

The **TALKING**
MACHINE
WORLD

AND NOVELTY NEWS

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A Corner of the Music Room
in the White House

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List Price From \$20.00 to \$75.00

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Springfield..... Morton Lines, 325 Boonville St.
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New York..... Greater New York Phonograph Co.,
319 Grand St.
New York..... S. B. Davega Co., 126 University Place.

NORTH DAKOTA

Fargo..... Stone Piano Co., 614 First Ave., N.
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OHIO

Akron..... Geo. S. Dales Co., 128 S. Main St.
Cincinnati..... J. E. Poorman, Jr., 639 Main St.

PENNSYLVANIA

Allegheny..... H. A. Becker, 601 Ohio St.
Harrisburg..... J. H. Troup Music House, 15 So.
Market Sq.
Philadelphia..... Harmonia Talking Machine Co., 1331
Arch St.
Philadelphia..... S. Nittinger, 1202 N. 6th St.
Pittsburgh..... C. C. Mellor Co., Ltd., 319 Fifth Ave.

TEXAS

Beaumont..... K. B. Pierce Music Co., 608 Pearl St.

WISCONSIN

Milwaukee..... G. H. Eichholz, 662 12th St.
Milwaukee..... Hoefler Mfg. Co., 306 W. Water St.

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Toronto..... Whaley, Royce & Co., Ltd., 227 Yonge
St.
Vancouver, B.C.M. W. Waitt & Co., Ltd., 568 Gran-
ville St.
Winnipeg, Man. Whaley, Royce & Co., Ltd.

The Talking Machine World

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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.

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 "Simon Pure" salesman manufactured.

What I mean is, 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 own shortcomings, but his strength 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 "live" store in your city and watched and listened to the genuine article showing and selling his wares to the merchant? If 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 successful Knights of the Grip go at it in the same way. Dubs—order takers—they may work alike, but "hope to die" salesmen, never—and 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 so take it! The best, the most scientific, the most effective salesmanship in the world may be ruined through a failure to co-operate fully with the efforts of the sales department. I believe that it is good policy to endeavor to appreciate the difficulties which the salesman must encounter and to render every possible assistance.

Untimely 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 selling ability had been expended.

Salesmen—real salesmen (ergo the sales department) often suffer much from the sins of others. Co-operation, team work, a pulling together in every department, is the true secret of success in any business.

WINS OUT IN THE GHETTO.

Joseph Mayer Finds Attractive Store and First Class Stock Prove Big Aid to Business—Special Demonstration Offer.

Some time ago Joseph Mayer, who was conducting a successful talking machine store at 196 East Houston street, New York, decided to branch out a little and therefore opened a second store in the heart of the congested district of the East Side, at 101 Essex street, and where he had already built up a large clientele. While merchants in other lines of trade were in many instances content to permit their stores to reflect the squalor with which they were frequently surrounded, Mr. Mayer was of the opinion that what would be appreciated by Fifth avenue trade would appeal

with equal strength to East Siders, and he therefore proceeded to arrange the new store as attractively as possible. Handsome show windows, a 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.)

Pittsburgh, Pa., Jan. 10, 1912.

In the future the question of quality of musical instruments or voices of opera singers will no longer be in doubt. An invention shown here last week projects photographs of sound waves on canvas. Of course, the temperaments of singers cannot be measured, but the vibrations of their vocal chords can.

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 "phonodeik," Professor Miller believes, will revolutionize orchestra 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 "Fenesta-Abbandunata" (The Abandoned Widow). Both numbers are yet in manuscript, but were introduced to the public last week by Henri Van Praag, 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 à la Neapolitan, with that 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 at this event 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 doubt. You cannot afford to have a particle of 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.

Controlling Body of National Association of Talking Machine Jobbers to Convene in Chicago on January 28—Important Matters to Come Up for Discussion at Meeting.

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. Roush, of the association, in sending out 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 of sufficient importance to be considered at that meeting.

AN INDIAN TALKING MACHINE.

Interesting Story of How an Indian Medicine Man Succeeded in Imitating Work of White Men by Producing Native 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 miles from Holbrook, in Northeastern Arizona, there is a small town or Indian trading station named Beam's Canon. Some years ago Mr. Beam, after whom the station was 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 vanishing, however, when they became more familiar with the working 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 toiling up the trail to the mesa with a large square box on his back. Arriving at the gathering place, he gravely sat this box down opposite the Grafonola and drawing 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 weird human sounds. When the medicine man 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 bystanders were amazed. "Behold, a Moqui Indian Grafonola!"

Some days later it was definitely discovered that the instrument had contained a man; then did Mr. Farquharson realize why offers of gold made by him for the Indian Grafonola were rejected. His dreams of a unique presentation to the Smithsonian Institute were shattered.

TRADE IN CLEVELAND.

Holiday Trade Was of Immense Volume—Activity Well Divided Among the Victor, Columbia and Edison Machines—Factories Worked Heroically to Fill Demands—Still if Stock Could Be Supplied at the Crucial Time 50 Per Cent. More Business Would Be Done—The Business Situation and Prospects for the Year Just Opened Are Most Satisfactory—What the Leading Concerns Report.

(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 unexpectedly 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 of 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 characterized by strenuous hustle and bustle throughout the day and late into the night, in both the retail and wholesale departments. "Business during the holidays," said Mr. Madson, "was and continues, extra good in all lines of our machines and records, but is exceptionally fine in the Regent lines. There is a great demand for our superb line of grand opera records, all who hear them expressing admiration at the lifelike rendition of the reproductions of the great artists offered by the Columbia Co. The new year has opened up most encouragingly, and for this and next month we have a fine lot of machine prospects. In December two new Columbia dealers were established in the city—the H. M. Brainard Piano Co., at 6525 Euclid avenue, and E. Propper, East 79th street.

The Edison jobbing house of Laurence Lucker, the only exclusive talking machine jobber in the city, is doing a large, satisfactory business. "Trade is good," said A. O. Peterson, manager, "and was

especially fine and satisfactory during the holiday season in both machines and records. The Edison Home and Standard, equipped with the new reproducers, as well as the Opera machines, are meeting with ready sales, and take exceedingly well with both dealers and customers. Among the dealers who have called in the past few days, all of whom gave good orders and reported fine business, were S. C. Jason, Lodi, O.; W. E. Shay, Elyria; Mr. Witt, of the Witt Music Co., Lorain, O.; J. Lightner, Painesville, O., and Mrs. John Kratz, of Akron, O.

Limited only by inability to obtain sufficient machines or records, and lack of room to accommodate customers during the holiday season, is the report from W. H. Buescher & Sons Co. "We did the largest holiday business by 50 per cent. than at any season since starting in business," said W. H. Buescher, "and it would have been of very much larger volume if we could have procured 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 just simply overwhelmed with business during the holiday season," said Phil Dorn, of the Collister & Sayle Co., "and we could easily have doubled our sales, both in the wholesale and retail departments of machines and records, 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 stated the company had a splendid retail 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 1910, 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. Scroton, 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. 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 30 as we were at any time between the 23d 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. Probeck states that the Dictaphone business has been fairly good during the past month.

Geo. R. Madson has been receiving a number of New Year's cards from Columbia dealers. M. T. Wright, of Media, 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

Nineteen Eleven proved to be the best year we have ever had. Our success to a great extent is traceable to the support the trade has given us. On goods sold under price restriction there must be a reason for the loyalty of the trade.

It Is Eastern Service

IT CAN BE OBTAINED NOWHERE, BUT HERE

Try It and Be Convinced

VICTOR

Distributors

Largest, Most Complete Stock
East of the Factory

SEND YOUR NEXT ORDER TO US

Get Familiar With Our Way of Doing Business and No Other Will Satisfy You

EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET

BOSTON, MASS.

FOR SIXTEEN YEARS AN EXCLUSIVE TALKING MACHINE HOUSE



Victor-Victrola IV
Oak, \$15.



Victor-Victrola VI
Oak, \$25.



Victor-Victrola VIII
Oak, \$40.

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-Victrola XIV
Mahogany or Oak, \$150.



Victor-Victrola XVI
Mahogany or Quartered Oak, \$200.



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

Albany, N. Y. Finch & Hahn.
 Atlanta, Ga. Elyea-Austell Co.
 Phillips & Crew Co.
 Austin, Tex. The Talking Machine Co. of Texas.
 Baltimore, Md. Cohen & Hughes, Inc.
 E. F. Droop & Sons Co.
 H. R. Eisenbrandt Sons.
 Bangor, Me. Andrews Music House Co.
 Birmingham, Ala. E. E. Forbes Piano Co.
 Talking Machine Co.
 Boston, Mass. Oliver Ditson Co.
 The Eastern Talking Machine Co.
 M. Steinert & Sons Co.
 Brooklyn, N. Y. American Talking Machine Co.
 Buffalo, N. Y. W. D. Andrews.
 Neal, Clark & Neal Co.
 Burlington, Vt. American Phonograph Co.
 Butte, Mont. Orton Brothers.
 Chicago, Ill. Lyon & Healy.
 The Rudolph Wurlitzer Co.
 The Talking Machine Co.
 Cincinnati, O. The Rudolph Wurlitzer Co.
 Cleveland, O. W. H. Buescher & Sons.
 Collister & Sayle Co.
 The Eclipse Musical Co.
 Columbus, O. Perry B. Whitsitt Co.
 Denver, Colo. The Hext Music Co.
 The Knight-Campbell Music Co.
 Des Moines, Ia. Chase & West.
 Harger & Blish, Inc.
 Detroit, Mich. Grinnell Bros.
 Dubuque, Iowa Harger & Blish, Inc.
 Duluth, Minn. French & Bassett.

Elmira, N. Y. Elmira Arms Co.
 El Paso, Tex. W. G. Walz Co.
 Galveston, Tex. Thos. Goggan & Bros.
 Grand Rapids, Mich. J. A. J. Friedrich.
 Honolulu, T. H. Bergstrom Music Co., Ltd.
 Indianapolis, Ind. Wulschner-Stewart Music Co.
 Jacksonville, Fla. Florida Talking Mach. Co.
 Kansas City, Mo. J. W. Jenkins Sons Music Co.
 Schmelzer Arms Co.
 Lincoln, Neb. Ross P. Curtice Co.
 Little Rock, Ark. O. K. Houck Piano Co.
 Los Angeles, Cal. Sherman, Clay & Co.
 Louisville, Ky. Montenegro-Richm Music Co.
 Memphis, Tenn. E. E. Forbes Piano Co.
 O. K. Houck Piano Co.
 Milwaukee, Wis. Wisconsin Talking Machine Co.
 Minneapolis, Minn. Laurence H. Lucker.
 Mobile, Ala. Wm. H. Reynolds.
 Montreal, Can. Berliner Gramophone Co., Ltd.
 Nashville, Tenn. O. K. Houck Piano Co.
 Newark, N. J. Price Talking Machine Co.
 New Haven, Conn. Henry Horton.
 New Orleans, La. Nat'l Auto. Fire Alarm Co.
 Philip Werlein, Ltd.
 New York, N. Y. Blackman Talking Machine Co.
 Sol. Bloom, Inc.
 Emanuel Blout.
 C. Bruno & Son, Inc.
 I. Davega, Jr., Inc.
 S. B. Davega Co.
 Chas. H. Ditson & Co.
 Landay Brothers, Inc.
 New York Talking Machine Co.
 Silas E. Pearsall Co.
 Benj. Switky.

Oklahoma City, Okla. Schmelzer Arms Co.
 Omaha, Neb. A. Hospe Co.
 Nebraska Cycle Co.
 Peoria, Ill. Putnam-Page Co., Inc.
 Philadelphia, Pa. The Talking Machine Co.
 Louis Bushn & Brother.
 C. J. Hepp & Son.
 Penn Phonograph Co., Inc.
 H. A. Weymann & Son, Inc.
 Pittsburg, Pa. C. C. Mellor Co., Ltd.
 Standard Talking Machine Co.
 Portland, Me. Cressey & Allen.
 Portland, Ore. Sherman, Clay & Co.
 Richmond, Va. The Corley Co., Inc.
 W. D. Moses & Co.
 Rochester, N. Y. E. J. Chapman.
 The Talking Machine Co.
 Salt Lake City, Utah Consolidated Music Co.
 San Antonio, Tex. Thos. Goggan & Bros.
 San Francisco, Cal. Sherman, Clay & Co.
 Savannah, Ga. Phillips & Crew Co.
 Seattle, Wash. Sherman, Clay & Co.
 Sioux Falls, S. D. Talking Machine Exchange.
 Spokane, Wash. Eiler's Music House.
 Sherman, Clay & Co.
 St. Louis, Mo. Koerber-Brenner Music Co.
 The Aeolian Company of Mo.
 St. Paul, Minn. W. J. Dyer & Bro.
 Koehler & Hinrichs.
 Syracuse, N. Y. W. D. Andrews.
 Toledo, O. The Whitney & Currier Co.
 Washington, D. C. E. F. Droop & Sons Co.
 Robert C. Rogers Co.

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 Lucker, Edison jobber, was arrested a few days ago for stealing an \$85 phonograph and 80 records. He had been stealing the records one and two at a time, but when his pockets bulged with four, Mr. Reterson, manager, called him down and instituted a search at his home, resulting in his arrest and the recovery of the goods.

R. Svehla, 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; Flesheim & Smith, Victor machines and Zonophones; Brown Bros., Victor goods, and the United Factories Co., dealers in Edison goods. Without exception they all reported an excellent holiday trade and present good business.

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 time and again, and on the 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



ELLIS HANSEN

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 velvet" 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 displays 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 ten times 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 liberality and broad-mindedness on the part of the Victor Company in appropriating great sums of money on this new and heretofore untried 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 the orders we have received for our Christmas windows. 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 window displays.

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 distributing 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-priced 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."

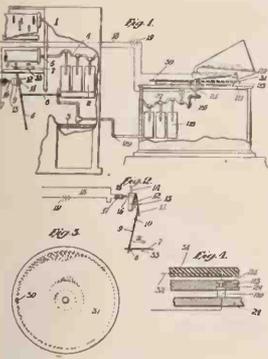
It is a fact that the public regards the representatives it meets and with whom it transacts business as the company itself. If customers are well treated by salesmen, if they are pleasant and affable, if they impress them by their alertness and their knowledge of their business, their patronage naturally 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.

COMBINED PLAYER AND TALKER.

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. 1,013,589 on a combined piano-player 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 in which letters of reference indicate like parts in all the figures, Fig. 1 is an elevation of parts of the piano-playing device and of the talking machine, parts being in section and parts shown diagrammatically, and others broken away. Fig. 2 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. Fig. 4 is an enlarged detail sectional view through the disc and support.

When playing by means of a piano-playing mechanism, the piano accompaniment to a musical or like performance, rendered or reproduced by a talking-machine, it is absolutely essential that the piano accompaniment shall begin 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 winding mechanism of the piano-playing device at the proper time.

TWO CONCERNS ENJOINED.

The Circuit Court for the district of Colorado has enjoined the Phonograph Record Exchange of Denver, Col., from the unlicensed sale of Edison records. This action is important in its affirmation of the Edison policy of protecting its dealers.

After an extended search for Judge Denison in the woods of northern Michigan, the Edison Co. obtained an injunction against the Smith Mercantile Co., of Grand Rapids, Mich., who were acting in violation of their dealer's agreement.

A HANDSOME WINDOW DISPLAY.

The Edison February window display marks a new feature in that company's efforts along that line. It is designed to require no fixtures what-

ever and to show what good effects can be obtained by the simplest possible treatment of a window.

THE NEW CONCRETE CABINET.

Latest Invention of Wizard Edison Arouses Much Interest in All Quarters.

Few of the inventions of Thomas A. Edison have received so much attention from the public press as his concrete furniture, the first samples of which were recently perfected. One of the most inter-



EDISON'S CONCRETE PHONOGRAPH CABINET.

esting pieces of furniture made from concrete is the phonograph cabinet, illustrated herewith, and which, when finished, has a remarkable resemblance to white enameled wood trimmed with gold. According to Mr. Edison, the new concrete cabinets can be made and sold at prices that compare favorably with those set on second-hand wood furniture and at the same time allow a substantial profit for the manufacturer. It is planned to have a factory in operation at an early date making concrete furniture of all descriptions. The illustration is shown through the courtesy of The Furniture World.

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. To paraphrase a little: They should share each other's woes, each other's burdens bear, and each should always ready be to help the other swear.

If a fellow will avoid being the same kind of a fool twice he stands a ten-to-one chance of being numbered among the sane and sensible, even though he may have been several kinds of fool during the course of his career.—Jed Scarboro.

IRENE FRANKLIN'S EDISON RECORDS.

The Edison people are announcing a series of records by the talented vaudeville star, Irene Franklin, famous the country over as a singer of character songs. Burt Green, her husband and co-star en tour, accompanies her on the piano in these records, in which she sings original compositions by herself and Mr. Green. As Irene Franklin has never before performed 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 "Irene-true-to-life." The first three records announced are "I've Got the Mumps," "The Talkative Waitress" and "I Want To Be a Janitor's Child."

TALKING MACHINE EXPORTS.

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

(Special to The Talking Machine World.)

Washington, D. C., Jan. 9, 1912.

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

The total exports of talking machines, records and supplies for November, 1911, amounted to \$269,556, as compared with \$316,960 for the same month of the previous year. The eleven months' exportation of talking machines, records and supplies amounted to \$2,632,311.

CONTEST AIDS HOLIDAY TRADE.

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

(Special to The Talking Machine World.)

Parkersburg, W. Va., Jan. 2, 1912.

The H. C. Powell Music Co., this city, attracted much extra business to their store during the holidays by offering a series of prizes for the nearest correct guesses as to the number of seeds in a large sixty-pound pumpkin displayed in the window of their store. One guess was allowed on each purchase of 50 cents, but only fifty guesses were allowed to any one person. The four prizes offered, which were awarded on Christmas night, consisted of a \$150 Grafonola as first prize; a \$50 sewing machine as second prize; a \$40 Victor talking machine as third prize, and a \$25 Columbia graphophone as fourth prize. Two people guessed the exact number of seeds, which was 340, and the tie was decided by lot to the satisfaction of both parties. The contest attracted much attention and the expenses were more than met by the increased volume of sales.

SAYS \$210,000 IS DUE HIM.

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

William E. Gilmore, formerly head of the Edison companies in West Orange, N. J., has applied for a receiver for the Llewellyn Realty Co., of 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 \$267,622.05, and unsecured liabilities at \$295,449.08.

The petitioner asserts that the company has been managed in an improvident and incompetent manner. He says the company owns several apartment houses in New York, among them four which are valued at \$951,700, but mortgaged so heavily that the equity is only \$130,483.30. The company's cash in bank is \$255.22.

Frederick R. Hasselman, of East Orange, is president of the company and also its treasurer; Richard P. Foard, of Newark, is vice-president and secretary, and Charles E. S. Thorn, of Newark, is the third incorporator. The company was incorporated in 1908.

An old merchant of Indiana was asked by his son and partner, "Dad, what shall I get you for Christmas?"

"A talking machine, John," said the old man. "I have always wanted one."

The father received a letter from his son on Christmas morning. It read: "Dear Father:—You said you wanted a talking machine. Well, I've got you one. I am married, and bringing home my wife."

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

1/20

of the prospective market

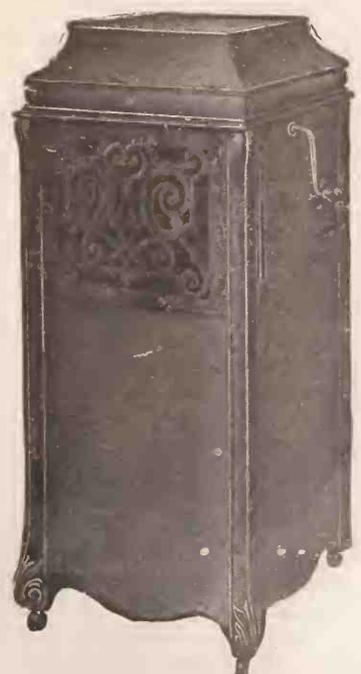
That's why the Edison is the instrument for you to push to the limit of your capacity. Get your share of the gigantic profits yet to be reaped from this field.

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.

Thomas A Edison
INCORPORATED

59 Lakeside Avenue, Orange, N. J.



The TALKING MACHINE WORLD

For the makers & sellers of talking machines

EDWARD LYMAN BILL, - - - Editor and Proprietor.

J. B. SPILLANE, Managing Editor.

Trade Representatives: GLAD. HENDERSON, W. H. DYKES, L. E. BOWERS, B. BRITAIN WILSON, A. J. NICKLIN, AUGUST J. TIMPE, H. E. JAMASON.

Boston: JOHN H. WILSON, 324 Washington Street.
 Chicago Office: E. P. VAN HARLINGEN, 37 So. Wabash Ave.
 Philadelphia: R. W. KAUFFMAN.
 San Francisco: S. H. GRAY, 88 First St.
 St. Louis: CLYDE JENNINGS.
 London, Eng., Office: 1 Gresham Building, Basinghall St.
 Minneapolis and St. Paul: ADOLF EDSTEN.
 Cleveland: G. F. PRESCOTT.
 Cincinnati: JACOB W. WALTER.
 W. LIONEL STURDY, Manager.

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

NEW YORK, JANUARY 15, 1912.

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 1911 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 industries, 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. It is true that 1911 did not run on an even basis. In other words, there were some extremely stagnant periods and some very lively ones.

It is a fact that the moment that business becomes dull men immediately fall into the habit of uttering bitter complaints.

We have gotten into the habit of figuring that the business tide must always be rising, consequently when there is the least setback complaints then begin to multiply.

We cannot always keep climbing the hill without stopping for brief rests now and then; and the business world must obtain some relaxation.

In the talking machine trade a peculiar condition has existed straight through the year; that is, the inability of the manufacturers to supply the higher grades of talking machines in anything near the quantity demanded by the jobbing trade.

