is a view in side elevation of an apparatus for carrying into effect the present invention, and showing the wax covered metal ribbon being operated upon by the phonograph. Fig. 2 is a view in side elevation of the mechanism showing the completed master record record being run through a machine when associated with a soft metal ribbon to produce the negative. Fig. 3 is a vertical, sectional view through the rolls of the devices as at line 3–3 of Fig. 1. Fig. 4 is a top plan view of the rolls with part of the framework broken away as on line 4–4 of Fig. 1. Fig. 5 is a view of part of the framework in side elevation. Fig. 6 is a transverse sectional view through the bed and horn supporting member as on line 6–6 of Fig. 1. Fig. 7 is a transverse sectional view of the bed as taken on line 7–7 of Fig. 1. Fig. 8 is an enlarged view in side elevation of the phonograph needle engaging the master record ribbon. Fig. 9 is a conventional view in side elevation showing the employment of the sun's rays and a burning glass to remove the wax from the master record ribbon. Fig. 10 is a view in side elevation of a roller employed for transferring the record from the master record to the negative. Fig. 11 is a view in transverse section of a master record tape etched with three records.

(Continued on page 52.)
No musical organization with such an active authority as Mr. Henry Russell, of the Boston Opera, associated with it, could stagnate. The Columbia list hasn’t had a dull month.


This invention relates to talking machines, and particularly to those parts of talking machines known as the sound reproducing and sound conveying apparatus, and has for its object to provide means for modifying the quantity of the sound reproduced by the talking machine.

In talking machines such as herein shown and described it is well known that the intensity of the vibration of the diaphragm of the reproducing apparatus is always substantially constant and variations thereof cannot be obtained by manipulation of the sound box, record, or record carrier.

This invention supplies means in connection with the sound conducting portions of the reproducing apparatus which will enable the quantity of the sound passing therethrough to be varied at the will of the operator.

Briefly, this invention comprises the combination with a sound conducting tube of a talking machine, of means for reducing the amplitude of the vibrations passing longitudinally therethrough, by allowing free lateral communication between the interior and the exterior of the tube, whereby a part of the energy of the vibrations within the tube will escape and be absorbed by air surrounding the tube, and consequently the amplitude of the vibrations within the tube will be diminished, resulting in a diminished intensity of the sound issuing longitudinally from the tube.

In the accompanying drawing illustrating one form of the invention, Fig. 1 is a side elevation of the main parts of the usual parts of the usual talking machine showing the invention applied thereto. Fig. 2 is a longitudinal sectional view of the sound conducting mechanism employed in this form of the invention on a somewhat enlarged scale; Fig. 3 is a transverse sectional view taken substantially upon the line 3-3 of Fig. 2; and Figs. 4 and 5 are detail views of the parts of the invention detached from the other parts of the talking machine and showing the parts in two different positions respectively.


This invention relates to improvements in sound reproducing and recording devices such as gramophones, phonographs and the like, and especially relates to the sound box and tone arm employed in such devices.

The main objects of the invention are to improve the swivel connection of the sound arm which carries the diaphragm, to provide improved support for the carrier of the diaphragm lever and needle and to provide an improved resilient mounting for the element which carries the diaphragm and needle support.

The invention further consists in pivotally connecting the portion of the sound pipe which carries the sound box to the rest of the sound pipe in such a manner that the two portions of said sound pipe are coaxial at the joint in their normal working position, and whereby the gradual taper of the sound pipe may be continued to the sound box itself.

According to another part of the invention the needle carrier and diaphragm are mounted on a bar having two projecting knife edged arms bearing in suitable grooves formed one on a pin extending from the sound box, and the other on a pin carried by a bracket attached to said sound box, said knife edges and their corresponding grooves being oppositely turned with respect to each other, and so arranged that the movement of the record against the needle tends to hold the bar more firmly in its bearings.

The invention further consists in mounting a diaphragm and needle carrying element upon the end of the sound tube resiliently in such a manner that it may move somewhat relatively to said end in a circumferential direction but may not move out of its normal plane. By this method of mounting the entire movement of the needle in the direction which affects the diaphragm is transmitted to the diaphragm instead of some of the movement being absorbed in moving the diaphragm carrier out of its proper plane, as occurs in apparatus of this character at present in use.

The invention further consists in an improved diaphragm for sound reproducing and recording instruments consisting of a thin disc of wood, composition or the like, with a circular flange or ridge some distance within the periphery, the portion of the diaphragm within this flange or ridge being thickened.

Referring now to the drawings, Fig. 1 is an elevation of a sound pipe having a continual taper; Fig. 2 is part of Fig. 1 showing an improved swivel joint; Fig. 3 shows an enlarged view of an improved needle mounting; Fig. 4 is an elevation of an improved diaphragm carrying element with part of the backing cover removed; Fig. 5 is a section on the line C-C of Fig. 4; Fig. 5a is a section on the line D-D of Fig. 4. Fig. 6 is a section through an improved diaphragm.


The main objects of this invention are to provide in a talking machine an improved sound-box arm and mounting therefor, and to provide other improvements as will appear hereinafter. The accompanying drawings Fig. 1 is a side elevation of a talking machine embodying this form of the invention. Figs. 2 and 3 are views illustrating details of construction, certain parts being shown in section.


This invention has been devised for the purpose of utilizing two styles on the same style bar in phonographs and like machines, so that it may be possible to play ordinary two-minute and also the long four-minute records without altering the bar except to bring the required style into contact with the record.

Referring to the accompanying drawings, Figure 1 is a perspective view of the style bar, according to the present invention, showing an additional style bar attached thereto and in open, inoperative position. Fig. 2 is a side elevation of the same showing the additional style bar in closed operative position. Fig. 3 is a perspective view of the additional style bar, detached, and Fig. 4 is an end view of the same.

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The Talking Machine World. Volume 9, No. 2 (February, 1912)

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(Continued on page 58.)
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