We question if in any other industry has there been such an amount of unfilled orders as has been evidenced in the talking machine industry straight through the year.

It may be said that these orders represented padding to a certain extent.

In other words, that the jobbers realizing that they could not secure all the stock they wished placed orders for more instruments than they believed they would get in the belief that they would profit in a percentage distribution.

In brief, if they ordered twice as many instruments as they expected to receive, their percentage of shipments would be materially large.

Be that as it may, the fact remains that the Old Year closed with more unfilled orders on the books of the talking machine manufacturers than ever before in the history of the trade.

Now, that counts for something surely. You cannot argue away such conditions. They are too solid and too substantial. We may say that business has shown a shrinkage. We may say that trade has been spasmodic. We may say that it has been at times depressing.

Argue all you will along these lines, gentlemen of the talking machine 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 in the possession of the farmers run into 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 Recall 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 pursuance 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 employes, 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 futility 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 usual progressiveness, has perfected a unique device for use as a window display for Columbia

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 revolutions by winding up 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.



FRONT VIEW.



BACK VIEW.

The Talking Machine Trade in New England

USING AUTO TO BOOST TRADE.

Clarence H. Seavey, of Haverhill, Mass., Doing Good Work in the Line of Victor and Edison Service by Means of the Automobile.

(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 44 Winter street, this city, is a great believer in the automobile as a trade augments, and in this connection he recently purchased a Ford car to solicit talking machine business on the road.



C. H. SEAVEY'S DELIVERY WAGON.

Mr. Seavey, who handles the Victor and Edison lines, was one of the dealers who took up the wagon proposition, but found the wagon too slow for his work, so he is now using the automobile, as shown in the photograph herewith attached. It goes without saying that this investment will prove a profitable one, for it insures not only quick deliveries but it is a splendid advertisement not merely for the business itself, and demonstrates that Mr. Seavey is an up-to-date, progressive business man who "does things"—a man who believes in "service" and who can be counted on to "deliver the goods."

There are few dealers, if any, this side of Boston, who are pushing business via the automobile

as is Mr. Seavey, and his efforts in this field may be emulated by others throughout the country.

INCREASING LINE OF JOBBERS.

Some Reasons Why the Oliver Ditson Co. Is Making Splendid Strides in the Talking Machine Field Throughout New England—Ditson Victor Service—An Organization Winning Out—Manager Winkelman's Success.

(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.

All the trade know Henry A. Winkelman, the manager of the Ditson Victor department, and he is conceded to be one of the most experienced talking machine men in the country. Through his efforts both the Victor jobbing and retail departments of this company have grown steadily, and it is the 1912 aim of Mr. Winkelman to further develop both branches. He believes that the strong Victor service which they offer to the dealers of this territory is of unusual quality, covering complete stocks and a hand-to-back co-operation that is of considerable importance.

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. 5, 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 sundries." This refers to the "Dustoff" De Luxe disc record cleaner, which retails at 50c. 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" in the Needle Line—That Is Why Business Is Steadily Expanding With His Establishment.

(Special to The Talking Machine World.)
Lowell, Mass., Jan. 8, 1912.

After considerable experimenting 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 jobber, 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.

Glance through this P-E Service Chat!

Last month we said: "Right service means dollars to you" and this is decidedly true.

A run on Amberolas, for instance, sells your stock and you could dispose of several more if you had the goods at once. You would even give a premium to have the machines promptly.

This is where the P-E Service enters. After your order is received, the FIRST OUT-GOING DELIVERY has your goods—all shipped complete. We time express and freight shipments so they are due at your store in time for clinching the sales.

Our two points of supply give to dealers in all parts of this eastern territory an equal opportunity to try our P-E (Perfect Edison) Service.

One order will show you just what we mean by P-E promptness and completeness. Send it in, no matter if small or large.

66 Battery March Street
Boston, Mass.

THE PARDEE, ELLENBERGER CO.

96 State Street
New Haven, Conn.

FROM OUR BOSTON HEADQUARTERS

324 WASHINGTON STREET, JOHN H. WILSON, MANAGER.

(Special to The Talking Machine World.)

Boston, Mass., Jan. 9, 1912.

Manager Arthur C. Erisman, of the Columbia Phonograph Co., began the new year with visions of big business, which was justified by the volume done in December, which he reports was the largest month since the Boston department has been established. He says that for the year the cash collections exceeded the total sales by several thousands of dollars. In fact, when he came to make a report on the twelve months' business, Mr. Erisman says he almost doubted the accuracy of the figures.

For the last several weeks prior to Christmas every man associated with the Columbia quarters was kept on the jump, and Mr. Erisman himself worked far into the night, which was absolutely necessary because of the absence of his brother, Fred Erisman, who was suddenly called to the Providence quarters of the Columbia to take charge of the business pending the arrival of a new manager. To help out in the interim, William E. Getchell, whose territory is the State of New Hampshire, was brought into the Boston office, where he will remain until Mr. Erisman returns from Providence.

During the holidays Norman Mason, the manager of the retail department arranged some very catchy window displays, which quickly attracted the passers-by. Just now a Dictaphone demonstration in one of the windows is almost blocking the sidewalk. At one side sits R. L. Perrett, the Columbia's dictaphones salesman, busily engaged at a desk transacting business by means of a Dictaphone. On the other side is one of the woman employes, who is transcribing the dictation to a typewriter.

Another handicap from which the Columbia suffered during the holiday season was the absence of "Jim" Cahill, the shipper. He met with a painful accident early in December, while in the basement a piece of wood struck his eye putting it on the "blink" for three weeks. He is back at work now, and the shipping of goods has resumed its customary despatch.

Columbia Grafonola for U. S. S. Georgia.

Several of the officers dropped into the Columbia quarters in Tremont street late in the afternoon of January 2 and wanted to know if a machine could be shipped immediately onto the battleship Georgia, which then was lying off the Charlestown Navy Yard. Immediate delivery was necessary, as the ship was going to sail that night for Norfolk, Va. Assured that the machine would be despatched

promptly payment was made and a quantity of records also were bought. The Columbia grafonola was on board the Georgia almost as soon as the officers reached there.

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 Gogorza, who spent an hour and a half entertaining some of the staff with his stories of how records are made abroad. Mr. and Mrs. Reinald Werrenrath, 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 to the Eastern Co. of Ralph Corey, the trombone soloist of Sousa's Band, who has just completed a 48,000-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. Silliman, 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. Silliman 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

hall at the top of the Eastern Co.'s Tremont street establishment. The associates number about twenty-five employes, 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.

Ubert Urquhart, manager of the Victor department for the Henry 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 vari-colored electric lights, and was viewed with great interest by the multitudes 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. E. 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

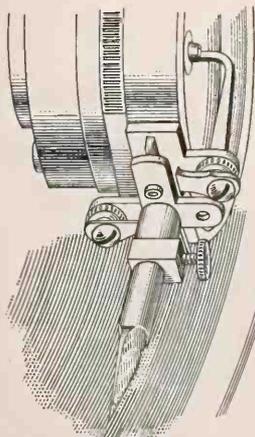
Views of the Famous

Duplertone

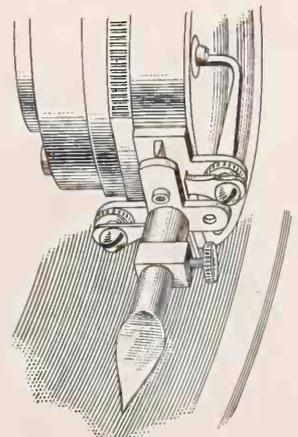
NEEDLE

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 Duplertone Needles.



LOUD



SOFT

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 Washington street front of the third floor, are splendidly fitted up and in charge of Fred V. Phillips, who is devoting all his energies to building up the business 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 B. W. Hooker & Co., of Barre, Vt., both of which concerns have started the new year with a large consignment 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 Columbia, and as she is a Boston-born girl her records will be anticipated with much eagerness hereabouts. Miss White is now singing with 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 supervision of the records. E. D. Follin, 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, continues to pile up business, and during the holidays 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 taking account of stock, and not until that annual undertaking is over will the department lay in any great amount of goods. A machine that Mr. Sylvester is exhibiting with a good deal of pride just 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 excellent conditions.

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 is proposed in a bill presented to-day by Representative Hill of Connecticut. As the law now stands corporations are required to make reports covering the fiscal year of the government, which expires on June 30. This has proved inconvenient to many corporations which close their books on January 1, March 1, or at other times in the year. The law that such corporations shall pay tax on income for the twelve-month period ending June 30 necessitates a readjustment of business organization in many cases.

The Hill bill provides that the corporation tax shall be paid sixty days after the termination of the calendar, fiscal or business year under which the respective corporations operate. Mr. Hill is hopeful that it will be enacted into law at this session.

BOSTON TALKING MACHINE MEN HAVE BEEFSTEAK DINNER.*(Special to The Talking Machine World.)*

Boston, Mass., Jan. 9, 1912.

A large number of the representative talking machine men of Boston got together on the evening of December 27, two days after Christmas, for their first reunion. When the idea 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. The committee in

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. Getchell and Jack Shaughnessy, of the Columbia Phonograph Co.; Jean Baldini, of the Boston Opera House; Rudolph Nagel, of the Boston Symphony Orchestra; Charles P. Trundy,



TALKING MACHINE MEN SNAPPED AT RECENT BEEFSTEAK DINNER.

charge of the details consisted of J. L. Gately, representative of the Victor Company; George Cheney, J. G. Widener and Fred W. Hager, of the Boston Talking Machine Co. For the time being the company calls itself "The Talks Club."

As each man entered he was handed a card on which was a representation of a big colonial doorway with the inscription "The latchstring is out," and across the top, "Welcome to Our Home." Then a big white apron was tied around each man and he proceeded down stairs into the rathskeller where he was handed a tin cup which he hung from his apron strings. The feast was served in the most impromptu and most informal fashion and such luxuries as plates were dispensed with, so were knives and forks. The service was liberal and frequent in both the wet and dry varieties.

Several of those present told stories, and some attempted to, but did not get very far. "Happy" O'Neil gave several songs, among them the "Mexican Twist," which got the whole crowd "a-goin'," and his accompaniments were well played by his side partner, A. C. Story. Mr. Hager explained the purposes of the gathering, which was that all the "boys" in the business might get better acquainted, that a fine feeling of good fellowship might obtain between them all. Everybody had a good time, so good in fact that it is likely another "beefsteak party" is likely to be enjoyed in six or eight weeks' time. Some of the boys in their exuberance forgot to take off their aprons when they departed, and they couldn't see why they were the objects of so much curiosity when they took their trains. Some of the boys are wondering who the two were who caused such merriment when they went into the South station that night.

Following is a list of the talking machine men who were present:

Henry A. Winkeiman, manager Victor department. Oliver Ditson Co.; A. W. Chamberlain, E. A. Welch, Frederick Kern, Capt. Ned Wilkinson, S. H. Brown, Burt Hudson, M. L. Read, W. J. Fitzgerald. "Happy" O'Neil and A. C. Story, of the Eastern Talking Machine Co.; John L. Gately

Chester J. Sylvester, Fred Lane, Ubert Urquhart and Mr. Chapple.

SALESMANSHIP ESSENTIALS.

Four Elements That Enter Into Every Successful 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 salesman 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 weave or pop up or do something to remind me when I have talked to a reasonable limit, and I shall make it non-adjustable 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 would be almost like sacrilege—for 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 singer right into your own home through the medium of the talking machine; and the same magic of music is enacted there.

How infinitely more distressing than applause is the discordant, raucous grind that lurks in the inner rim of every disc record! This last scratching and scraping of the needle in contact with 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 thorn of which the rose may readily rid itself.

THE CONDON AUTOSTOP BANISHES DISCORD!

You may now sit and listen to the symphony, muse 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 here and 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 MACHINES.

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 Columbia Slogan That Means Success—Immense Victor Trade at the Stores of Droop, Kranz-Smith and Sanders & Stayman—Knabe Featuring Columbia Machines in Vigorous Way.

(Special to The Talking Machine World.)

Baltimore, Md., January 6, 1912.

Unprecedented is the word that expresses the condition of business during 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 in consequence of the holiday buyers, 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,

Better,

Busier.

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 it required the excellent co-operation of the entire force to attend to all the business.

Thomas Gordon and Joseph Fink, who handle the talking machine end at the Kranz-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 both 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 Knabe & Co. are featuring the Columbia line of talking machines. They 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 Hammann & Levin also make roseate 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 compelling 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 worth has been demonstrated times without number. It is guaranteed; and, not only that, it is guaranteed for life.

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 passed before carpenters came to realize 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 upon his balance scales, except for the fact that it has a hole in the middle and a knob upon the top. You take it by the knob 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 spindle, and then you place the AUTOSTOP on the record and prepare to enjoy the music, *without having to suffer the discord.*

It makes no difference 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 that looks like 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 part that resembles a pound-weight and that which resembles a hairpin, there is just one other factor that enters into the construction 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. DEALER.—How often have you been troubled with complaints from customers about the harsh, rasping sound that follows the rendering of a selection upon a disc machine? 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 without the little device that banishes the discordant conclusion. Tell your customers of the merits of the AUTOSTOP. Tell them that it stops the sound when the last line of the record has been reached—STOPS IT RIGHT THERE. Equip all the machines with the AUTOSTOP, and you will have no difficulty in selling the machine COMPLETE.

Make a point of telling your old customers—those to whom you have already sold disc machines. They will thank you for it, thank you for evidencing interest in their complete enjoyment, thank you for showing that your interest did not cease with the purchase.

The AUTOSTOP will increase your business. It will sell new records for you. Send for circulars and a sample. 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.



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

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 had acquired national renown.

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 reminiscent 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. He was regarded as a good-natured, but hair-brained chap, and my impression is that he was finally discharged from the service for inattention to business. 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 taking a brown-paper-covered parcel from under his arm, he would display a Ruhmkorff 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 exchanged 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 proposition that if by a system of rheostats, polarized magnets and batteries of different potentiality he could enable one wire to carry four sets of signals, two each in different ways, those troublesome messages, when intrusted to other hands than his, could be disposed of with increased rapidity. And so he used to sit and draw and dream, and let the business hang, until reminded by the chief operator that he must attend to his work. I did not even know his name at first, for some had referred to him as Victor Hugo when he made his appearance, and it was by that name that we generally spoke of him.

"Every device was employed to thwart his soarings after the infinite, and his divings for the unfathomable, as we regarded them, and to get an amount of work out of him that was equivalent to the sum paid per diem for his services, and among them was that of having him receive the press report from New York. He did not like this, the work continuing steadily from 6.30 p. m. until 2 a. m., and leaving him no time in which

to pursue his studies. One night about 8 p. m. there came down an inquiry as to where the press report was, and on going to the desk where Edison was at work, Night Manager Leighton was horrified to find that there was nothing ready to go upstairs, for the reason that Edison had copied between 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 saying, "Heavens, Tom, don't do that again!" hastened to cut the copy up into minute fragments and have it prepared in a more acceptable manner. While this was occurring Edison went on receiving, and the frequent trips of the noisy dummy box which communicated with the Associated Press rooms on the next floor gave evidence that he was no longer gauging his handwriting 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 coming down the stairs, swearing and shouting as he came.

"Everybody grew excited except Edison, who was, perhaps, dreaming of the possibilities in some of the realms of electrical endeavor in which he has since won renown. But we did not have long to wait to know the cause of Wallace's visit. Kicking open the door, he appeared to us, but he was speechless. The last note of his voice, and the last remnant of a vocabulary of blasphemy which was famous throughout the city, was gone. Standing there with both hands full of small, white pages of paper, he could only beckon. Leighton approached him, and tenderly took the sheets of paper from him, to find that Edison had made the radical change from his first style of copy to simply putting one word on each sheet, directly in the center. He had furnished in this way several hundred pages in a very few minutes. He was relieved from duty on the press wire, and put on another circuit, while the much-trying Leighton devoted himself to bringing Wallace back to a normal condition, admitting of the use of his voice and the flow of his usual output of profanity."

AN AGE OF ORGANIZATION.

Says John Kirby, Jr., president of the National Association of Manufacturers:

"We are living in an age of organization; an age when but little can be accomplished except through organization; an age when organization must cope with organization; 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 hanging in the balance, be assured to them."

The quality of the 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.

NOVEL RECORD PATENTED.

Has for Its Object the Production of a Perforated Strip or Ribbon Which Will Operate a Piano and Can Also Be Used in a Talking Machine—Some Details in This Connection Which Will Be Found Interesting.

A patent has just been granted on a musical record (No. 1,013,519) to John C. Sherman, Brookline, Mass.

This invention has for its object to produce a record containing perforations corresponding with the notes of a piece of music by the employment of which a piano may be mechanically played and which perforated strip or ribbon shall also contain a record by the employment of which in connection with a phonograph or like instrument the music of another instrument or of the human voice may be reproduced so that the sounds by both instruments shall be in proper musical relation to each other, that is so that they shall be reproduced in the same relation as when they are produced together by skilled artists.

For the production of a record embodying the invention, a ribbon or flexible strip of metal is preferred and perforations formed therein corresponding with the piece of music to be played by the piano but so arranged that the strip must travel faster than do 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.

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 a profitable investment. The latter, of course, does not refer to Mr. Loeffler, for he is a great believer in publicity and its value, and has never failed to receive beneficial results.

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?

Established 1856.

WURLITZER

Fifty-sixth year.

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.

Talking Machine Business in Quaker City Still Keeping at Full Force—Despite Shortage in Some Styles of Machines and Records Dealers Do Not Let Any Prospects Get Away—New Edison Opera Model Pleases—What Jobbers and Dealers Have to Say Regarding Present Situation and Outlook—Columbia Co. Employees Dine.

(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 that may come their way. The only complaint they seem to experience at present is 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 during the two weeks following Christmas. We are still slightly handicapped by a lack of merchandise, and on many styles of machines we have not much more than the samples on the floor. We have also been experiencing no little trouble in getting certain Edison records. Now that we have closed our books for 1911 we find that we had a decided increase over 1910 and our December business was the largest we ever had, and had we been able to get sufficient stock it would have been a question with us whether we would have been able to have handled it. To put it in a few words, our business was limited to the amount of business we could take care of. We could have done a great deal more business had we been able to have gotten the goods, and if we had been in a position to have handled it. Our business in Pittsburgh also showed a decided increase in December."

Mr. Buehn is very much pleased with the new Edison opera model, and he thinks it is the most satisfactory machine that the company has yet gotten out. He believes it is going to be a very good seller, and he says that every one to whom he has already shown it is enthusiastic over its clarity and graphic reproduction.

On Dec. 28 the managers and employes of the Columbia Phonograph Co. had a big dinner at Green's Hotel, after which they all returned to the store for a hilarious evening. They had dancing, and games of various kinds, including a tug-of-war. They were to have had a minstrel show, but they were compelled to call that off on account

of their tremendous holiday business. In the tug-of-war between the married and the single men the married men were badly defeated. Manager Henderson was end man for the married men, and he did wonders, but notwithstanding his individual efforts his side was pulled all over the floor.

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. Dorian, 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 Hoos 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 last year, and that December business was simply wonderful. Every available person about the Heppe place was called in to help get out the goods, and the holiday trade experienced 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 Keyes, 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.

SOME 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 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 develop-

ment of students in that subject at the University of Washington this year, says the Edison Phonograph Monthly.

TRADE GROWING IN ALABAMA.

Many New Additions to the List of Dealers in Birmingham During the Past and Success Is the General Rule—New Columbia Store Makes Good at Once—A. J. Wolf Manager of Talking Machine Co.—Department Store Adds Talking Machine Line—Victrolas in Demand—Other Interesting Items.

(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.

A. J. 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.

Loveman, Joseph & Loeb, the largest department store in the South, has added a talking machine department to its business, with Harold Broyles, formerly assistant manager of the local Columbia branch store, in charge. A complete stock of Columbia and Victor machines and records is being handled, and Mr. Broyles says the business during December far exceeded his expectations. The L., J. & L. store is sparing no expense to make its talking machine department complete in every detail, and with a man of Mr. Broyles' caliber in charge it will certainly get its share of the business.

Mr. Moody, 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 his long connection with the company. Mr. Moody made a record for himself during the holidays for placing Victrolas of the highest prices and for getting the cash for them. He is firmly convinced that no family can be happy unless they have a Victor talking machine in the house.

There was a young girl named Aileen
Who purchased a talking machine,
But she played only "rag,"
So her pa got a bag,
No more that machine was seen.

SOME LATE EDISON NOTES.

Arrangements Made to Adjust Reproducers at the Factory—The New "Opera" Model Phonograph—Edison's Birthday—Travelers to Meet—Dolbeer Optimistic—Recent Visitors at Orange, N. J.—Other "Live" Gleanings.

A new Edison departure is the readjusting of reproducers at the factory, instead of having the work done by dealers. A form letter is being sent out to dealers, which they can mail to customers. This letter states the new plan and gives full directions for shipping the reproducers direct to the factory for repair at the uniform price of 50 cents each.

The latest addition to the Edison phonograph line is the "Opera" model, and it has now been on the market long enough to enable the manufacturers to gauge its popularity. Reports show conclusively that the Opera has established a strong cohort of admirers, and this model is now firmly established in the front ranks of the Edison line.

February 11 will be an eventful day at Orange, for the reason that it is the birthday of that widely known and distinguished person, Thomas A. Edi-

son. The writer heard a group of men discussing "Who's Who in the Globe's Limelight" the other day, and everyone concurred that the most prominent and widely known person is Thomas A. Edison; that he is held in esteem by the people of all the earth. When one considers the achievements of Mr. Edison and the wonderful publicity that has been accorded his valued inventions, it is doubtful if a name can be selected, considering everything, that has the wide scope of apparent familiarity as Thomas A. Edison.

Plans are being made for a convention of Edison travelers to be held at the home offices and factories, Orange, N. J., some time during February. It is expected that everyone will be present for the discussion of ideas and the development of promotive ideas for this year. C. E. Goodwin, manager of this energetic staff of Edisonists, is keeping the force active and is a firm believer that 1912 will show some interesting records of sales.

F. K. Dolbeer, sales manager, is optimistic in his reports for the present year, and no doubt, under his particular care, the book marked "Sales" will show some interesting figures when next December rolls around.

Some of the recent visitors to the Edison works

were: F. K. Babson, of Babson Bros., Chicago, Ill.; L. L. Goodman, Philadelphia, Pa.; W. O. Pardee, and H. L. Ellenberger, of the Pardee-Ellenberger Co., New Haven, Conn.; J. A. Popp, Philadelphia, Pa.; Wm. Toennies, of the Eclipse Phonograph Co., Hoboken, N. J.; F. E. Bolway, Oswego, N. Y.; W. A. Myers, J. A. Myers and Mr. Metzger, of W. A. Myers, Williamsport, Pa.; O. R. Moulton and W. A. Moulton, of the American Phonograph Co., Burlington, Vt.; C. B. Haynes, of C. B. Haynes & Co., Richmond, Va.; S. J. Francis and D. R. Harvey, of the Iver Johnson Sporting Goods Co., Boston, Mass.

A NEW PATHÉ FRÈRES CORPORATION.

Capitalized in Delaware at \$3,000,000—Details of Contract with the Parent House in France—Will Import Matrixes—Will Make the "Up and Down Cut"—To Use All of the Pathé Frères Processes in Machines and Records in This Country—An Important Move.

Pathé Frères Phonograph Co., Wilmington, Del., has been incorporated with capital stock of \$3,000,000. The incorporators are: M. L. Rogers, S. E. Roberson and H. W. Davis.

This corporation has been formed in the State of Delaware by some men who have under consideration a contract with the famous house of Pathé Frères, Paris, France, which is contingent upon the fact that the incorporators raise the money as shown by their capital stock. It is said there is hardly any doubt about the latter, as the men interested claim to have sufficient funds.

Assuming that the contract with Pathé Frères, of France, is closed, the Pathé Frères Phonograph Co. will import its matrixes for the making of records, producing what is known as an "up and down cut" record in the various compositions and selections as are made abroad. This new corporation will have, if the contract is closed, all the rights and privileges of using Pathé Frères processes of manufacture in both records and machines, the latter being constructed from the European models.

The Pathé Frères Phonograph Co. is only incorporated at this writing, and while the above is said to cover their plans to a certain degree, it is impossible to go into minute details. It is said that the French concern has nothing to do at all with the American concern, other than in the sale of the American privilege of making and marketing their goods.

The offices of the new company will be located in New York City, while the factory will be either there, or across the rivers in Brooklyn or New Jersey.

Don't shoot into the air—aim right at the particular people who must constitute your possible customers. Let the advertising critics and all the rest go hang.

BUSINESS OPENING.

An excellent opportunity is offered a young man of experience in the Talking Machine business to take a part interest and assume full management of one of the oldest Talking Machine jobbing houses in one of the best locations in the Eastern States. No other jobber carrying the same line within one hundred miles.

For particulars address Jobber, care Talking Machine World, 1 Madison avenue, New York City.

Experienced Phonograph, Musical Instrument and Sewing Machine man, with few hundred dollars to invest, is looking for opportunity to go into business; New York location preferred. Inducements and information solicited; all propositions considered. Address E. Z., care Talking Machine World, 1 Madison avenue, New York City.

Swap 3,000 Edison 2-Minute for Zon-o-phone, Columbia, Star or Peerless Records, or machines, disc or cylinder. Deninger, 335 North St., Rochester, N. Y.

A NEW No. 20
Cleanrite
TRADE MARK
RECORD BRUSH

Patented Sept. 26 and Oct. 2, 1906; Sept. 10, 1907.

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

J. NEWCOMB BLACKMAN, Pres.

"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.

Views of the Enlarged and Improved Retail Record Sale Department of Lyon & Healy, Chicago, the Subject of Some Comments and Commendation—New Feature Consists of Four Additional Record Rooms and Large Reception Room with Novel Accessories.

(Special To The Talking Machine World.)

Chicago, Ill., Jan. 10, 1912.

The accompanying illustrations show views of the enlarged and improved retail record sales department of Lyon & Healy, brief mention of which has already been made in these columns. The entire front half of the fifth floor of the main building of the big store is given up to this department. There are sixteen record demonstrating rooms, averaging 10 by 12 feet each in dimension. The large L-shaped space enclosed by the inner walls of these rooms and the record sales counter is devoted to record stock. A beautifully furnished reception room is situated directly in front of the elevators.

The architectural design is modified Colonial, and the woodwork is all in mahogany finish. Aside from this the decorative color scheme is in varying shades of browns, tans and greens. Each demonstrating room is equipped with a double signaling system. If a saleswoman is not present when a customer enters the room he simply presses a button which simultaneously turns on a light over the inner door, showing that the room needs attendance and sounds a buzzer over the desk of the cashier, who thereupon calls a young woman to take care of the customer. All of the Victor rooms are equipped with No. XVI Victrolas for demonstrating purposes, while the Edison rooms have Triumph machines with Cygnet horns. Each room, besides settees and chairs, has a small table, under the glass top of which appears the monthly bulletin for three months past. At the back of the table is a vertical pigeonhole rack containing record catalogs, supplements and other literature.

The long counter shown in the illustration is for

the benefit of people who know what they want and, therefore, buy without demonstration. The entire top of this counter is glass paneled, and beneath the crystal top are placed monthly bulletins for a period of six months.

A word about the record stock. This is kept in handsome horizontal shelved cabinets, so disposed as to make them accessible in the highest degree to the record room. On each compartment of each cabinet or case is a small metal slot holding a small card with the number of the record on both sides. When the red side is out it signifies that there is a reserve stock of the record in the wholesale department. When the white side is out it shows that the wholesale stock of that record is exhausted. Two young women are kept busy all the time keeping up the stock of Victor and Edison records. At the top of each record case is a line of incandescent lamps under a continuous reflector. The room lighting consists of Tungsten lamps in holophane globes. The light is thus diffused and reaches almost daylight efficiency.

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, graphites, record albums, polish, envelopes, indices, carrying cases, etc. Handsome ferns 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. B. Blackman, a man of former professional



ANOTHER LYON & HEALY VIEW.

experience as a musician, but who has adapted himself with rare success to business life. Manager L. C. Wiswell, of the talking machine department, deserves much credit in the work of arranging the enlarged department. Dealers visiting the city should not fail to inspect it, as they can obtain many ideas which they can either reproduce or adapt to their own needs.

THE PETIT PATENT AGAIN.

In the United States Circuit Court of Appeals this week, Thursday, before U. S. Circuit Judges Lacombe, Cote and Ward, the case of infringement on the Petit patent for making double-disc sound records, brought by the Victor Talking Machine Co., Camden, N. J., against the American Graphophone Company, Bridgeport, Conn., was argued, the judges reserving decision. The above case is an appeal taken from the decision of U. S. Judge Hazel, who held that the patent was invalid for want of patentable invention and dismissed the bill in United States Court.

WILL MEET ON JAN. 28, 1912.

(Special to The Talking Machine World.)
Chicago, Ill., Jan. 10, 1912.

E. H. Uhl, of Chicago, chairman of the press committee of the National Association of 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.

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.



VIEW OF LYON & HEALY'S RECORD DEPARTMENT.

EDISON REVIEWS GREAT EVENTS OF 1911.

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—Fitting Up 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 1911 by the 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.

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."

Mr. Edison hadn't anything in mind to add quickly to these two events as his estimate of those that were of chief importance. He paused for a little while and then wrote:

"3. Improvements in aerial navigation.
4. Unexpected rapidity in the construction of the Panama Canal.

"5. Great 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 reached for the paper and penciled this:

"6. Proof of the efficiency of typhoid vaccination."

"And what do you think of woman suffrage?" was suggested, and the answer came very quickly: "Not a word, not a word. I told you I would not mention the estimates except as to those I thought of the greatest value."

Mr. Edison then stepped over to a moving picture machine on a nearby table. A cartoon had been pasted on the wall above it showing the machine at work, with Edison as operator, grinding up in the hopper which fed it, volume after volume of history and all the arts and sciences.

A schoolboy was grinning at a picture on the screen, while all the seats about it seemed to be filled. The caption was, "No Truants Then."

"And the cartoon isn't so far off," said Mr. Edison as he gave the machine a twist.

"I'd like to see every last school book thrown out of the schools, and they'll do it some time. They'll do all the teaching by moving pictures. Every bit of it. That machine is especially for schools. It's going to do what the funny cartoon says."

Give Producers a Chance in 1912.

"What do you think is the best promise of 1912?" was asked by one mindful of the purposes which had brought him by train and trolley to the laboratory.

"That depends on whether they quit starving the inventors."

"Starving them?"

"Yes, certainly. The worse thing about 1912 is the number of hoggish men it will have to tolerate. Men, I mean, who are so greedy that they'll starve an inventor so hard he can't work.

"That's just what we suffer from now. The inventors can't produce. Why, there is no end—absolutely no end—to these things that 1912 could produce to make life easier and better and happier. But the inventor's can't produce. They're starved down. The men that handle their inventions starve them. That's why the greedy men are the year's worst blight. That's why 1912 won't do anything near what it might be able to do in producing things for the world's good.

"What should we do this year? Jack up the man who produces—the man who works, That

is, support that man and make his job easier. I tell you there is something wrong—deeply, sadly, fundamentally wrong with our social system when so many greedy men ride the backs of the men who are producers. The men whose opinions of 1911 I thought best of were the men who can produce. Jack up that kind of man. That's the year's best message."

Back to the Concrete Furniture.

"And how 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.

"The mahogany 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 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 isn't built. But it's building. Everything's going to be made in it."

"But can this be bought for \$10?"

"No, sad to tell. But we can sell it for that—and mighty little more. Now don't ask me to say anything more on that line. I won't tell you

who is to blame, for I have to deal with 'em myself."

"But run a yard of cloth out from its form as wool on the back of a sheep to cloth on the back of a man and see where the money sticks. See who gets it. Then figure who'll get the money on this. I hope it sells cheap. I want it to sell as cheap as it can be made to sell. But—well, if anybody changes the method of distribution for created products in this country, I'll deal with the new man, and quickly."

A model of a concrete house was on a table near by. "For that," said Mr. Edison, "for the finished house the molds are done for the basement and the first story up to the second-story window. We are working on the second-story molds. After they are done—then the working-man's house, too, will be on the market. I hope he builds lots of them, with lots of playground around."

"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 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 BUSINESS PHONOGRAPHS

Used by the Vast Establishment of the Curtis Publishing Co. of Philadelphia.

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 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 interior of the Curtis plant with the Edison business phonographs in use.

The DITSON Pledge

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

The Fastest Victor Service

which is a requisite in this hustling age. We possess the largest stocks, the best organization and most up-to-date equipment in the Eastern half of the country.

This covers Victor machines, records and supplies of every kind, not to mention cabinets, needles and trade-marked accessories.

Will you let us tell you more about Ditson co-operation? A postal gets this information!

OLIVER DITSON CO., Boston, Mass.

ENTHUSIASM IN SAINTLY CITY.

A Most Satisfactory Year Closed by Talking Machine Men in St. Louis—Aeolian Co. Had Tremendous Trade on Victrolas—Mark Silverstone Cleaned Out of Edison Machines and Records at Christmas—Manager Robinson, of Thiebes Co. Tells How Player Piano Helped Talking Machine Business—Enormous Columbia Business—Some Attractive Christmas Windows—Other News of Interest.

(Special to The Talking Machine World.)

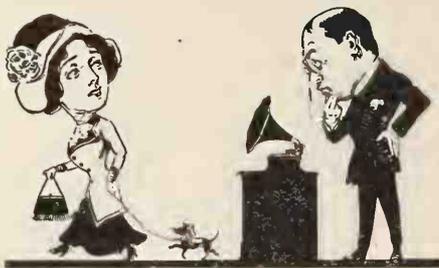
St. Louis, Mo., Jan. 10, 1912.

Every talking machine dealer in St. Louis asserts that the recent Christmas business exceeded all records and all express the belief that the business is entering upon a good year—a year of development and extending trade such as the business has never known. They base this belief upon the growing popularity of talking machines and the ever increasing record business.

Mark Silverstone, the Edison jobber and retailer, says that the holiday business at his store was excellent and that while the record trade prior to Christmas was hardly what he expected, that since the gift day the records have jumped forward wonderfully and he is very well satisfied with results. The popular Edison machines for the holiday trade were the Amberola, the new hornless machine, which is listed at \$200, and the Opera, the \$90 pattern. There was, of course, the usual demand for cheaper machines, but the best demand centered upon these models.

Harry Levy, talking machine manager for the Aeolian Co., says that the holiday trade at that store was surprising and the record business fooled all of them. The great trade that developed in records for gifts was not anticipated, and consequent upon the heavy sale of machines for the holidays the new customers for records are a legion and despite the Christmas machine sales he gave it as his opinion that the record sales would prove the greater for December. "The jobbing business," said Mr. Levy, "was immense and held on until late Saturday night. We had a wagon running from our warehouse to express offices until the Saturday night trains had departed, to care for late emergency business. One thing that pleased me," he added, "was our clean-up on the XIV model. I thought that machine would prove a winner and stocked heavily on it and some of the trade thought I had overdone it, but results show otherwise. We had about the only ample stock of that machine in the West and we found new customers through it. We are in good shape to take stock and begin over again with the new year."

Manager Robinson, of the Thiebes Piano Co. talking machine department, is very enthusiastic over the year end business and points to empty pigeon holes in his record rack to show results of the business. "We found Victor styles IV, VIII, IX, X and XVI the popular models. We were out of the IVs at times and cleaned up on the other styles. In fact, deliveries were delayed several times on other models and the Christmas business in St. Louis on popular models was practically limited to the stocks in the city. A surprising feature was the cash business, which ran heavily to high priced models, showing that a better class of buyers is coming in than ever before. My experience shows me that the player-piano is helping the talking machine business. It is a fact that the success of the talking machine was a great help in introducing the player piano, as it had convinced many persons that good mechanical music could be good. But the player-piano introduced itself to another class of trade and when it won them to the merits of mechanical music they were ready to consider a talking machine as a companion to their player-piano. We notice this fact in the store especially because we sell both talking machines and player-pianos." The Thiebes store handles a large amount of sheet music and enjoys a large professional musician trade. Manager Robinson found the record business an excellent gift trade and packages of records put up in holly boxes proved great sellers. And the trade in filling



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 **V i c t o r s**, Victor-Victrolas, 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.

New York Talking Machine Co.

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 at hand recently through supplying additional departments of the Missouri Pacific and Frisco railroads, which had previously 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 holidays was that of the Home Phonograph Co., a South St. Louis retail store, which offered both Columbia and Victors at cut prices through an involved combination 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 trade reports. Aside from the cut price, some wonderment was expressed over the ad from a record standpoint, as records could easily have been selected that would in themselves have exceeded in price the total of the price asked for a \$15 machine and the number of records stated. Yet it positively stated "choice of records."

S. H. Rash, jobbing salesman for the Aeolian Co.'s talking machine department, has had the unpleasant experience of spending his holiday vacation in bed, a victim of sciatic 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 Co. store, succeeding Miss Margaret Owen, who had been with the firm three years. Miss Owen resigned to become the bride of George Crisp, 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 ingenuity 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 elder 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 enjoy the music. She remarked that he or any one who could perfect the window displays he had produced, ought to be able to do so. It was a new proposition to Mr. Silverstone, but he went into the Victor room for an inspiration. As he looked at the machines it flashed upon him that he could remove the tap at the end of the metal tube that connected the reproducer with the horn and attach an ear tube. He did so and invited the women in. The experiment was a success. The elder 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. They quickly reached an agreement as to the price for the device and departed satisfied.

Davies Brothers, Edison dealers at Vandevester and Delmar avenues, attracted shoppers' attention to their windows during Christmas holidays with the fish and bird globe. The globe is so hollowed that the bird has a space in the very center, but the glass that forms this is invisible and the crowd cannot see but that the bird is flitting about in the very center of the gold fish laden water.

The Silverstone Talking Machine Co. presented the only distinctly Christmas talking machine window along Piano Row. The set Edison fixtures were used, but Mr. Silverstone had trimmed the picture with the tiny Christmas tree electric lamps and arranged them on intermittent currents so



The idea of an "understudy" for Mary Garden would spoil the whole program. Also a Mary Garden *record* has no substitute.



Columbia Phonograph Co., Gen'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 on a successful business trip to Danville, Peoria, Chicago and Indianapolis.

John J. Gaffner, 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, O., Jan. 8, 1912.

The trade's reports of last year's operations, particularly during the holiday season, are very gratifying, and the dealers all 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 store, this gain running up into many thousands of dollars. He states: "While we had prepared our stock for the largest trade we had ever had, we did not fully anticipate the great rush of business that came, and were caught without certain types of Grafonolas, graphophones and double disc records, but by being considerate and with the co-operation of our customers, not one of our patrons were disappointed, and every one of them were made happy Christmas morning with their 'Columbia.' In some cases we had to send other types of 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 \$150 Nonpareil, the \$200 De Luxe (new style), the \$125 Mignon, the \$100 Baby Regent and the \$50 Favorite.

"On Friday before Christmas we were all made happy by the receipt of an express shipment containing Olive Fremstad'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 beauties. 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, 1911 figures will seem very small in comparison, although now they loom 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 record line 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 prepare for an increased business during 1912. He claims he is justified in doing so by reason of the showing during the year just closed. Arnold's Christmas business exceeded last year's record, and points to the new Edison Amberola as being the cause. The demand for records is exceptionally good, and Arnold claims to have enough prospects in sight to keep him busy during January and part of next month.

The Aeolian Co. makes the following interesting report regarding business conditions:

"December came with its usual thunder and a general clean-up on Victrolas and records was the result. We experienced more trouble in getting our supplies than any previous time," remarked Victor Department Manager L. H. Ahaus. "There seemed to be a real shortage in several style machines, especially the Styles 9 and 10 Victrolas. The demand was really vicious, and in several instances we had two and three customers for a single machine. The rush on records was equally large, but exceeded our expectations by a big margin. The popular double-faced records were at a premium and unobtainable; however, as we 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, as we 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 Take a Lively Interest In Local Affairs—Keep the Store In Good Shape and Advertise—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 and ginger. When I was "on the road" I did not like a hard luck story that business was dull, crops needed rain and farmers in the grass. Place 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.

Imbibe some of the optimism of the drummer 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 choke and your knees shake 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. It is a duty every man owes to himself and to his community. It will make it grow and enable you to sell two dollars' worth of goods where you sold only one before. It will put you in line to partake of 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 it will be recognized a block away.

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, I simply wish to refer you to the merchants who pay the biggest advertising bills, as they are generally the ones who are best able to do it. This is an age of publicity and airship methods, and we must square ourselves with the times.

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 word. 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—system will prevent it. You will not deal with a house that continually disappoints you in shipping your orders. Therefore, you should not expect to hold your customers unless you make prompt deliveries. Promptness should be placed at the mast head of every business. Quit talking prices and talk promptness and quality. I would not have the reputation of being the cheapest man in town, but rather the most prompt and the best quality.

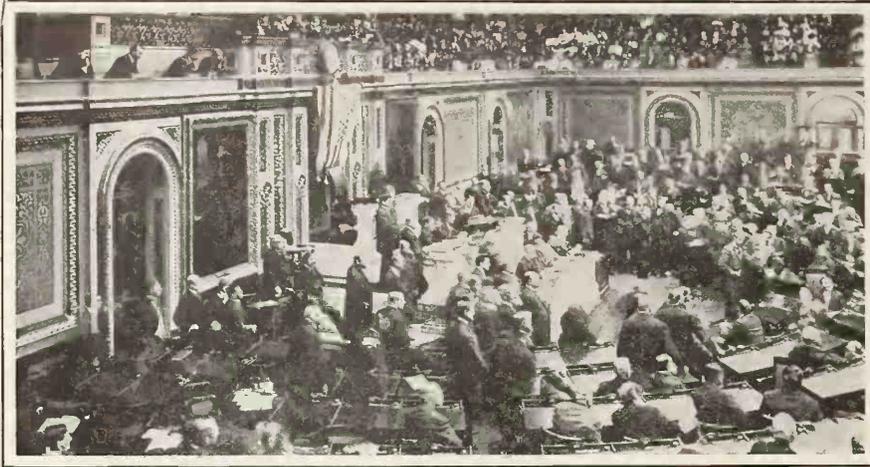
EDISON BUSINESS PHONOGRAPHS IN HOUSE OF REPRESENTATIVES

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 Edi-

son 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 in-

terest. In this connection I. M. 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 re-



HOUSE OF REPRESENTATIVES, WHERE EDISON BUSINESS PHONOGRAPH IS EMPLOYED.

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porter 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,

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. Cochrane, 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 it 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 a 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 90 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-

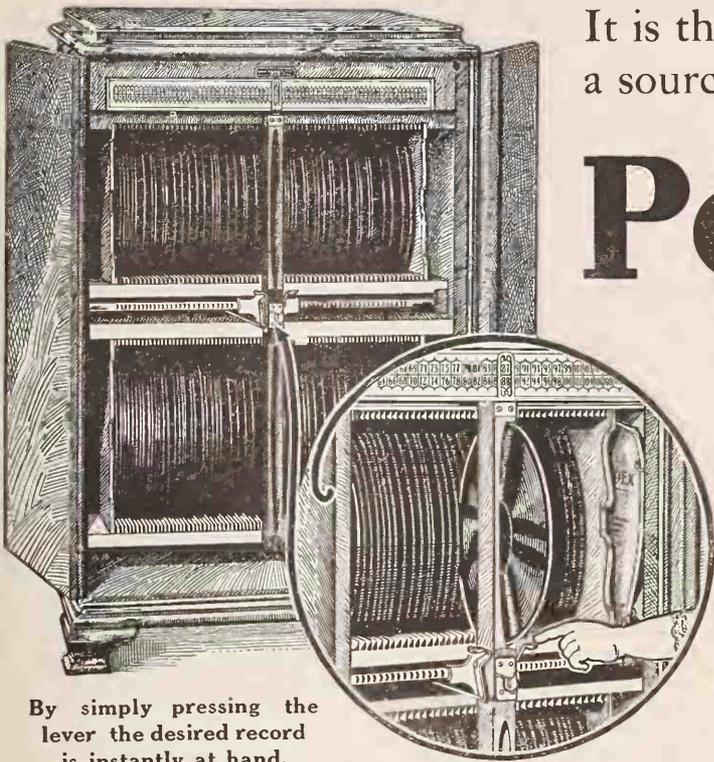


FRED IRLAND, OFFICIAL REPORTER, DICTATING.



NEW STEEL CABINET MACHINE.

tion appears herewith. The steel cabinet has the appearance of a much smaller machine. This is due to the usual compact machine design being surrounded by metal instead of wood. Considering a probable desire to place the smaller steel cabinet on the user's desk, the manufacturers have
(Continued on page 26.)



By simply pressing the lever the desired record is instantly at hand.

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 pneumatic desk 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 dictating 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 "knock-down," the top and middle platforms detaching from tongues in the legs. The middle platform is convenient for holding the cylinders and rack. When the cabinet is placed on the pedestal 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. While these features have made the cabinet more expensive to manufacture, 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 business phonograph is playing a very important part.

GREAT ADJECTIVES!

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 possessions. It is a piece of white cardboard on which is printed an "Ode to the Horseless Carriage." There was discussion a while ago as to the inventor's greatest creation, and one of the workmen at the "lab" deemed Edison's greatest his batteries for the "horseless carriage." At once behold the ode prized by Mr. Edison:

Noiseless 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,
Always responding, faithful and dutiful,
Simple of parts, so a child can manipulate,
No special requirements that one needs to stipulate,
Meeting the wants of a restless humanity,
The very perfection of reason and sanity,
Adapted to pleasure as well as utility,
No restrictions to limit its great versatility,
The perfection and type of a modern miracle—
There is none can surpass the electric vehicle.

SUCCESS AND ACHIEVEMENT.

Success is in the blood. There are men whom Fate can never keep down—they march jauntily forward and take by divine right the best of everything that earth affords.

They do not lie in wait, nor scheme, nor fawn, nor seek to adapt their sails to catch the breeze of popular favor. Still, they are ever alert and alive to any good that may come their way, and when it comes along they simply appropriate it, and, tarrying not, move steadily on.

Good health! Whenever you go out of doors draw the chin in, carry the crown of the head high and fill the lungs to the uttermost; drink in the sunshine; greet your friends with a smile, and put soul into every handshake.

Keep your mind on the great and splendid things you would like to do, and then, as the days go gliding by, you will find yourself unconsciously seizing upon the opportunities that are required for the fulfillment of your desire, just as the coral insect takes from the running tide the elements that it needs.

Picture in your mind the able, earnest, useful person you desire to be, and the thought you hold is hourly transforming you into that individual.

Thought is supreme, and to think is often better than to do.

Preserve a right mental attitude—the attitude of courage, frankness and good cheer.

To think rightly is to create.

We become like that on which our hearts are fixed.

Many people know this, but they do not know it thoroughly enough so that it shapes their lives. We want friends, so we scheme and chase 'cross lots after strong people and lie in wait for good folks—or alleged good folks—hoping to attach ourselves to them.

The only way to secure friends is to be one. And before you are fit for friendship you must be able to do without it. That is to say, you must have sufficient self-reliance to take care of yourself, and then out of the surplus of your energy you can do for others.

BUSY TIMES IN SAN FRANCISCO.

Talking Machine Business for December Broke All Records—Outlook for New Year Reported to Be Most Auspicious—New Model Edison Phonograph "The Opera" Highly Praised—New Stores and Changes—While Call for the Popular Priced Hornless Machines Was Enormous, the Higher Priced Victrolas, Grafonolas and Amberolas Were Greatly in Demand—Other News of Interest.

(Special to The Talking Machine World.)

San Francisco, Cal., Jan. 6, 1912.

A. R. Pommer, manager of the Pacific Phonograph Co., 818 Mission street, states that the talking machine business of his firm was better in December than in any other month in the history of the concern. November was a dull month, and in view of that fact a restricted holiday trade was naturally expected; yet it seems that the retailers were merely delaying their Christmas orders to the last moment. Business at the first of December opened with a rush and kept up right along. Some inconvenience was experienced through delays in shipments caused by the railroads, but on the whole the trade of both jobbers and retailers was handled most satisfactorily. The Pacific Phonograph Co. has just received a new model Edison phonograph called the "Opera," which is said to be the finest instrument yet made by the Edison Co. Already a big demand has sprung up on the Coast for the new machine. This machine has 50 per cent. less working parts than any of the older models, and has an automatic stop. By the first of March, Mr. Pommer says, the long-promised Edison disc machine will be put on the coast market.

New Stores and Changes.

Charles M. Miller has succeeded to the talking machine business of Tormey & Co. at Chico, Cal.

A. J. Harvey, the phonograph dealer at Chico, Cal., has sold out his business to Schindler & Schuler.

F. W. Medlin, of Riverbank, Cal., has opened a talking machine business in Riverbank.

Miss Della B. Rogers, of Hughson, Cal., has just opened a phonograph agency.

A new phonograph agency has been opened at Patterson, Cal., by J. W. Kerr.

Embark on Sea of Matrimony.

Miss Margaret Russell, of the office force of the Pacific Phonograph Co., San Francisco, is the latest member of the local talking machine fraternity to hazard the perils of matrimony.

Heavy Victrola Business.

Peter Bacigalupi & Sons, the Market street jobbers of talking machines, report a very good holiday trade. With them the Victrolas sold ahead of anything else. Mr. Ackerman, manager of the Edison business phonograph department of the company, has just received a shipment of the new Edison steel cabinet machines, which embody all the latest improvements in this class of instrument. The company will inaugurate a special selling campaign after the first of the year for the business phonographs.

Large Increase in Business.

The business of the talking machine department

of Benjamin Curtaz & Son has trebled during December, says Mr. Curtaz. By special advertising and modern store methods this firm has succeeded in landing a big share of the local business. Frank L. Sharp, formerly manager of the Kohler & Chase talking machine department, is now the manager of the department of Benjamin Curtaz & Son in the place of W. Gardner, who resigned recently.

Big Holiday Trade in Columbia Goods.

Manager Wortley, of the talking machine department of Kohler & Chase, announces that the holiday trade in his department surpassed all records for the department in selling the Columbia phonographs. Due to the concerts held here by David Bispham and Kubelik, an extra interest was inspired in the Columbia records of these two artists. Among the best selling records at present time are "Oh, My Beautiful Doll," and "That Mysterious Rag." The best seller in phonographs for Kohler & Chase during the holidays was the Columbia Favorite, the \$50 machine.

Run Short of Stock.

The Hauschildt Music Co. ran short on \$15, \$25 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.

The talking machine department of the Wiley B. Allen Co. experienced its usual 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 stores throughout the Coast territory, was much better than for 1910.

Pianos 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.

H. C. Warden, formerly a phonograph dealer 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. This season the sale was especially large for the big types of machines.

On December 17 A. G. McCarthy became the proud father of a nine-pound boy.

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. Baley, 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 the 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 smiles, sickly smiles. Study them and learn to know them. Laughter describes character. The loud laugh sometimes does betray a vacant mind, but sometimes it tells of superabundant health or of another nationality. A laugh natural and pleasing 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 insanity 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.

TALKS ABOUT BUSINESS BUILDING

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

TALK No. 6.

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 place?

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 the 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 urge to action. This much the novice knows. 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 tone of his voice. 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 in 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 Mansfield—that takes 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 undecipherable to him as a chop-suey 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 wants a job—but the man who can **FILL THE JOB** is always **SURE OF THE JOB**. The job wants him—more jobs than he can fill. Job-hunters are not job-fillers, and job-fillers are not job-hunters.

To be a **JOB-FILLER** you must be a man whose positive 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.)



Won't You Have a Lesson in Spanish?

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

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

The I. C. S. Language Outfit consists of an Edison Gem Phonograph made especially for language work; small horn; headband hearing tube; oil can; and 25 Conversational Records teaching pronunciation guaranteed to be absolutely correct, with native intonation and inflection. In addition to these Conversational Records there are pamphlet Instruction Papers teaching the theory of the languages. The new Outfit is at one and the same time the best and cheapest ever offered—the price being only \$35.

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

International Correspondence Schools
Box 918, Scranton, Pa.

No talking machine equalled the 1911 records of the Columbia Phonograph



These twelve record-supplements of the Columbia Phonograph Company make the year 1911 the tallest mile-stone ever set up in the talking machine business.

January—*Reed Miller*. February—*Margaret Keyes*. March—*Mary Desmond*. April—*Xaver Scharwenka*. May—*Olive Fremstad*. June—*Lillian Nordica*. July—*Mary Garden*. August—*Josef Hofmann*. September—*Cecil Fanning*. November—*Lydia Lipkowska*. 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, C

Creators of the Talking Machine Industry.

Pioneers and Leaders in the Talking Machine Art.

Dealers Wanted: Exclusive selling rights granted

the concern ever ord-announcements onograph Company



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

owners of the Fundamental Patents. Largest Manufacturers of Talking Machines in the World.
where we are not actively represented.

TALKS ON BUSINESS BUILDING.
(Continued from page 27.)

Obey the Laws of Health; develop the Powers of your Mind, "YOUR THINKER, YOUR FEELER, YOUR REMEMBERER." Give these three the proper exercise, and the world, because of the EFFICIENT SERVICE you can render, will recognize you as a competent man. Then develop your "IMAGINER" and your "WILLER" and it will recognize you as an exceptional man—a man of INITIATIVE.

You will stand on the threshold of Success.

In TALK No. 7 I will take up the last injunction, the obeying of which will lead to Achievement.

OUR FOREIGN CUSTOMERS.

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

(Special to The Talking Machine World.)
Washington, D. C., Jan. 9, 1912.

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

DECEMBER 16.

Antwerp, 3 pkgs., \$290; Berlin, 35 pkgs., \$751; Buenos Ayres, 28 pkgs., \$3,970; Callao, 7 pkgs., \$157; Cape Town, 5 pkgs., \$169; Colon, 11 pkgs., \$719; Guayaquil, 7 pkgs., \$429; Havana, 3 pkgs., \$114; 26 pkgs., \$2,260; Manila, 111 pkgs., \$4,469; Montevideo 69 pkgs., \$4,100; Moscow, 1 pkg., \$800; Savanilla, 4 pkgs., \$235; 9 pkgs., \$250; Singapore, 27 pkgs., \$1,102; Stockholm, 2 pkgs., \$525; Trinidad, 8 pkgs., \$179; Valparaiso, 4 pkgs., \$160; 11 pkgs. \$678.

DECEMBER 23.

Barbadoes, 9 pkgs., \$196; Berlin, 160 pkgs., \$3,026; Bremen, 4 pkgs., \$200; Callao, 9 pkgs., \$759; Cape Town, 8 pkgs., \$292; Chemulpo, 4 pkgs., \$169; Genoa, 21 pkgs., \$1,727; Guantnamo, 39 pkgs., \$875; Havana, 2 pkgs., \$152; Havre, 9 pkgs., \$455; London, 450 pkgs., \$6,555; 185 pkgs., \$7,655; Maracaibo, 1 pkg., \$163; Montevideo, 22 pkgs., \$1,540; 45 pkgs., \$7,067; Punta Arenas, 3 pkgs., \$144; Riga, 13 pkgs., \$1,300; Rio de Janeiro, 9 pkgs., \$284; 213 pkgs. \$5,958; Vera Cruz, 89 pkgs., \$2,660.

DECEMBER 30.

Buenos Ayres, 9 pkgs., \$495; 3 pkgs., \$175; Chemulpo, 22 pkgs., \$1,477; Colon, 2 pkgs., \$115; 16 pkgs., \$678; 3 pkgs., \$306; Corinto, 5 pkgs.,

\$146; Guayaquil 2 pkgs., \$101; Hamilton, 3 pkgs., \$103; Havana, 4 pkgs., \$188; 5 pkgs., \$872; Havre, 10 pkgs., \$260; La Libertad, 3 pkgs., \$136; Limon, 18 pkgs., \$665; London, 245 pkgs., \$5,309; 13 pkgs., \$224; Manila, 63 pkgs., \$5,073; Mollendo, 2 pkgs., \$203; Puerto Cabello, 4 pkgs., \$194; Singapore, 18 pkgs., \$759; Soerabaya, 50 pkgs., \$145; Vera Cruz, 63 pkgs., \$2,072; 90 pkgs., \$2,508; Yokohama, 7 pkgs., \$383.

JANUARY 6.

Buenos Ayres, 148 pkgs., \$2,658; Callao, 9 pkgs., \$692; Cartagena, 4 pkgs., \$156; Guayaquil, 13 pkgs., \$608; Havana, 5 pkgs., \$171; Havre, 10 pkgs., \$964; Liverpool, 2 pkgs., \$275; London, 1 pkg., \$225; Mazatlan, 5 pkgs., \$229; Montevideo, 5 pkgs., \$111; Nassau, 3 pkgs., \$109; Pernambuco, 23 pkgs., \$886; Porto Cabello, 4 pkgs., \$174; Port Limon, 16 pkgs., \$722; Valparaiso, 4 pkgs., \$216.

THE ART OF ANTICIPATION.

A New Plan for the New Year—Some Suggestions Worthy of Consideration.

Mr. Dealer, the dawn of another year is breaking athwart the business sky. May the sun rays of prosperity dissolve the clouds of care in a sea of gold. May the winds continue fair and the good ship "Trade" plough her stately way onward toward the harbor of another great success.

Here's to you and to your ship! May she drop anchor on the last day of the year 1912 with even a more valuable cargo aboard than she brought you at the end of the season just closed.

What new plans have you formed for the new year—original plans that the other fellow has not thought of?

In these strenuous times, Mr. Dealer, you must be forever on your mettle, using your head and your hands simultaneously if you do not wish to be left at the tape in the Marathon for trade supremacy.

When you have a minute of leisure, employ it in thinking. It is the best possible exercise for your brain, and then again there is always a chance of it meaning money to you. To illustrate: I chanced to be in a talker shop the other day where a very obliging clerk was waiting upon an extremely attractive young lady. What struck me most forcibly was the ease with which he was able to satisfy her wants without the long preliminary concert and suggestions which usually precede record sales. He evidently knew her favorite artists by heart and was in a position to satisfy her

craving for good music intelligently and promptly.

After the lady had purchased to the extent of her pocketbook, she was handed a catalog of the current month's records and informed that the selections which would most appeal to her were marked therein.

"Stop in when you are downtown, and I will be very glad to play them for you," he remarked courteously as he bowed her to the door.

"Kind sir, pray tell me," quoth the writer, pulling the aforesaid clerk by the sleeve, "why is it you are able to sell the fair one \$10 worth of records without receiving a suggestion from her as to her musical tastes? It would appear to the uninformed that you are a mental telepathist as



well as a salesman. Please unbosom yourself that The World may know of this marvelous accomplishment."

The young man grinned a spacious grin. "Sure thing!" he cried. "The World shall know; I am no monopolist. The secret of my marvelous accomplishment, as you are kind enough to term it, is simply making a close study of *anticipation*. By *anticipation* I mean being able to absorb our patrons' likes and dislikes the first time they call, so that when they come again we know what they want and are saved the time usually consumed by dealers who do not avail themselves of this trade bringing method in playing records that customers do not like and would never purchase.

"All dealers who have not tried this means of enhancing business should listen to my little tale. Take pad and pencil, friend, and I will unbosom further."

He grinned again, and seeing his command promptly obeyed continued: "I found that we were wasting valuable time in preliminaries while playing records for patrons. We did not seem capable of holding their attention from the start, even though they had visited our hearing room many times before, so I immediately sought for a solution of the problem. After some hard thinking, I finally hit upon the *anticipatian* stunt, about which I have told you.

"Of course, you understand that a new customer has to be initiated and his tastes determined, but when this is done my plan proceeds at once to make good. After I have gained a very fair idea of my patron's wants, I do not forget all about him until he comes again, as most dealers would do, but instead I enter his name in my little red book and opposite it a letter designating the kind of selection he liked best.

"If he is fond of sentimental selections, the letter S will be in evidence. If his desires should run along humorous lines, the letter H would appear, etc.

"It's a cinch, old man, to keep such a record, and you just saw for yourself how it helps a fellow out.

"I believe every dealer should endeavor to keep posted on his customers' needs, as it will to a large extent do away with the long concerts that generally accompany record sales."

Now, Mr. Dealer, here is a new plan for the new year. Do with it as you will.

HOWARD TAYLOR MIDDLETON.

You cannot get rid of the blues by painting your nose red.

"BUEHN SERVICE"

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.

"BUEHN SERVICE"

"SUPERIOR SERVICE"

"SUPERIOR SERVICE"

FROM OUR EUROPEAN HEADQUARTERS

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

The Happenings of the Year Just Closed Interestingly Reviewed by Our London Correspondent—Important Matters Which Came Up for Consideration and Which Were Satisfactorily Adjusted—What the New Year Will Unfold in the Disc and Cylinder Field—Trade During the Christmas Holidays Was Phenomenal, and Despite the Most Earnest Efforts It Was Difficult to Supply Demands with Alacrity—The Copyright Bill Passes House of Lords and Is Now a Law—Further Proof That Advertising Pays—Lower Parcels Post Rates to United States—Some Interesting Talking Machine Recitals Show Popularity of the "Talker"—The News of the Month from Across the Pond.

(Special to The Talking Machine World.)

London, E. C., Jan. 6, 1912.

The festive season must have been considerably gayer this year than ordinarily, owing to the enormous number of machines and records sold 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 of the month. I am beginning to think that the average British dealer, while in many respects live enough at his work, is slow in appreciating the real possibilities of the talker trade at Christmas.

Many failed to gauge the demand beforehand and the consequence was that they found themselves somewhat short of actual requirements. Perhaps they are not so much to blame after all, for even some of the factors were caught napping. However, all worked like Trojans, and although an occasional difficulty was experienced in keeping up with orders, the dispatch and delivery arrangements were excellent.

A Review of the Past Year.

Perhaps no more opportune time than the present could be taken for a discursive retrospect of talking machine conditions and developments during the year which has just closed, and I propose, therefore, to disclose to those who will bear with me a panoramic view of the trade situation during 1911.

Let it be at once admitted that, despite the many clouds which gathered from time to time upon the political and industrial horizon, the mechanical musical industry enjoyed a period of unexampled prosperity and steady progress throughout. Moreover, when one considers the phenomenal activity of the boom season 1906-1907, and the enormous decline in trade during the two years which followed, the position to-day is all the more satisfactory because of the splendid recovery of an industry which even now certain pessimistic people persist in regarding as ephemeral in nature. We are on the high road to proper understanding with such people, for it is generally conceded by manufacturers that sales during the past twelve months will be found to have exceeded in many instances the figures of 1907. While I do not seek to discover any explanation of this pleasing situation, some little credit must be ascribed to the educational value of liberal expenditures on that which oils the wheels of commerce as nothing else can—advertising. Never before in the history of this trade has so much publicity been indulged in as during the last three months or so, and even away back through the whole summertime its sales creative force has been so clearly manifest that even the smaller firms were moved to add their quota in this direction, the cumulative value of which is inestimable. But all the advertising in the world will not continue to sell a bad article, no matter how cheap. In the talking machine field the buying public discriminate to-day as never before. Not so very long ago—to be precise, about five or six years—when the cylinder held sway, anything which could reproduce recorded sound was eagerly snapped up, and so hard pressed were the manufacturers to keep 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 public mind, educated as it quickly was, 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 conciliate the public, and it was about 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 exacting public demand will conduce 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 exercise a great influence upon the future of our industry.

First and foremost, perhaps, the greatest revolutionary influence is that engendered by the new Copyright Act. It has been fully discussed in this 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 or two as to its likely effect may not be out of place, especially now that the bill has completed its parliamentary career and will come into operation in a few months' time. As dealers are aware, the tax imposed is, for the time being, fixed at the rate of 2½ per cent. on each selection with a minimum of one half-penny. That is to say, on the popular price half-a-crown disc a levy of one penny is exacted for the two selections and proportionately more in the case of a record containing excerpts of a number of pieces. Now, the question is, Who will pay this extra amount? The tendency is against increasing the price to the public, and so we have only the trade to fall back upon. Little definite information is available, but it is not unreasonable to assume that the burden of this penny royalty will be borne equally by the whole trade. Doubtless it will be divided into proportions among the manufacturer, factor and dealer. In any case, we incline to the belief that the public will not be called upon to pay it, having especial regard to the competitive interest involved. Healthy competition—even a certain amount of friendly jealousy—is always to be encouraged in every phase of commerce, because it spells progress, but we cannot blind ourselves to the fact that in the talking machine business to-day competition carries with it a sickening tale of deplorable methods of rivalry and intimidation scarcely to be met with, we should think, in any other similar or allied industry. But this is an aspect of the situation which we shall descant upon later; it is only briefly referred to here in order to emphasize the unlikelihood of manufacturers increasing the public price of records even to the extent demanded of them under this new Copyright Act.

Litigation an Unknown Quantity.

Looking back upon the past year and comparing it with 1910, appeals to the law were few and far between. With the exception of one or two minor encounters of a legal nature, litigation was more conspicuous by its absence. This fact is thrown into bold relief by the black background of the previous twelve months, during which period many questions of a far-reaching character in connection with patents were finally decided, and which to-day exert a powerful influence for the good of the industry as a whole. In the light of these remarks the meaning of the above paragraph caption, more especially to the uninitiated, might appear somewhat obscure. But it is literally correct, for it may not be generally known that more than one patent action has been mooted, and even yet

stand as a possible revenue-producing element for the lawyers. That is why we are forced to describe 1911 litigation events as being of an unknown quantity. We do not attempt to weigh the pros and cons, because it is quite possible that nothing will eventuate and, moreover, the trade will appreciate the importance of our silence at a time when perhaps delicate negotiations are pending for a settlement. With that we will pass on to the consideration of other happenings during the year.

Amalgamation of Important Concerns.

The fusion of the British Zonophone and Twin Record Companies, away back in the early part of last spring, furnishes an instance of the value of concentration. As the trade is aware, the immediate result was widely beneficial. All the best Zonophone titles were reimpresed on the Zono-Twin double record, and one cannot overestimate the sales value of the magnificent and extensive repertoire which the company now offer. The union of these two concerns was not without its lesson, for we may fairly assert, we think, without fear of contradiction, that it finally sealed the doom of the popular priced single-sided record. From this viewpoint we judge its significance, although at that time the move was determined as much by certain other minor considerations as the fact that, given two records of average merit, one single and the other double-sided, priced proportionately cheaper than the former, there could be no question but that the double record must eventually have won out. Anyway, from the moment the new company got to work sales simply forged ahead at a remarkably accelerated speed and to-day a wonderful increase is to be noted.

Another Important Fusion.

Later on in the year, during the early part of August, another important amalgamation was announced by that go-ahead house of Carl Lindstrom, Ltd. Following upon their absorption of the Beka Record, Ltd., and Fritz Puppel (talking machines), at the time mentioned they also took over the whole of the interests hitherto controlled by the Fonotopia Co. (London), Ltd., which included the management of the Odeon, Jumbo and Fonotopia records distributed by the International Talking Machine Co., Ltd., of Berlin, with branches in different continental centers, and in this country and other places abroad by Messrs. Barnett Samuel & Sons, Ltd. For the purpose of acquiring the majority of the capital stock of Fonotopia, Ltd., the Carl Lindstrom joint stock company increased their capital by 1,500,000 marks.

Under the capable management of Barnett Samuel & Sons, Ltd., the sales of the Fonotopia, Odeon and Jumbo records have reached to splendid proportions and they will continue the agency for these products as heretofore.

This gigantic move on the part of the Carl Lindstrom 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 industry 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 in this respect a big responsibility rests upon them 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.

The Maintenance of Prices.

To a considerable extent the welfare of this industry is vested in the large corporations. They have the capital to beat the small concerns, who are tempted to their doom by a specious method of price cutting. The events of the past eight or nine years more than confirm our statement. During 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

FROM OUR LONDON HEADQUARTERS—(Continued.)

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 in 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 even 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.

During the past twelve months one noticeable feature of the trade situation has undoubtedly been the prevalence of price-cutting. It is no uncommon thing to see disc records listed retail at 1s., 1s. 3d. or 1s. 6d., and cylinders at anything from 3½d. upwards. It must be admitted that this is not always the fault of the manufacturers, but in some instances it is.

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 dignity 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. All manufacturers must adjust their policy in accordance with the exigencies of the present conditions. The aloofness of even one would 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 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 ban 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 uncommon. 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 record 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, but 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 ma-

chines 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, £2 in 1910 can now be bought for about 25 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 £5 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 lifelike 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.



To T. M. the KING and
QUEEN OF SPAIN



To H. M. the KING
OF SWEDEN



To H. H. the KHEDIVÉ
OF EGYPT



To H. M. the KING
OF ITALY

ROYAL APPRECIATION. "HIS MASTER'S VOICE"

the whole world over stands for
PERFECTION IN TALKING MACHINES

Branch Addresses:

LONDON: The Gramophone Co., Ltd., 21, City Road.
BERLIN: Deutsche Gramophon-Actiengesellschaft, Ritterstrasse 35.
VIENNA: Osterr. Gramophon-Ges. m. b. H. Krugerstr. 8.
BUDAPEST: The Gramophone Co., Ltd., IV. Kossuth Lajos utca 8.
TIFLIS: The Gramophone Co., Ltd., Golowinski Pr. 9.
BARCELONA: Cia Francesa du Gramophone, 56 Balmes.
BRUSSELS: Cie Francaise du Gramophone, 51, Avenue de la Porte de Hal.
ALEXANDRIA: The Gramophone Co., Ltd., 13, Rue Stamboul (P. O. Box 414).
CALCUTTA: The Gramophone Co., Ltd., 139, Belliaghata Road, Scaldah, Calcutta (P. O. Box 48).
BOMBAY: The Gramophone Co., Ltd., 7, Bell Lane, Fort, Bombay (P. O. Box 118).
AUSTRALIA: S. Hoffnung & Co., Ltd., Gramophone Branch, Pitt Street, Sydney.
EAST AFRICA: Bayley & Co., Lourenzo Marques.
SOUTH AFRICA: Darter & Sons, Adderley St., Cape Town. Mackay Bros., Rissik St., Johannesburg.
RUSSIA: The Gramophone Co., Ltd., 33, Alexanderstrasse, Riga. Also branches at Petersburg, 58, Fontanka. Tiflis, 9, Golowinsky prospekt.

COPENHAGEN: Skandinavisk Grammophon-Aktieselskab, Frihavnen.
STOCKHOLM: Skandinaviska Grammophon-Aktiebolaget, Ap. pelbergsgatan 52.
RIGA: The Gramophone Co., Ltd., 33 Alexanderstr., Postfach 1037.
PARIS: Cie Francaise du Gramophone, 15 Rue Bleue.



To H. M. the SHAH
OF PERSIA



BY APPOINTMENT
To H. M. QUEEN ALEXANDRA

Great Britain: **THE GRAMOPHONE CO., Ltd.**
21 CITY ROAD, LONDON, E. C.



FROM OUR LONDON HEADQUARTERS—(Continued.)

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 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 2s. 6d., as against 3s. 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, but only for a time. Looking facts in the face, it is apparent that other record prices would be forced down and in a short time the trade would find itself on much the same competitive plane as before, only with this difference, that the public, and it alone, would be getting all the milk out of the cocoanut by benefiting solely over the difference in price. Where, then, is there any concrete advantage in upsetting the stability of the industry by lowering present prices?

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 unfortunate 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 tonal 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 is 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 win out. 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 Amberol 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 general cause for 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-disturb-

ing 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 be even 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 deputy, 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.

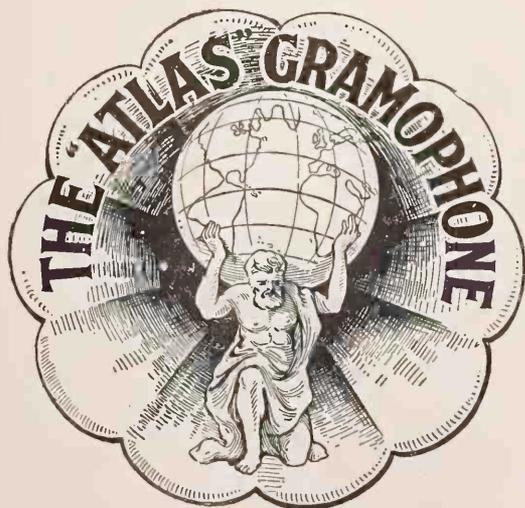
In the Upper House, clause 17, which relates to posthumous works, was, on the motion of Lord Gorell, amended by the addition of a new subsection providing that the proprietorship of an author's unpublished manuscript after his death should be prima facie proof of the copyright being with the proprietor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

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.

2. Failure to explain disappearance of assets and insolvency brought about by gambling are made criminal offenses. Failure to keep trading accounts is made criminally punishable only in the case of a "trader who has on a previous occasion been insolvent."

3. At present all after-acquired property of an undischarged bankrupt is claimable by the trustee in the bankruptcy. Under the bill (a) protection will be given to bona fide purchasers of real (as is now the case with personal) property of this nature; and (b) if an undischarged bankrupt, his assets acquired since the earlier bankruptcy will be distributed pro rata between the new and the old creditors.

4. All married women engaged in trade are made amenable to bankruptcy proceedings upon a bankruptcy notice following judgment.

5. In regard to marriage settlements, additional restrictions are imposed on the power to place property out of the reach of creditors in case of bankruptcy, by means of covenants in such settlements.

6. General assignments of book debts are to be void against a trustee in bankruptcy unless registered.

7. Numerous safeguards are proposed with a view to secure, as far as possible without introducing official control, honest administration by trustees under deeds of arrangement (outside bankruptcy). Various other provisions are included; it is also 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 for rent payable in advance.

Pasquariello Makes Pathé Records.

Pasquariello, the popular Italian comedian, who appeared at the London Hippodrome with great success, has, we learn, made some really excellent Pathé 11-inch records.

A Souvenir from T. Edens Osborne.

An exceedingly useful calendar reaches me from Thos. Edens Osborne, of Belfast, and for which I am duly grateful. It is illustrated with the face of a sweet lady, known as Doröthea, reproduced by color photography from an original painting by Henri Roudel.

Big Advertising Produces Results.

Having noticed the extensive amount of advertising which "His Master's Voice" Co. indulged in during December, we were prepared to learn that they had experienced a record month, but this scarcely conveys an accurate idea of the enormously increased demand for their goods. We understand that both machine and record sales far exceeded any corresponding period in the firm's history, and when we received a cartoon depicting the staff in various stages of exhaustion it is clearly evident that "His Master's Voice" had enjoyed a most prosperous time. This was doubtless in part due to the excellent seasonable fare with which the company's dealers were provided, and we notice that the same wise policy of studying the demands of the moment, so to speak, is again manifest in the latest list of records (January) to hand, and which are as follows: "Leonora," overture (No. 3) Part I; "Leonora," overture (No. 3), Part II, and "Leonora," overture (No. 3), Part III (Beethoven), by New Symphony Orchestra. "Pink Lady," Selection I, and "Pink Lady," Selection II (Caryll); "Pink Lady," valse (Caryll), and Haydn's "Toy Symphony," by Mayfair Orchestra. "Drury Lane Pantomime," overture, Part I, and "Drury Lane Pantomime," overture, Part II (arranged by Glover), Glover's Orchestra. "Polonia," overture (Wagner); "Il Conte d'Essex" (Merdante), and "Gaiety Echos" (Monckton and Caryll), by the Band of H. M. Coldstream Guards. "Serenade" (Widor), Renard Trio; "Hush, Dear Heart" (Behrend), Evan Williams; "Morning Hymn" (Henschel), Gervase Elwes; "For I Do

Love You So" (Leoncavallo), John Harrison; "The Farmer's Pride" (Kennedy Russell), Chas. Tree; "A Chip of the Old Block" (Squire), Harry Dearth; "The Birds Go North Again" (Chas. Willeby), Mme. Edna Thornton; "I'll Sing Thee Songs of Araby" (Clay), Miss Ruby Helder; "Beautiful Lady," waltz song ("Pink Lady") (Caryll), Miss Lucy Marsh; "The Harmonious Blacksmith" (Handel), The Minster Singers Quartette; "The Children's Harlequinade" (Robert Hale), Robert Hale (of the Gaiety Theater), and "Christmas in a Mining Camp," also by Robert Hale; "Plumstones" (Worlock), Miss Margaret Cooper; "Nurse, Nurse" (Lee and David), Miss Clarice Mayne (acc. by "That"); "Future Mrs. Hawkins" (Chevalier), Albert Chevalier; "A Fishy, Fishy Story" (Hanray) Tom Clare; "The Hairdresser" (Fred Rome), Alfred Lester (assisted by Miss Buena Bent), and "The Three Trees; or, There, There, There" (Spring Maid") (Dudley Powell), Mark Sheridan.

Lower Parcels Post Rate to States.

H. Samuel, postmaster-general, replying to C. Roberts in the House of Commons recently, said: "I am aware that the postage on parcels sent from the United Kingdom to the United States of America is at present somewhat higher than the postage charged on parcels sent from Germany to the United States of America, and I have been in negotiation with the United States Post-Office Department for some time past with the view of effecting a reduction of the rates from this country. I am glad to announce that the negotiations have been successful, and that, as a result, the rates on parcels sent from the United Kingdom by the official service have been reduced as from Dec. 1. The past rates were: Up to 3 pounds...1s. 6d. Up to 7 pounds...2s. 6d. Up to 9 pounds...3s. 6d. Up to 11 pounds...4s. 6d. The future rates will be: Up to 3 pounds...1s. 3d. Up to 7 pounds...2s. 3d. Up to 11 pounds...3s. 3d.

These new rates compare favorably with those of Germany. With reference to this announcement it is notified that the postage on parcels sent from this country by the semi-official service carried on in the United States through the agency of the American Express Co. will remain unchanged.

Excellent List of Edison Records.

Particular attention is drawn in the Edison Record Supplement for February to three special Amberola records by the very best talent, which have been recorded at great additional expense. To this, and to the fact that the quality of the records are in every way superior, the company has decided to price them at 2s. 6d. each, feeling confident that the trade and public alike will welcome this new departure. The titles are: "Ave Maria" (Bach-Gounod) (soprano solo with violin obligato), Marie Rappold and Albert Spalding; "The Last Rose of Summer," Marie Rappold, and prize song, "Die Meistersinger" (Wagner, Wilhelmj) (violin solo), Albert Spalding. Amberol records: Selections from the "Mousmé" ("The Maids of Japan"), National Military Band; "Let's All Go Mad" (Godfrey and Williams), Billy Williams; "Hearts of Oak" (Garrick and Dr. Boyer), Peter Dawson; "There's Plenty of Room in the Park" (Harrington and Neal), Miss Florrie Forde; "Dreaming Waltz" (Archibald Joyce), Alhambra Orchestra; "The Hymns My Mother Used to Sing" (F. Langford), David Brazell; "It Was Three o'Clock in the Morning" (R. Penso), Jack Charman; "Les Deux Magots Overture" (Bouillon), Alex Prince (concertina solo); "Kathleen Mavourneen" Crawford and Couch, Ernest Pike; "Baby's Box of Toys" (R. Penso), Stanley Kirkby; "The Em-

peror Passes" (Patrol) (Vollstedt), H. M. Irish Guards' Band; "I Wish I Had Someone to Love Me" (Lauder), Harry Lauder; Three quotations, No. 3, "Nigger in the Woodpile" (Souza), Souza's Band; "If All My Dreams Were Made of Gold, I'd Buy the World for You" (G. Evans), Irving Gillette; "That Mysterious Rag" (Berlin and Snyder), Premier Quartette; "Chimes of Normandy Airs," No. 1, Edison Light Opera Co.; "Prelude," Calace op. 45, No. 1 (mandolin solo), Demetrius C. Dounis; "Trust in the Lord," Nevada Van der Veer-Miller; "Kamenoï-Ostrow," American Standard Orchestra; "Come to the Ball" ("The Quaker Girl") (L. Monckton), Joseph A. Phillips and mixed chorus; "Polonaise de Struensés," Garde Republicaine Band; "Kathleen Mavourneen" (F. W. N. Crouch, Venetian Instrumental Trio; "Killarney, My Home O'er the Sea" (F. K. Logan), Frank X. Doyle and chorus, and "I Love to Tell the Story" (W. S. Fischer), Edison Mixed Quartette. Special foreign selection, price 1s. 6d., "Era Diavolo," overture (Auber), Johann Strauss' Orchestra. Standard records: "Won't You Waltz 'Home, Sweet Home' with Me for Old Time's Sake?" Bryan G. Harlan; "That Mysterious Rag" (Berlin and Snyder), Premier Quartette; "The Gendarmes' March" (J. Brandt), H. M. Irish Guards' Band; "Why Can't We Have the Sea in London?" (Godfrey and Williams), Billy Williams; "Just a Wee Deoch-au-Dous" (Morrison and Cunniffe), Miss Florrie Forde; "On the Road to Gagg-a-Zig" (Herman Finck), Alhambra Orchestra; "Sing Something Irish to Me" (F. Godfrey), David Brazell; "O'Brien" (C. W. Murphy), Stanley Kirkby; "Down by the Old Mill Stream" (Tell Taylor), Albert Crawley; "Capt'n Ginjah, O. T." (Leigh), Jack Charman; "Viva la Joba" (Spanish dance) (P. Marquina), National Military Band, and "The Coulin," W. N. Andrews.

New Companies.

Wolsey & Wolsey, Ltd., musical instrument dealers; capital, £5,000; 15-16 King street, Great Yarmouth.

Music Typewriter Co., Ltd.; capital, £25,000.

Rayflex Co., Ltd., phonograph manufacturers; capital, £32,000. No address given.

Auxetophone at Children's Matinee.

At the annual children's matinee of "Wonderland," given at the Royal Hippodrome, Belfast, T. Edens Osborne gave selections of popular music on the auxetophone, which, we understand, was very greatly appreciated. By this method Mr. Osborne obtains much useful publicity apart from his consistent representation in the local journals.

An Edison Smoking Concert.

R. P. Wykes, of the Arcade Emporium, Northampton, recently conceived the idea of giving an Edison smoking concert and exhibition. Held at the Stag's Hotel, Northampton, on December 14, an exceptionally strong program was provided.

The decorations of the room were excellent. Garlands of flowers crossed the ceiling in all directions, and a photograph of Mr. Edison, framed in oak, was surmounted by English and American flags. Although the large room had seating accommodation for 200 people there was not even standing room available for the late comers.

Although one or two artistes appeared in person, the phonograph was the principal fun provider, and it got through an extensive program. The most successful selection of the evening seemed to be the "Golden Wedding," which evoked storms of applause. The Edison "Standard" phonograph was used, fitted with Cygnet horn and "O" model reproducer. The first record heard was a "Phonogram" from Paul H. Cromelin, managing director of the National Phonograph Co., Ltd., explaining his inability to attend in person, owing to pressure of business in London, and deputing W. Dunville

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MR. RECORDER, the best existing recording material for Berliner- (Gramophone-) cut? If
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Simons, the company's sales manager, to preside over the proceedings on his behalf. His record quite took the audience by surprise, owing to its novelty, strikingly clear reproduction, and the explanation that it was an ordinary Edison cylinder made on an ordinary machine with an ordinary recorder, and with no special preparations.

Mr. Simons spoke at great length on the advantages to be derived from home recording. A review was given of the recent developments made in Edison products, the Edison policy being at all times one of progression, and that many new developments could be expected.

A telegram was received during the evening from Mr. Edison's representative wishing the concert every success, the reading of which created an excellent impression.

Mr. Wykes and his committee were thanked by the chairman on behalf of the company present and the Edison Co. for their good work in carrying out the concert. Mr. Simons suggested that a society be formed called the "Northampton Phonograph Society," the chief object of which would be to encourage home recording—contests being held from time to time to judge results obtained by its members, and advised them that the Edison Co. would be pleased to co-operate and give every encouragement in that direction.

We are sure it is very pleasing to the trade generally to see the splendid work that has been done by these few enthusiasts. The enterprise of Mr. Wykes is certain to result in increased business.

Dealers could with advantage follow the example set by Mr. Wykes in organizing concerts and "home recording" contests, and thus realize to the full the big advantages to be gained from the sale of blanks, recorders, etc.

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.

Edison Phonograph Equipments Standardized.

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 factors.

The machines themselves, we understand, are being rushed through with as much despatch as possible.

The advantages of standardizing Edison equipments 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 feel that it will go a long way toward counteracting the delay in getting out our new disc line.

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 "Sunny Seaside," Joe Elvin; "Belfry Serenade" and "Carillon in E B," Black Diamond Band, with bells; "Stick to Your Mother, Tom" and "Wanted a Harp Like the Angels Play," Ernest Pike; "Many Happy Returns of the Day" and "The Vacant Chair," Peter Dawson; "If You Should See a Dandy Coon" and "Little Luna Loo," G. H. Elliott, and "I'm Not One That Wants to Say 'Owt'" 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

recounts 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 I 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 my name as the answer to (f) 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 you. Evidently my advertising the phonograph for so many years is creating an indelible impression upon the minds of the young generation."

8. Whose name is connected with the introduction of each of the following: (a) The printing 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 Bull Rushes."

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

In "Matrimonial Bliss" we have two pictures of the blessed state. One depicts "hubby'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 promise action.

The fifth sketch is an idyll on coster life as presented to music hall audiences by those popular characters, Duncan and Godfrey. It is the "Coster's Courtship," and the fads and foibles of Jim and his "Liza" are beautifully reproduced in a delightful comedy 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'l), Haydn Orchestra, and "Rosamunde," overture, Part I, adante, and Part II, allegro, vivace (Schubert), Court Symphony Orchestra. 10-inch—"Sue" (W. Hargreaves and Sam Poluski) and "Misunderstood" (Poluski Bros.), Poluski Brothers; "In the Shadows" (H. Finck) and "Pretty as a Pink" (bells solos), Wm. H. Ross; "Hush, Here Comes the Dream Man" (Maurice Scott), Charles Holland, and "I Used to Believe in Fairies" (Spink), Edwin Greene, "Billy" (Keidis and Paley), and "All Alone" (H. Von Tilzer), Miss Beth Tate; "Belle of Brittany," waltz (Talbot and Korn) and "Dreaming," waltz (Archibald Joyce), Casino Orchestra; "Bohemian Boys' Lancers" (arranged by Warwick Williams), figures 1, 2, 3 and 4, King's Military Band; "Bohemian Boys' Lancers," figure 5, King's Military Band, and "L'Amour qui rit," polka march ("She Only Started Giggling), with vocal effects, Casino Orchestra; "1912 Panto Hits," Parts I and II, and "1912 Panto Hits," Parts III and IV (arranged by A. W. Kiteley), King's Military Band.

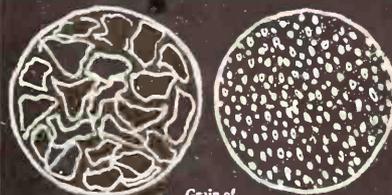
New Columbia-Rena Scottish List.

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 "Cadet" Machine a Success.

The success of the Columbia "Cadet"—the hornless 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.

Don't Buy Needles That Damage Records



Bad Needles

Cleopatra Needles

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

Consequence:

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

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

Finest Reproduction,
No Ruin of Record.



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Needle and Pin Works

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**It's safe to say because it's easy to prove
—that the musical product of the Colum-
bia record laboratory maintains an un-
paralleled high average.**



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

DETROIT A BUSY CENTER.

Talking Machines Now Sold to People Who a Few Years Ago Looked Upon Them with Disfavor—Columbia Business for December Forty Per Cent. Greater Than Any Month Since They Engaged in Business in Detroit—Max Strasburg of 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 to look at fifteen dollar ones and buy fifty dollar ones, or go 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 Columbia 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 wits ends to keep the dissatisfied patrons smiling. There was quite a run on the \$150 and \$200 machines.

The demand for Columbia records is so great that some of the sub-agencies here are putting in full catalogues. Agents of other lines also are putting in Columbia records.

Fancy cases are beginning to put in an appearance and are attracting much attention, but the good old mahogany remains the favorite in the high grades of instruments.

Max Strasburg, chief of the Victrola Shop, is trying to induce his next door neighbor to move. The Victrola Shop needs the room. "We need just about twice as many demonstrating rooms as we have now," said Mr. Strasburg. "We have taken a long lease on this corner and cannot very well get away from it. It's a first-class corner and we don't want to get away from it, for the location is constantly improving. So we are try-

ing to lease the store next to us and connect the two places. If we had about twelve demonstrating rooms we would be all right." Mr. Strasburg reports that the \$200 Victors are selling best just now. Holiday business was most satisfactory at the Victrola Shop.

Grinnell Brothers, Victor jobbers for Detroit and vicinity state: "We did three times as much business during the holidays as we ever did in a similar period before, and I think if we could have received the machines we could have done a third better still."

"In our wholesale house the men worked until 10 and 11 o'clock at night," said Harry Rupp, "sometimes later, shipping the jobbing orders. A day or two before Christmas we were entirely 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 this week.

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. Victors and Columbias 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 is the only policy. 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 employe, buyer or seller. New laws are making it easier for people to be 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 employe 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

Wholesale Business Steadily Growing in Volume—Recent Visitors to the Factory—Whaley-Royce & Co., of Toronto, and Winnipeg, Report Big Sales of U-S Machines—Full Force of Salesmen Now on Road.

(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 "repairman" in Battle Creek, and it is doubtful if her equal can be found in the whole State of Michigan. She fairly bubbles 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. Bennett 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 during Xmas week and the boys have all started out with renewed vim for the ensuing year.

To Business Men

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



All the way from Demand to Dealers' Discounts, the Columbia line is Decidedly Desirable.



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

A JOBBER'S VIEWS FOR 1912.

The Possibilities, Opportunities and Needs of the Industry Are Outlined from the Viewpoint of J. Newcomb Blackman, President of the Blackman Talking Machine Co., New York.

It is fitting at this time of year to make resolutions, predictions and plans 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 constantly forged ahead in spite of general business conditions. With the example of the manufacturers in constantly improving their product and advertising incessantly, those jobbers and dealers who have adopted similar policies have, without doubt, profited accordingly.

One of the greatest accomplishments during the past year and one which the writer feels, holds forth a wonderful opportunity for the business, has been the success in introducing talking machines with suitable educational records in public schools throughout the country. It simply shows 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 value, the use of the machines in schools surely produces, and dealers will do well to think deeply on this subject, even though it may be at first extremely difficult to introduce the machines in their local schools.

The grand opera records have done much to educate the ordinary people to better music. The kind that produces a lasting pleasure and becomes a part of, what might be termed, your permanent library of selections. The recognized difficulty in recording and reproducing with remarkable fidelity the voices of the greatest artists is but another evidence of the elevation in the art. It is easy to tear down, but hard to build up, and yet our industry is an example of a steady and successful effort during the past years to sell the higher priced goods because of their merit.

I might mention many other evidences of constant advancement, but will call your attention to a few apparent features of the business that should be looked into with a determined purpose to correct an existing evil.

That old subject, the "Cash and Installment Problem" is becoming more serious, and I predict, must be handled in a manner that will encourage cash purchases, whereas the situation is distinctly otherwise at present.

The talking machine business was founded on a one price system, the essence of which was, "one price to all," and discounts, rebates or anything that would tend to give the benefit of a cut in price was prohibited. This seemed fair for all and placed everybody on an equal footing. Review the competition of the last few years, however, in the sale of the higher priced instruments and a broadcast advertising, asking the purchaser to buy one, making the first payment after a two months' trial, with twenty months to pay in equal amounts

the balance. In other words, the buyer has been told to keep his \$200 and buy the machine on a two years' time at the cash price. Figure the interest that this money will earn during that period, the cost of handling the credit, and depreciation through bad debts. Does this represent anything other than a discount on the outfit? The trade are required, under penalty of suspension, to make all cash sales at the full price, and yet all these inducements are offered to the man who will not pay cash.

The terms quoted above, under the most favorable conditions, make the dealer wait two-thirds of the period before he gets his cost. Indebtedness on these machines run into large amounts quickly. The ordinary dealer simply cannot afford to sell on these terms, and he, therefore, is either compelled to cut the price to get cash, or try and get along on record business only. Unfortunately, many dealers attempt to follow the big department stores and dealers, and expect the jobber to carry their accounts and furnish the capital to do it with. This a jobber not only cannot afford to do, but is prohibited from doing.

I do not cite this condition as a criticism of the large dealer or department store, for it has come about by unrestrained competition in the matter of terms, and I know that several of those who are offering those inducements would prefer some system that would place a limit on terms, making a reasonable distinction that would encourage some cash business.

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

Every talking machine company that has ever discussed this subject has been fair enough to admit the above facts, but simply threw up their hands and said they could not regulate it. More difficult problems have been handled by these same companies when they arrived at a point where they decided the problem must be solved, the situation must be met.

I feel this time has arrived, and if not soon regulated, price cutting will increase. Dealers will be unable to get the credit they need from jobbers; jobbers deeply entrenched in the business will be forced to go into the retail business until such time as they can discontinue.

It is the ordinary dealer multiplied by thousands, who is constantly a "plugger" and a "producer," and has made big results possible. We must have these thousands of dealers in order to give local record service. We need the "big fellow," and I believe we can adopt a system that will correct the above evil and suit all.

Is it not true that prosperity may have overshadowed, at least temporarily, a proper analysis as to whether the present system is suitable for all times and all business conditions with the future before us to be considered.

Before concluding, I want to impress upon the manufacturers as a whole, that my remarks are not directed to anyone in particular, "unless the shoe fits," and I have avoided specific reference.

Dealers and jobbers for some time have had a feeling of unrest regarding "future policies" of the manufacturers. Many remarks have spread

regarding future restrictive policies which certainly would, at least temporarily, work a hardship and loss upon many of those most vitally interested in the trade and who are large assets to the business.

The present business, its policies, agreements and conditions were not made over night, but represents an evolution. Would it not be well to "make haste slowly" on drastic moves that seem necessary or advisable to meet new conditions?

So far we have been fortunate in avoiding any "trust" action on the part of the Government, and our success in this respect in the future will be best assured through a policy of reasonable harmony, without forgetting the rights of all parties. Every dealer and jobber has a common interest with the manufacturers to work for harmony and with a harmonious organization, strife does not kindle well.

In conclusion, let me say that I have been identified with this industry for fourteen years, giving my entire time and attention to the sale of talking machines, and hope to continue at least that much longer. Past success, however, should not blind us to defects or a proper caution against unfavorable conditions that might arise.

The various makes of goods have sold on "merit" and can do so in the future, and "to lead the nag" rather "than drive him," is often the best plan. 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 "digested" 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 \$5,000,000. The officers of the company are William Rotter, president, and Louis Hannoeh 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* to express his views 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 such 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 and judgment have 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 closed with a substantial percentage of increase over corresponding months of the previous year and an aggregate total increase of phenomenally large proportions. It was 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.

"The assuring fact is 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 willingness to support the manufacturer in efforts to raise the standard of musical excellence in sound records, and open, frank, good faith and reasonableness in all dealings with the trade.

"The company consistently adhered to its policy of preserving to its exclusive representatives the territory ceded to each; of referring to each all inquiries and prospects from such territory, without any unreasonable or arbitrary restrictions or interference.

"The quality of product was scrupulously maintained and improved upon. The 'Regent family'—hornless machines of the table type, already firmly established in public favor—was increased by several new members, 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 substitutes could be offered. The 'Favorite' type was also a pioneer and a winner from the start. The great question and the only one 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 productive if your circulating medium be unwisely chosen, and that is one of the many reasons why Columbia ads. are always a feature of *The Talking Machine World*. They always bring results. In this connection Mr. Lyle remarked:

"During 1911 the Columbia advertising was of a character to compel the notice of the public, and the public being interested, the dealer was not long 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 users and the public early 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, contributing its due proportion."

As to 1912, Mr. Lyle is extremely optimistic. He has been looming 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 music and piano houses are so impressed by its class and distinc-



GEORGE W. LYLE.

tion, to say nothing of its profitableness, that they are vying with each other in the costliness and the tastefulness with which they equip their talking machine departments. This condition can mean only one thing—continued and augmented success and prosperity for everyone identified with the talking machine industry."

Asked about the Columbia plans for 1912, Mr. Lyle said: "The company will maintain its policy with respect to dealers, assuring them fair and liberal treatment at all times and no unreasonable restrictions or interference in the conduct of their business. They would adhere to this policy because it is fair and right and because it has been demonstrated to the company's satisfaction that it pays.

"The quality and variety of product will be maintained and added to. The company has in course of production at the present time some new models of machines which will create a sensation when announced and constitute selling propositions of irresistible magnetism. Due and timely announcement of these will appear in *The Talking Machine World*.

"Additional contracts have been concluded with grand opera artists of great renown, and records have been secured which will be announced in due course. These records are of a quality and character to insure enormous sale. The public and the user will be kept in line for Columbia production 1912 by an advertising propaganda that for scope, compelling force and power has never been equaled

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 reiterating his conviction that 1912 is going to be a great year for the talking machine business; by 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," said the manager of the talking machine department of the Rudolph Wurlitzer Co., of this city, when seen by *The World* correspondent, who added:

"Not only did the sales rapidly increase each succeeding month until they reached their climax in the wonderful business of December, but developments 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 appreciate 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. P. L. Fellingner 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 sales. Mr. Fellingner has initiated a system of instalment payments and the returns have been more than encouraging. An idea of its growth may be gained by the fact that it has been found necessary to devote all of one man's time to that side of the business. The "Grafonola Favorite" has been particularly successful with Mr. Fellingner.

CALESTHENICS TAUGHT BY PHONOGRAPH.

Two Pennsylvania schools have discovered a new use for the phonograph. Finding great difficulty in teaching calisthenics to their many foreign pupils who were not proficient in English, these schools have decided to install phonographs with records in foreign languages. While these records are being operated the teachers will perform the proper exercises, thus securing the desired harmony in the drills.—*Edison Phonograph Monthly*.

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.



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

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, or had larger experience in, the talking machine business than Harry B. McNulty. During his fifteen years in the business he has been



H. B. McNulty.

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 inventive achievement was 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 inception of the U-S Co. he has been "the man behind the gun," and ever since has been directing and watching the details of manufacture at the factory, where he is in constant daily attendance, supervising and directing in the various departments. Justly he takes great pride in the success of the company in having permanently established the business, and the favor with which 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.

"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. Wills, 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 heavily. In some instances duties have been levied on American specialties by these countries that exceeded 300 per cent. Our association will demand that Congress pass retaliatory tariff legislation against all countries that treat us in this unfriendly way, so that we shall impose on their goods the same discrimination which they impose on ours, extending this even to the free list if necessary."

Among the big exporting firms that have written to the association indorsing 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, S. A. M.		SALES DATES, S. A. M.	
January	Wed., 24th	January	Thu., 25th
February	Fri., 23d	February	Sat., 24th
March	Sat., 23d	March	Mon., 25th
April	Wed., 24th	April	Thur., 25th
May	Fri., 24th	May	Sat., 25th
June	Mon., 24th	June	Tues., 25th
July	Wed., 24th	July	Thu., 25th
August	Fri., 23d	August	Sat., 24th
September	Tues., 24th	September	Wed., 25th
October	Thu., 24th	October	Fri., 25th
November	Sat., 23d	November	Mon., 25th
December	Mon., 23d	December	Tues., 24th

¹Canadian jobbers, May 22.

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 experience: "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 is principally to blame for the continuance of this evil practice. I am not prepared to say, nor do I believe that this is true, but I am firmly convinced that the salesman is in a position to aid materially in checking the custom if he will but co-operate with the credit office. The salesman should ascertain the policy of his house respecting terms and dating and in his dealings with the customer should adhere to them strictly under all circumstances."

"Yes," said Miss Pasay, "I found a very nice boarding house to-day, but the only room they had to offer me had a folding bed in it, and I detest those things." "Of course," remarked Miss Pert, "one can never hope to find a man under a folding bed."—Catholic Standard and Times.

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 1838 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 they were in these antique cars. In daytime the bunks were shifted and stowed so as to convert them into omnibus 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 hoisted on a hinge and was secured by rope supports to the ceiling of the car. The middle tier consisted of the back of the omnibus seat, hinged and supported in 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.

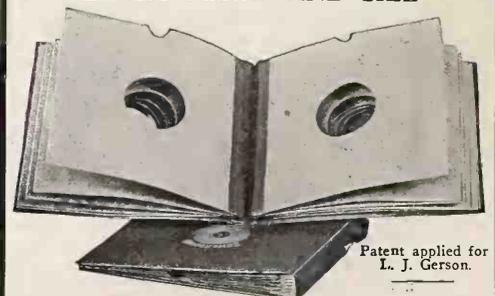
H. A. Yerkes, of the wholesale department, Columbia Phonograph Co., General, announces A. N. Winstandley, Bedford, Ind., and A. J. Meyer, Madison, Ind., as new dealers to handle the Columbia line exclusively. Mr. Yerkes states that business is excellent at all branches. The Regent Table line, an exclusive 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



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 indexed 1 to 16 with index in front and fit all record cabinets after slats are removed. Also, can be substituted for the old-style filing cases in Victrolas. If your jobber does not carry Echo Albums remit \$1.00 to us for a sample 10-inch Echo Album, mailed postpaid. Regular discounts to dealers.

ECHO ALBUM CO., 926 Cherry St., Philadelphia, Pa.

PREDICTS 25 PER CENT. INCREASE IN VICTOR BUSINESS.

Louis F. Geissler, 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 Spenders—Worry Little of General Conditions—Many Opportunities Open for the Live Talking Machine Dealer—New Year Greetings Extended to World Readers.

(Special to The Talking Machine World.)

Philadelphia, Pa., January 10, 1912.

Louis F. Geissler, general manager of the Victor Talking Machine Co., arrived to-day at his desk, 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 exactions 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



LOUIS F. GEISSLER.

made all the preparations to take care of the largest business that it was possible for us to consummate. The predictions were more than fulfilled, and we pass into 1912 with the largest unfilled order list, in both machines and records, that it has ever been our good fortune to have on hand.

"I predict an increase of 25 per cent. in 1912 over 1911, and am unable to predict more for our company, simply because that will be about all we can increase our capacity.

"We, as a company, are indeed grateful—as should be all Victor distributors and dealers—for the degree of prosperity that is not only gratifying but bids fair to be surpassed by that which we shall enjoy in the future.

"The year 1911, as most of your readers have observed, carried throughout in general among merchants, away up over their heads, the spirit of uncertainty and dissatisfaction with political, legislative and financial conditions, which was not pleasant; still, for the year past, totals have been brought forward, and we find again, as usual, that it was a better year for most everybody than pessimists thought it would prove.

"The year 1912, I fear, will pass through an atmosphere charged with many of the same elements, but to our merchants selling talking machines I can only say that my belief is that the fundamental

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 same; 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 assume other troubles which prosperity invariably brings.

"I wish a very Happy New Year to all our 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 man.

Hold your word as sacred as your oath. Indifference is not independence.

Jump at conclusions only when the conclusion is in sight.

Keep close to the trade. Let nothing shake your faith in yourself.

Make friends, but no intimates, in the trade. Never practice deception—it will be found out.

Observe rigidly every rule of your house. Place your confidence cautiously.

Question not the wisdom of houses's orders. Repeat strong points of your selling talk occasionally.

Study your prospects before beginning your argument.

Talk earnestly and always to the point. Utilize every peculiarity of your customer to appeal to him.

Venture suggestions cautiously. Watch your customer's face while you talk to him.

X-tend to all a friendly greeting. You must be ever on the watch for new schemes.

Zeal and industry will surely be rewarded.

—F. E. Boden in the Macey Monthly.

CLEANRITE BRUSHES FOR COLUMBIA DISC MACHINES.

The popularity of the Cleanrite brushes has caused a considerable demand among Columbia jobbers, dealers and users, for this brush to attach to Columbia machines. A new model known as the No. 20 is now ready for delivery and attention is directed to the advertisement of the Blackman

Talking Machine Co., who manufactures this brush, which will be found on page 19. Free samples will be supplied to any dealer or jobber who writes on his business letter head.

VICTORS IN LAUTER BRANCHES.

Has Met with Such Success with This Line in Its Newark Store That Victor Departments Have Been Opened in All Branch Stores.

Piano dealers who at first were rather indifferent to the value of the talking machine as a trade promoter are now giving serious consideration to these very popular products and during the past year there is hardly a section of the United States where piano dealers have not fallen in line and taken the agency.

The Lauter Co., the well known manufacturers and retailers, has been so well pleased with the success of its venture as Victor dealers at its headquarters in Newark, N. J., which is in charge of E. B. Potts, formerly of the Greenville Talking Machine Co., that it has now been decided to open talking machine departments in Jersey City and the other various Lauter branch stores, in which the Victor line will be handled exclusively.

In view of the splendid equipment of the Lauter Co. it goes without saying that this latest venture will be a decided success.

RE-ELECT SAME OFFICERS.

The American Graphophone Co. Hold Annual Meeting on January 8.

The annual meeting of the stockholders of the American Graphophone Co. was held at the office of the company in the city of Bridgeport, Conn., on Monday, January 8, at 1.30 p. m. The board of directors elected for the ensuing year is the same as that which served in 1911. Routine business was transacted. Officers to serve the ensuing year are: Edward D. Easton, president; George W. Lyle, general manager; Marion Dorian, treasurer; C. W. Woodop, secretary and assistant treasurer.

"TIZ-IT"
(Trade Name)

Improved All-Metal Ball-Joint Horn Connection

For all Types Straight Horn EDISON Phonographs
Send for descriptive circular and price list.
Retail Price, 50 Cents
(Regular discounts to the Trade.)

STRAIGHT-TUBE "TIZ-IT"
(Trade Name)

For All Types Edison Phonographs

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

This Connection Completes the Equipment!

Retail Price, 75 Cents
(Regular discounts to the Trade.)

Manufactured by
Keilling & Company
North 40th Avenue and LeMoine Street
CHICAGO, U. S. A.

Let the Columbia Demonstration Record speak for itself and it will speak for you. Good music and good argument. **Only ten cents, mind you!**

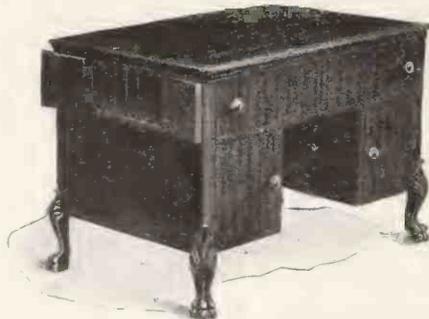


Columbia Phonograph Co., Gen'l, Tribune Building, New York

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 \$200, the "Regent Junior" at \$150, and the "Baby Regent" at \$100. It is a complete library or living-room table for every-day use with the additional attraction of being a complete musical instrument of unexampled versatility and matchless tone. The musical and mechanical equipment is entirely concealed, and the instrument presents as its table-surface an unbroken expanse of clear mahogany, the top measuring 29 by 46 inches. To insert a



GRAFONOLA "REGENT."

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 of a grille, and increased or decreased at will. At both ends of the table, and forming an integral part of the complete instrument, are the record compartments, where space for an extensive repertoire of 10-inch and 12-inch double-disc records is provided. A handsome loose leaf index book, alphabetically arranged and leather bound, is furnished with the "Regent" to enable the keeping of records properly indexed. The motor mechanism is exceptionally powerful and very silent. The speed is regulated from a graduated dial.

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 various 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



"REGENT JUNIOR."

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.

"Like every other good and successful article, these tables will be imitated 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



"BABY REGENT."

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."

"DOING BUSINESS" HERE.

Foreign Corporations Must Keep 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 in-

clude a corporation which merely has a selling force here and keeps only enough money for stamps 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."

ANENT THE EDISON COMPANIES.

All of Them to Be Under the Control of One Holding Concern.

(Special to The Talking Machine World.)

West Orange, N. J., Jan. 2, 1912.

A step in the process of merging all of the companies which have developed here out of the enterprises given birth by Thomas A. Edison's inventions was announced at the factory to-day. It was given out that the capital stock of the Edison Manufacturing Co. has been reduced in nominal value from \$100 to \$2 a share, cutting the aggregate capital stock from \$500,000 to \$10,000.

Thomas A. Edison, Incorporated, is the name of the holding company. It was formed nine months ago when the Edison Phonograph Works and the National Phonograph Co. were absorbed. Ultimately one company will control all the Edison output, including the storage battery, moving picture and phonograph.

Do not forget that you are "in business for yourself," even though you are on the payroll. You are building up your own character and developing your own powers. If you do this conscientiously you are sure of "recognition."

FROM OUR CHICAGO HEADQUARTERS

ROOM 806, NO. 37 SOUTH WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

**Interesting 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:

The Talking Machine Co., A. D. Geissler, General Manager.

"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, at 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 Victrolas have proved a stimulus 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 Victrolas seem to have opened up a new field for themselves. The sale of the \$200 Victrola 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 that each machine plays to its fifty or one hundred pupils; that the entertaining qualities of that machine are impressed firmly on the mind of those pupils, 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 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 dictum 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 used to have that possibly his competitor was able to grant better instalment terms and more inducements to a customer on account of longer terms he was receiving from his distributor.

"You ask me what I think of the prospects for 1912. Big—no doubt of it. It is true I have talked with some merchants who offer crop conditions, election year, etc., as excuses for being pessimistic. The talking machine trade must feel confident.

"The Victor factory has thousands of machines and records in its unfilled order files. Distributors can't clean up their back orders on machines for months. The main feature is that the factory, instead of following the usual precedent of manufacturers in cutting down its advertising appropriation when the factory reaches a point where it is running full tilt and has orders ahead, it seems to be increasing its appropriation. This, after all, is the most important influence of our business.

"Personally, the Talking Machine Co.'s business was over 30 per cent. ahead of 1910, and with the continued co-operation 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 repression, a fair 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 months. 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 also handle the talking machine line 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 only sold 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 as to this having a solid basis in actual improvements already registered, it is plain that some of it 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, any change after the years of depression, 1908 and 1909, with a steady slow recovery in 1910 and 1911, is more than 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.

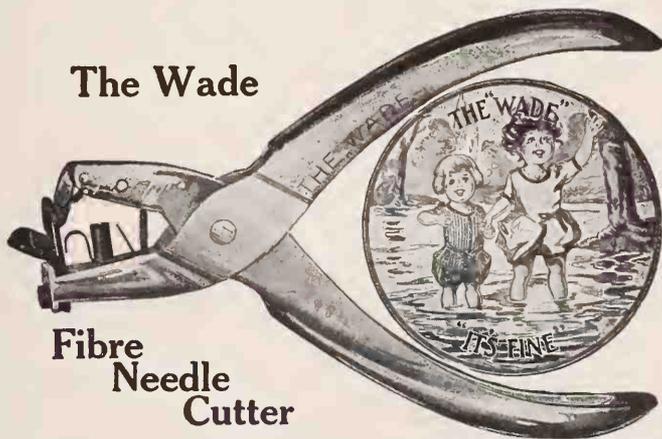
"So I say, problems have been met and there are still many more to be met and solved. Still, the present cheerfulness of the trade at large as well as the people augurs well for safer methods of trade expansion, which means large and increasing business.

"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, it 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.)

\$1.50 \$1.50 \$1.50 \$1.50 \$1.50 \$1.50



SELL THE "WADE" AND INCREASE YOUR TRADE

"WADE" Cutter users buy more Fibre Needles. Your best Fibre Needle customers are your most enthusiastic Record customers.

The "WADE" is } made by skilled mechanics,
constructed of best materials,
simplest in operation,
most perfect in results,
guaranteed to give satisfaction.

You BUY all this when you BUY the "WADE."
You SELL all this when you SELL the "WADE."
Order from your regular Distributer—we sell to Jobbers only.

WADE & WADE

1227 East 46th Street, CHICAGO, ILL.

\$1.50 \$1.50 \$1.50 \$1.50 \$1.50 \$1.50

FROM OUR CHICAGO HEADQUARTERS—(Continued from Page 43.)

"The disc talking machine of to-day and the player-piano 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 that the player-piano 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 instruments in this way will be of great benefit to both the player-piano and the talking machine industry. It is needless to expatiate further, for anyone in the trade can see the advantage that the public will derive in the form of entertainment from such an association."

Babson Bros., F. K. Babson—"All that we can say is that the past year has been satisfactory 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, then came a season of inconsistency for five or six months with its occasional spurts and setbacks."

"About the time the new hornless machines were introduced a general increase in business 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 and without stock, excepting possibly two of the higher priced types. While it was thought for a time that the less expensive machines would upset the demand for the higher priced types, it did not prove so; indeed, these higher priced machines sold remarkably strong as the holiday season drew to a close. Whether the general business conditions were responsible for it or not 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 machines were bought by responsible parties who in all probability could have paid cash had they felt inclined to do so. When conditions are anything but normal it is a well known fact that the public tightens up its purse strings. The fact, however, that talking machines have been bought under these conditions speaks well for their popularity."

"As to the future of the talking machine industry, there can be no question as to its permanency. It has been founded along substantial lines governed by well defined policies and should continue to increase and prosper."

U-S Phonograph Co.—Chicago Branch: "The talking machine business is humming in at our big store at 219-225 West Washington street and a careful review of the conditions in the entire Central West forecasts a tremendous demand during the present year."

"The many exclusive features and points of superiority in construction and operation of the U-S combination phonographs and indestructible everlasting records have hit a popular chord with the great public, and despite our immense facilities for the manufacture and distribution, we have found it utterly impossible to meet the enormous demands for our product. It is pleasing and satisfying to state, however, that arrangements have been completed whereby we will now be enabled to make prompt deliveries."

"Our line successfully appeals to all the people from the humblest to the most opulent and for that reason it is in a separate class."

"We produce strong, sturdy well finished instruments capable of the most perfect detail and expression, appropriate in price to the possibilities of the day laborer and cover the whole field of phonograph desires, including the most fastidious millionaire. By marketing instruments in handsome plain cases and in cabinets of the most exquisite design and architecture to be sold at a wide range of prices, we thus meet every possible requirement."

"For every one, everywhere, we manufacture the U-S indestructible and everlasting records which are a marked improvement over any cylinder or disc record ever offered. Our records produce a purity and brilliancy of tone absolutely devoid of

artificiality or mechanical suggestion. Our present list of records represents great scope in entertainment possibilities and we are constantly in closest touch with the musical and entertainment world to procure new subjects. This record feature particularly appeals to all the people, as our dealers sell the two and four-minute standard records at the fair price of 35 and 50 cents each, respectively, and also a great repertory of beautiful grand opera selections at the modest price of 75 cents each. Such a combination of facts in connection with instruments and records has been fairly irresistible."

"The dealers were quick to recognize the reasonableness of our unique selling plan and they are all enthusiastic."

Opens Tenth Floor Store.

George Vining, formerly retail manager for the Schaeffer Piano Manufacturing Co., has leased crystal front quarters on the tenth floor of the Republic building, and will go into business for himself specializing on Victor machines and records and on perforated music rolls. He will also handle pianos and player-pianos.

Encourages Monthly Bulletin Recitals.

V. B. Taylor, Victor salesman for Northern Illinois and Southern Wisconsin, is doing good work in urging dealers with whom he comes in contact to hold regular recitals on the 28th of each month, the opening day of the following month's records. Acting in accord with Mr. Taylor's suggestions a number of the dealers sent out invitations announcing two Victor recitals, one for the afternoon and one for the evening of the 28th. The monthly records are played at both concerts and good results accrue.

"This system," said Mr. Taylor in a chat with The World, "saves the dealer much time in playing over the list to various individuals at different times. It also obviates the necessity of sending many records on approval. Further than this it results in sales that would otherwise not be made. This is particularly true in the case of the 'fair sex.' Mrs. So-and-So, for instance, hears the records and was impressed with certain ones, which she buys. But this is not all. She hears other mesdames, who are a little above her, at least so she imagines, in social position or wealth, express their liking for certain numbers. She immediately echoes their exclamations of admiration and adds the subjects thereof to her collection. Therefore the dealer in holding these recitals plays legitimately on the foibles of the gentler sex. I may add that this is not theory on my part, but cold facts, and has been demonstrated as such time after time."

"I can heartily recommend monthly record recitals to dealers everywhere as being time and labor saving and productive of good business results."

Worked a Skin Game.

The following letter written by H. H. Niehaus, talking machine dealer at Quincy, Ill., to C. F. Baer, manager of the Chicago office of the Columbia Phonograph Co., is self-explanatory. The letter is reproduced as written with the exception of one or two minor but justifiable expurgations and modifications:

"Friend Baer—Just want to say that I had a terrible experience. The wife of a young friend of mine had the misfortune to be terribly burned, and it was up to some of their friends to come across with a quantity of skin. Well, I was one of the pickers and maybe you think I ain't sore. The doc peeled me for thirty pieces. This happened last Saturday, and while it didn't trouble me much then it is causing me much woe to-day. When you see Everly tell him that I have been up against a skin game and that we cut up to beat the band."

It should be stated that the martyr above referred to has and is recovered. He is now resting serene in the consciousness of "duty well done."

New Local Accounts.

I. S. Purcell, piano dealer, 10 North Western avenue, has added Victor talking machines.

A. P. Miller, formerly in charge of a graphophone department in the store of B. F. Carr & Son on 63d street, has resigned and is now in business for himself on 63d street, about three blocks from his former location, opening Decem-

ber 16. His store, which is known as Miller's Grafonola Shop, is advantageously located, being near a station of the South Side "L" road and directly across the street from the Jackson Park Post Office. He has opened to fine business. He carries Columbia goods exclusively.

B. F. Carr & Son, pianos, etc., 848 East 63d street, is going into the talking machine game more extensively than hitherto. In addition to Columbia goods the firm has just signed up with the Victor Co. and will put in a good stock of the latter's goods.

The Horner Piano Co., 705 West North avenue, has added the Victor line.

T. M. Co.'s Travelers Confer.

H. S. Conover, who travels Iowa and Illinois for the Talking Machine Co.; B. C. Wilt, covering Wisconsin and the Northern Peninsula, and George P. Cheattle, who makes Michigan and Indiana, were "in" all of December helping to handle the big business with which the company was blessed. Of course, they conferred at odd moments with General Manager A. D. Geissler and Sales Manager R. J. Keith regarding the things that were past and the things that are to come. On the evening of Monday, January 1, the three travelers were entertained at dinner at the College Inn by Mr. Keith, and afterward were tendered a box party at the Colonial, where they heard Christie McDonald, who has made some fine records for the Victor. And the next day they left.

Some Columbia Notes.

Everly, Cooke and Zerkle, the triumvirate of youth and beauty, who, which, or what covers surrounding territory for the Chicago office of the Columbia Phonograph Co., were in during the holidays, conferred, enjoyed themselves and got W. C. Fuhri, district manager, is now on a trip among the company's Southern branch offices.

Rosa Olitzka, who has made some mighty good records for the Columbia Co., has long owned a Mignon. She bought a Mignonette and a Favorite as Christmas presents for friends from the local office.

Caroline White, who is appearing with the Chicago Opera Co., has been added to the Columbia list of artists. Her first records will arrive at the Chicago office in a few days.

History via Talking Machine.

The new year was made noteworthy for the Chicago Historical Society by the adoption Tuesday evening of this week of the talking machine as a means of supplying interesting historical data to posterity. There was no opposition when the plan was presented to the board of directors at the regular monthly meeting.

The society first considered the advantages of the talking machine as a part of its equipment last November. At a monthly meeting held December 9 it was decided to learn what the venture would involve. A report was made last evening by the committee, consisting of Dr. O. L. Schmidt, chairman; George Merriweather, and Seymour Morris. The action of the directors was the authorization of the special committee to add the talking machine equipment to the society's properties during the present month. It appears that Mayor Harrison is to be asked first to talk into the reproducer an interesting part of one of his messages to the council. Miss Jane Addams will be the second to be invited. Then there will be a health talk by Dr. W. A. Evans and short sermons by Archbishop Quigley, Bishop Fallows, and Dr. Gunsaulus.

The society also gave approval to proposals for an all-Chicago celebration of the one hundredth anniversary of the Fort Dearborn massacre, August 15, 1812. The Cook County Real Estate Board also has favorably considered the centennial.

The outline of the centennial includes a great parade and an accurate re-enactment of the massacre. All the members of the Fort Dearborn garrison were slaughtered by Indians.

Lyon & Healy After the Coast.

L. V. B. Ridgway, who has traveled Illinois as special talking machine salesman for Lyon & Healy for the past three years, has been promoted and will hereafter cover far Western territory begin-

(Continued on page 46.)

"BEST WISHES for NINETEEN TWELVE"



¶ We made money last year—our business was great—immense!

¶ We've certainly appreciated the co-operation 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*

FROM OUR CHICAGO HEADQUARTERS—(Continued from Page 44.)

ning at Denver and embracing the entire Pacific Coast. He is a popular man among the dealers of this State and commands the respect of the trade. He is well known on the coast and will no doubt make a big success in his new deal.

J. B. L. Ryde, who has been with Lyon & Healy since boyhood, in the small goods department, succeeds Mr. Ridgway as Illinois traveler.

Recent Visitors.

Mr. Wookey, of the Wookey Piano Co., Victor and Columbia dealers, Peoria, Ill., was in Chicago the latter part of last week, accompanied by his wife. They come up primarily to attend the production of the "Messiah" by the Apollo Club at the Auditorium.

O. M. Keyes, manager of the Wookey talking machine department, and well known in Chicago, was a local visitor a fortnight ago.

Among recent visitors of the Talking Machine Co. are Mr. Ostebrook, manager South Bend (Ind.) branch of the Straube Piano Co.; R. G. Chappell, secretary and manager O. T. Johnson Co., Galesburg, Ill.; C. F. Wilkenson, Wilkenson Piano Co., Joliet, Ill.; C. F. Collins, of D. D. Young, Aurora, Ill.; S. N. Swan, Freeport, Ill.; O. A. Gressing, Indianapolis, Ind.; Joseph Potts, Kenosha, Wis.; C. G. Schulz, Kenosha, Ill.

Also Martha Louise.

Wafted and enwrapped on and in clouds of love-laden incense so thick and warm she felt not the cold of the December air through which she passed on her journey earthward from the realm where all is good, including the babies, little Martha Louise Geissler made her advent into the home of A. D. Geissler. The little lady awoke to the earth life with something of a jar, it is true, as she found her newly-discovered brethren, Allen Moore Geissler, aged five, and Kenneth Duval, three and a half, engaged with boxing gloves in an interesting sparring match. Now, Martha at the moment of her terrestrial debut, weighed exactly ten and one-half pounds net, NET; consequently she possessed an inherent sympathy with all things athletic. Did she cry? Did she wail? Did she even twist up her mouth and pout? She did NOT. She simply cooed a little coo, which to the ears of the Victrola in an appropriately shrined corner of the Geissler apartments sounded much like the strains of "Ich Liebe Dich." The whole Geissler family, including Arthur D. and his beautiful wife, are doing well.

L. F. Geissler, general manager of the Victor Talking Machine Co., spent last Sunday in Chicago on his return home from a trip to the Pacific Coast. He O. K.'d his new granddaughter.

THOMAS A. EDISON IN CHICAGO.

Makes Trip West for the Purpose of Attending Dinner Given in His Honor and Is Eulogized by Leading Men in Many Lines of Business.—Responds to Toast by Presenting Note to Be Read to Guests—Arranges for Use of New Storage Batteries in New Illinois Central Terminal—Leaves Some Epigrams Behind Him—Given Much Space in the Newspapers.

(Special to The Talking Machine World.)

Chicago, Ill., Jan. 9, 1912.

Thomas A. Edison spent about thirty-five hours in Chicago the latter part of last week. In that time he did fully as much work as he ever did in a similar period in his life. That means that Mr. Edison was very, very busy. When he was not being feted and eulogized by leaders in the electrical world he was being interviewed by various and divers reporters on all sorts of sane and insane and scientific subjects. When he was being neither interviewed or dined he was proving himself a benefactor to Chicago by making arrangements for the electrification of railroad terminals.

Mr. Edison's visit to Chicago was primarily for the purpose of attending a dinner arranged by H. M. Byllesby in Mr. Edison's honor in the Congress Hotel Friday night. This dinner was held in connection with the celebration of the tenth an-

niversary of the founding of H. M. Byllesby & Co. Mr. Byllesby was an employe of Mr. Edison years ago and has always had a helpful and loyal friend in the wizard of Menlo Park ever since.

At one end of the banquet hall was a fully equipped wireless telegraphic apparatus which from time to time snarled forth a fictitious message, while real letters and telegrams were read from some of the best known men in the country expressing their regret that they could not attend the banquet.

Mr. Edison adhered to his determination, long since formed, not to speak at a banquet, but when Mr. Byllesby, acting as toastmaster, proposed a toast to Mr. Edison, every diner was on his feet like a flash with upraised glass, and the cheers fairly waved the flags that swung around the banquet hall.

When Samuel Insull, president of the Commonwealth Edison Co., rose to respond to the toast for Mr. Edison, the latter put into his hand the following note, which was read to the four hundred attentive guests:

"To the young men here to-night I would say: When you get a job, pitch into your work and pay no attention to the clock or to time. Think of nothing, talk of nothing but shop, and when the boss comes around pay no attention to him, but to your work, and my word for it, when you want to leave for some other job the old man won't let you go, but will likely take you in as a partner."

Mr. Insull then said: "I am proud to do honor to the greatest citizen of the race, to tell briefly of the marvelous fidelity and capacity of the man who has done so much for the world that his name will go down through the ages.

"From his early days, when he astonished the electrical world with his perfection of telegraphy, down to the present wonderful development of electrical energy, he has surpassed every one, or, at any rate, nearly every one in that line.

"Long before many of you were born, when he was but twenty-six years old, forty years ago, by his development of the phantom telegraphic circuit he had done enough to assure for himself a niche in the hall of fame, and to-day he is working with the enthusiasm of youth, despite his wonderful activities in the intervening time.

"Let it suffice for me to-night to say that he has done the most marvelous work of the generation in the line of electrical illumination. One cannot install a lighting plant, one cannot install any plant, whether of lighting or motive power, without going back to some principal developed by his engineering ability.

"In the Patent Office at Washington are the plans and specifications prepared by him many years ago. To-day when you wish to enter the field of electricity, when you start to institute a power plant, you must take those same plans and specifications as your basic groundwork."

George M. Reynolds dwelt upon the benefits that have accrued to the world through the inventions of Mr. Edison and declared that the wealth resulting from those inventions has benefited every one.

"Every invention that has been the product of this master mind," said he, "has resulted not only in bringing light and joy and pleasure to mankind, but has also been the means of providing employment to thousands.

"Everywhere, in doors 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 ingenuity, this endless capacity."

The other speakers were Governor Eberhart, of Minnesota; C. A. Coffin, 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., with office in Chicago, and H. G. Thompson, in charge of the railway department of the storage battery department at Orange, who happened to be in Chicago at the time.

Circling the edge of the balcony were the names, spelled in letters of incandescents, of twenty-three of the world's greatest electricians, among them being those of Ohm, Farraday, Volta, Franklin, Shallenberger, Morse, Westinghouse, Ferranti, and in the center, surmounting all, in 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 and interviews were embellished with photographs of the great man, showing him in about every attitude he could possibly assume. Reporters seemed particularly interested in concrete houses and furniture, and the new talking pictures and, of course, the new battery and motor construction. Following are excerpts on the various interviews:

Tells of "Talk" Pictures.

His new invention of talking pictures was discussed by Mr. Edison with great enthusiasm. "We are making 200 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 Taft, 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 the 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 many 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 provide troops for his armies, but the nation 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 terminals if present plans are carried out; no 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 greatest inventor of the age, will 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."

Mrs. Edison and Miss Madeline 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 he enjoys as an inventor. Among the crystallized bits of wisdom to which he gave utterance while in Chicago were the following: "It pays to be a live wire. All the dead ones are made up into door mats.

"Don't worry over loss of money. It plays a very small part in our lives. I've made a couple of millions several times and lost it. Keep doing something worth while and your life will be happy.

"Chicago is an unprepossessing place to look at, but a good place in which to do business.

"No one should be such a fool as to believe in atheism. Every person who thinks must believe in a supreme intelligence."

A three dollar record is as easily sold as a sixty-five cent one if you go at it in the right way, and ten chances to one will give better satisfaction to the purchaser.

THE LYON & HEALY FIBRE NEEDLE-CUTTER

SIMPLE
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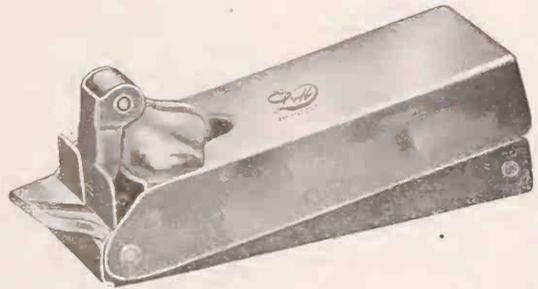


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The L. & H. Needle-Cutter or Fibre Repointer we now offer to the user of Fibre Needles is the result of four years' exhaustive experiments and we feel safe to assert, NONE BETTER CAN BE MADE.

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.

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RETAIL PRICE \$1.50

GET YOUR ORDERS IN NOW. LIBERAL DISCOUNT TO TRADE.

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SALTER MFG. COMPANY

337-343 North Oakley Avenue

CHICAGO

Exclusive Manufacturers of

Salter's Patent Felt Lined Shelf Cabinets

Our latest Catalogue showing our entire line will be sent on application.

WRITE FOR IT TO-DAY



No. 788.



No. 776.

WE MANUFACTURE THE MOST COMPLETE LINE OF HIGH-GRADE CABINETS FOR THE LATEST STYLES OF VICTOR, COLUMBIA OR EDISON MACHINES

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—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 fact, information, inspiration and amusement are continually on tap—at night by your own fireside.

In the editorial department of the company there is installed 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 to subscribers by men called "stentors," speaking into specially sensitive microphones. There will be fixed hours during the day for each class of news.

The amusement department is in charge of a competent director, who will bill all attractions, for instance, lecturers, noted travelers, musicians, vocalists, etc., who will speak, sing or play to the subscribers from a sound-proof concert room which is equipped with a concert grand piano, a Mason & Hamlin organ, and microphones for the perfect transmission of sound. Arrangements have also been made with various theaters, opera houses, churches, concert rooms and lecture halls so that when desired their music, dialogues or sermons may be heard by patrons. To make this possible microphones are installed in the pulpits, on the lecture platforms and stages which catch every sound, even to a footfall or the applause of an audience, transmitting them directly to the subscribers in their homes.

The above is not an experiment, for it has given universal satisfaction in the intellectually critical cities of Europe—London, Paris, Budapest. In Budapest, its original home, the system is to be found in the rooms of the better hotels, in doctors' and dentists' waiting rooms, barber shops, etc.; in fact, everywhere that people have to wait and want to be amused while waiting. It comes with a message of cheer for the hard working housewife and the invalid, for it immediately puts them in touch with the big, hustling outside world.

The first demonstration of the Telephone Herald was given in the rooms of the company at 110 West 34th street some time ago. 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.

Noiseless—disturbs nobody. When you wish to hear, you take the receivers in hand and hold them to the ears.

8:00—Exact astronomical time.
8:00-9:00—Weather, late telegrams, London and Paris exchange quotations, chief items in the morning press.
9:00-9:30—Special sales at the various stores. Social program for the day.
9:30-10:00—Local personals and small items.
10:00-10:30—N. Y. exchange quotations and market letter from W. B. Franklin & Co., 111 Broadway, New York.
10:30-11:30—Foreign news.
11:30-12:00—New York miscellaneous items.
Noon—Exact astronomical time.
12:00-12:30—Latest general news, naval, military and congressional notes.
12:30-1:00—Midday New York exchange quotations.
1:00-2:00—Repetition of the half-day's most interesting news items.
2:00-2:30—Foreign telegraphic dispatches.
2:30-3:00—Trenton and Washington news.
3:00-3:15—New York exchange closing quotations and market letter from W. B. Franklin & Co., 111 Broadway, New York.
3:15-3:30—Weather, theatrical, fashion and sporting news.
3:30-5:00—Music, readings, lectures.
5:00-6:30—Stories, talks for the children.
8:00-10:30—Vaudeville, opera, concert.
11:00-1:00—Orchestral music.

NOTE.—(a) 8:00-10:30 p. m.—News will be given between the numbers.

(b) Two buzzing sounds on the receivers will indicate that a News "Extra" is about to be given out.

(c) A special program will be arranged for Sundays. (Subject to change.)

NOTICE.—Twice a week, Tuesdays and Thursdays, 5 to 6 p. m., language lessons, French and German.

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 beat the band.
Little bowls of custard, humble though they seem,
Help enrich the fellow selling pure ice cream.
Little rocks and boulders, little chunks of slate,
Make the coal man's fortune something fierce and 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 Columbia Phonograph Co. on a 10-inch Columbia double disc record and sold under the catalog number A1086. 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 catchy and already favorites with the public.

GREETINGS IN ORIGINAL FORM.

J. C. Roush 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. Roush, 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!

And while 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. ROUSH.

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,
He kin plunge and fight till his eyes go white,
But I'll throw him as sure as you're born.
Though the taut rope sing like a banjo string
And the latigoes creak and strain,
Yet I've got no fear of an outlaw steer
And I'll tumble him on the plain.

For a man is a man and a steer is a beast,
And the man is the boss of the herd;
And each of the bunch, from the biggest to least,
Must come down when he says the word.

When my legs swing 'cross on an outlaw hawse
And my spurs clinch into his hide,
He kin r'ar and pitch over hill and ditch,
But wherever he goes I'll ride.
Let 'im spin and flop like a crazy top,
Or fit like a wind-whipped smoke,
But he'll know the feel of my rowelled heel,
Till he's happy to own he's broke.

For a man is a man and a hawse is a brute,
And the hawse may be prince of his clan,
But he'll bow to the bit and the steel-shod boot
And own that his boss is the man.

When the devil at rest underneath my vest
Gets up and begins to paw,
And my hot tongue strains at its bridle-reins,
Then I tackle the real outlaw;
When I get plumb riled and my sense goes wild,
And my temper has fractious growed,
If he'll hump his neck just a triffin' speck,
Then it's dollars to dimes I'm throwed.

For a man is a man, but he's partly a beast—
He kin brag till he makes you deaf,
But the one, lone brute, from the West to the East,
That he kaint quite break is himse'f.

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.)
Indianapolis, 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 when 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 Wulschner-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 invoice. 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 for the sale." The cabinets manufactured by the Udell Works are suitable for the records of any kind of talking machines and a good demand has been found for them.

Thomas Devine, of the Columbia Phonograph 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.



SOLID WOOD (NOT VENEERED)

Mr. Dealer:

THE OWNERS OF THE SOLID WOOD HORN TALK

MUSIC MASTER

Solid Wood Horn



All the Name Implies

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.

The Trade Mark you see Marked Music Master is your safeguard.

It is the ONLY Horn Guaranteed.

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

SHEIP & VANDEGRIFT, Inc.
PHILADELPHIA, PA.

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 concerts. The Columbia Co. are featuring the Nordica records, as Mme. Nordica will appear here at the Schubert 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 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.

THE CREED OF OPTIMISM.

"Have a cheery creed. The people who believe that this world is a splendid place, that the majority of mankind is on the up grade, that the present minute affords us as good chances as

ever were found, that success is sure to the fellow who keeps at it, have a fountain of inspiration right in their own hearts. It is not necessary nor wise to indulge in fanciful dreams. We are not in a Garden of Eden, but in a workaday world. Success is not to be picked up on the street like pebbles, nor is it always safe to trust the disinterested 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. Meadowcroft, 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 & Bro., 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 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?



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

BRISK TRADE IN WISCONSIN.

Trade Most Satisfactory—Enormous Demand For Victrolas of All Styles—Discount for Cash Proposition—Clever Window Displays—Auxetophone at People's Concerts—Talking Machine Jobbers to Meet in Chicago—Victor Machines in Public Schools—New Branch for Wisconsin Talking Machine Co.

(Special to The Talking Machine World.)

Milwaukee, Wis., Jan. 13, 1912.

Wisconsin talking machine men were more than pleased with the holiday business this season. Sales came up to expectations in both the retail and wholesale field, and, best of all, cash payments seemed to predominate more than had been the case a year ago. Conditions in a general way about the State have been improving since November, and while business in some lines is still far removed from the normal, the situation might be a great deal worse. Money is more plentiful in the country districts and smaller cities and towns of the State and trade reports from these sections of the State have been highly favorable.

Although the rush of the holiday trade is over with, the predictions of several dealers that business would be good during January are being fulfilled to the letter and sales are expected to far exceed the similar period a year ago.

"The holiday business was more than satisfactory," said J. H. Becker, Jr., manager of the talking machine department of the Hoeffler Manufacturing Co. "Sales in Victrolas XIV and XVI were in the lead and I believe that dealers will meet with a big business in these machines during the coming year. There still seems to be considerable demand for horn machines and we sold quite a number of these in the Victor, Edison and U-S lines. Record sales were also unusually heavy during the holiday period this season and we had to order daily to keep pace with the demands of the trade.

"I believe that the Victor Talking Machine Co should establish a time and cash proposition on machines," continued Mr. Becker. "There ought to be a 5 per cent. discount for cash and I believe that such an arrangement would work out favorably for both the dealer and the company. There is one practice that dealers ought to be careful about and that is in giving too long trials on machines and records. I have found that this abuse may in time make a prospect skeptical and tend to make him think that he is securing a second hand outfit."

The Hoeffler Manufacturing Co.'s display window during the holiday season was, as usual, the most attractive. Manager J. H. Becker had a large Christmas tree, electric lighted in the center, surrounded by Victrolas, Edison and U-S machines and records, while scattered about were various original display cards, such as the following: "This home made happy; why not yours. A Victor did it—75 cents per week." Another card conveying the information that several styles of the Victrolas could be purchased at the rate of \$1 per week brought in the prospects.

Lawrence McGreal, Edison jobber for Wiscon-

sin and president of the National Association of Talking Machine Jobbers, was probably the happiest man in Milwaukee on Christmas as a result of his having played the role of Santa Claus to fifty deserving families in the Fourth ward, that portion of the city in which the McGreal retail and wholesale stores are located and where he has been acquainted for the past ten years. With the aid of the Milwaukee Journal, Mr. McGreal remembered fifty families, each home securing a basket containing a hefty chicken, a peck of potatoes, half a dozen oranges and two pounds of candies. And with each basket went Mr. McGreal's best wishes for a Merry Christmas and a Happy and Prosperous New Year.

The Sunday afternoon People's concerts which are being held in the Auditorium during the winter by Prof. Christopher Bach's orchestra are proving more popular and are drawing larger crowds this year, largely as a result of the attraction offered by the Auxetophone, which Lawrence McGreal is allowing the committee in charge to use. At a recent concert the program included the sextet from "Lucia" and the Rigoletto quartet, as sung by Caruso, Scotti and Mims. Abbott and Homer.

Following the suggestion made recently by Jeremiah Quin, a prominent Milwaukeean, the voices of well-known citizens of this city, members of the Old Settlers' Club, have been preserved for future generations. About fifty of the leading pioneers of Milwaukee spoke into a phonograph on New Year's day, the records then being laid away in the club vaults. Every New Year's day in the years to come these voices will be produced for the edification of future members of the organization. Frederick Layton, millionaire philanthropist; Geo. W. Young and Jeremiah Quin were among those who spoke into the phonograph. Although several short addresses were made, most of the remarks made were of a jovial nature.

Emil O. Schmidt, 310 Grand avenue, well known piano dealer, who installed a complete Victrola line on December 1, has placed Otto F. Leidel in charge of his talking machine department. Mr. Leidel has had considerable experience in the talking machine field. During the month of December he succeeded in disposing of twenty-six Victrolas, a rather unusual record, considering the fact that the line had just been taken up by Mr. Schmidt.

Miss Gertrude Gannon, head of the Wisconsin Talking Machine Co., jobbers of the Victor line, reports that the holiday trade was the best which she has experienced since her connection with the talking machine business. Miss Gannon will spend a portion of January in the East, where she will visit the factories of the Victor Talking Machine Co. and the Thomas A. Edison Co., Inc.

The new Opera style Edison made its appearance at the McGreal store recently and is meeting with a brisk demand. Edison dealers all over the State are anxiously awaiting the appearance of the new Edison disc machine.

Lawrence McGreal, president of the National Association of Talking Machine Jobbers, has announced that there will be a meeting of the executive committee of the association held in Chicago on January 28, probably at the Congress Hotel.

A. G. Kunde, proprietor of the Columbia store, 516 Grand avenue, did a large holiday business 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. The daily Victrola concerts given in the Victor recital hall by Mr. Parker and his assistants during the holiday season proved decidedly popular. The Angelus player was used as an accompaniment.

J. G. Erwin, Milwaukee representative of the Edison business phonograph, has been making some good sales in his line. The 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 Christmas holidays at Dixon, Ill., with relatives.

Frank Hochmuth, 311 Chestnut street, a music dealer, who also carries a talking machine line, was made the victim of a daring hold-up in his store recently. After binding and gagging Mr. Hochmuth and leaving him lying in the rear of the store, three young men rifled the cash drawer and safe of over \$300. 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 enlarging and remodeling his talking machine department. Florian F. Flanner, son of Joseph Flanner, and secretary of the Flanner-Hafsoos Piano Co., will now devote considerable of his time to the talking machine and musical merchandise departments 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 this end is the prevention of waste. Most of the active development of the efficiency idea, during the past ten years, found its application to the providing side of business where wastes are most apparent and where savings are most readily computed. It is safe to say that the distributing side is far behind the other activities in bringing about the development of that kind of efficiency based primarily upon the elimination 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."

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for the Talking Machine World)

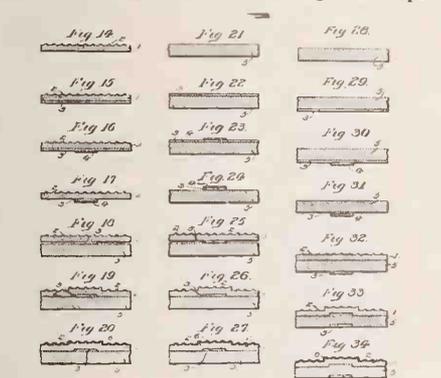
WASHINGTON, D. C., Jan. 7, 1912.

METHOD OF MAKING SOUND RECORDS AND THE MATRICES FOR FORMING SOUND RECORDS. James W. Owen, Philadelphia, Pa., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,011,838.

The object of this invention is to produce a commercial sound record which cannot easily be duplicated or dubbed 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.

PHONOGRAPH RECORD AND PROCESS OF MAKING THE SAME. Thomas Eynon, Chicago, Ill. Patent No. 1,011,421.

This invention relates to phonograph 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 coated 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 or-

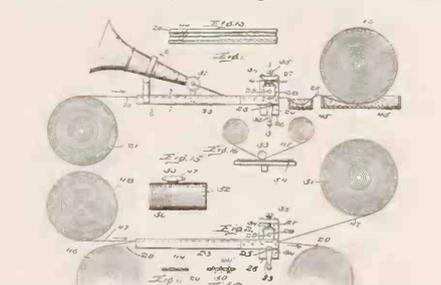
inary etching process whereby the record is produced in the metal which is later transferred to the wax record.

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.

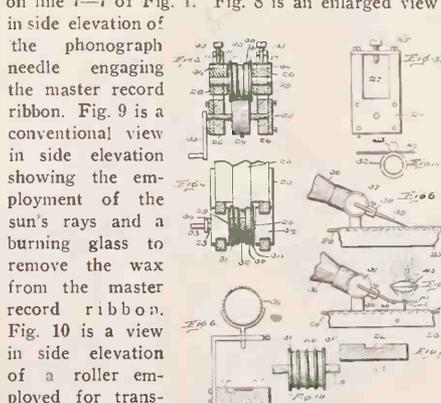
A further object is to provide means for employing a pencil of heat rays for removing the wax from the coated metal instead of employing a metallic needle for mechanically removing such wax.

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



ribbon being run through a machine when associated with a soft metal ribbon to produce the negative. Fig. 3 is a verticle, sectional view through the rolls of the devices as on 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. Fig. 12 is a view in transverse section of one of the negatives with three records transferred thereto. Fig. 13 is a view in plan of either the master record ribbon shown at Fig. 11 or the negative shown at Fig. 12. Fig. 14 is a view in end elevation of a conventional means for transferring the record from the negative to a wax cylinder. Fig. 15 is a view in side elevation of the transferring means shown at Fig. 14. Fig. 16 is a conventional view of an apparatus for transferring the record from the negative to a disc record.

view in transverse section of a master record tape etched with three records. Fig. 12 is a view in transverse section of one of the negatives with three records transferred thereto. Fig. 13 is a view in plan of either the master record ribbon shown at Fig. 11 or the negative shown at Fig. 12. Fig. 14 is a view in end elevation of a conventional means for transferring the record from the negative to a wax cylinder. Fig. 15 is a view in side elevation of the transferring means shown at Fig. 14. Fig. 16 is a conventional view of an apparatus for transferring the record from the negative to a disc record.

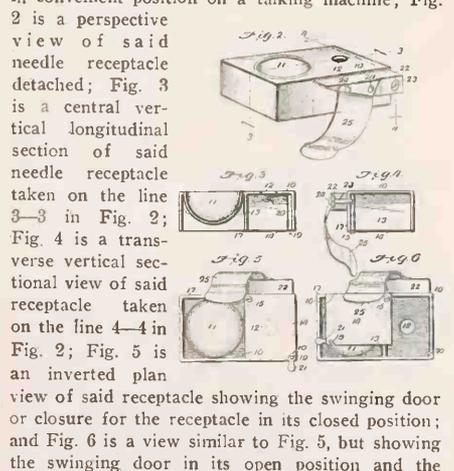
NEEDLE RECEPTACLE FOR TALKING MACHINES. John C. English, Camden, N. J., assignor to Victor Talking Machine Co., same place. Patent No. 1,011,420.

This invention relates to receptacles for holding needles, and particularly to receptacles adapted to be attached to talking machines. One of the objects of the invention is to construct a needle receptacle which will facilitate the separate storage of used and unused needles, and which may be easily attached to a talking machine in such a position as to be at all times accessible to the operator.

Further objects of the invention are to provide a needle receptacle adapted to be attached to the supporting bracket of a talking machine, having a readily accessible compartment for the unsold needles, and also a compartment for worn needles, and having a convenient means for the removal of worn needles; and to provide other improvements as will appear hereinafter.



In the accompanying drawings, Fig. 1 is a perspective view showing a needle receptacle constructed in accordance with this invention, secured in convenient position on a talking machine; Fig. 2 is a perspective view of said needle receptacle detached; Fig. 3 is a central vertical longitudinal section of said needle receptacle taken on the line 3-3 in Fig. 2; Fig. 4 is a transverse vertical sectional view of said receptacle taken on the line 4-4 in Fig. 2; Fig. 5 is an inverted plan view of said receptacle showing the swinging door or closure for the receptacle in its closed position; and Fig. 6 is a view similar to Fig. 5, but showing the swinging door in its open position and the locking screw removed.



(Continued on page 52.)

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

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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.



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

TALKING MACHINE. John C. English, Camden, N. J. Patent No. 1,011,419.

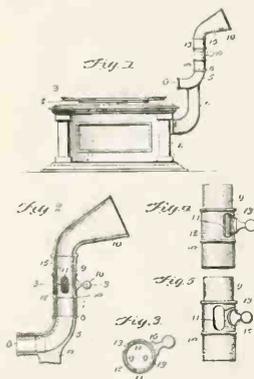
This invention relates to talking machines, and particularly to those parts of talking machines known as the sound reproducing and sound conveying apparatus, and has for its object to provide means for modifying the quantity of the sound reproduced by the talking machine.

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 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 relatively.

SOUND REPRODUCING AND RECORDING INSTRUMENT. Henry G. Wieder, London, England. Patent No. 1,011,298.

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

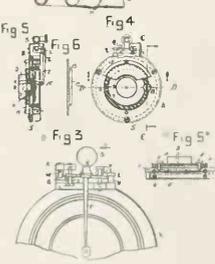
which carries the diaphragm, to provide improved support for the carrier of the diaphragm lever and needle and to provide an improved resilient mounting for the element which carries the diaphragm and needle support.

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.

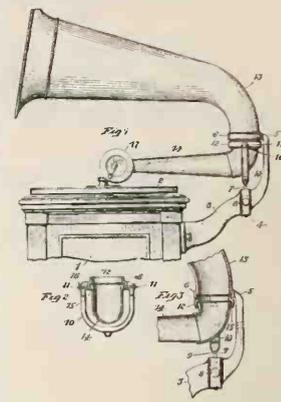


Referring now to the drawings, Fig. 1 is an elevation of a sound pipe having a continual taper; Fig. 2 is part section of Fig. 1, showing an improved swivel joint; Fig. 3 shows an enlarged view of an improved needle mounting; Fig. 4 is an elevation of an improved diaphragm carrying element with part of the back 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.

TALKING MACHINE. Julius Jetter, Camden, N. J., assignor to the Victor Talking Machine Co., same place. Patent No. 1,013,170.

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.

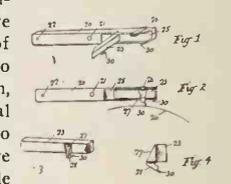
In the accompanying drawings Figure 1 is a side elevation of a talking machine embodying this form of the invention. Figs. 2 and 3 are views illustrating details of construction, certain parts being shown in section.



STYLE BAR FOR PHONOGRAPHS. Edward E. Meadowcroft, Hobart, Tasmania, Australia. Patent No. 1,013,198.

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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RECORD BULLETINS FOR FEBRUARY, 1912

THOMAS A. EDISON, INC.

THREE SPECIAL EDISON AMBEROL RECORDS.
28005 Ave Maria (Bach-Gounod). Soprano Solo with violin obligato. Marie Rappold and Albert Spalding
28006 The Last Rose of Summer. Soprano Solo. Marie Rappold

28007 Prize Song—"Die Meistersinger" (Wagner-Wilhelm). Albert Spalding
Violin Solo, with piano accomp., by Andre Benoit.
SPECIAL AMBEROL RECORDS OF NEW YORK MUSICAL "HITS."

903 There's a Girl in Havana—"The Never Homes". James F. Harrison and Mixed Chorus
904 To the Land of My Own Romance—"The Enchantress". Elizabeth Spencer and Mixed Chorus
905 Just as Father Used to Do—"The Quaker Girl". Billy Murray and Mixed Chorus
906 I Want to Sing in Opera—"The Siren". Bob Roberts
907 Come to the Ball—"The Quaker Girl". Joseph A. Phillips and Mixed Chorus
923 I Love Love—"The Red Widow". The Frank Croxton Quartet

OTHER NEW EDISON AMBEROL RECORDS.

894 Pirates of Penzance—Selection. National (London) Military Band
895 I Hear You Calling Me. Charles R. Hargreaves
896 Chimes of Normandy Airs—No. 1. Edison Light Opera Co.
897 Prelude—Calace Op. 45, No. 1. Demetrius C. Downis
898 Trust in the Lord. Nevada Van der Veer-Miller
899 Waiting Down by the Mississippi Shore. Campbell and Gillette

900 Kamenoi Ostrow. American Standard Orch.
901 The Chase—Hunting Song. Joseph A. Phillips
902 Spring Voices Waltz. G. G. Galdini
903 Polonaise de Struensee. Garde Republicaine Band
909 Uncle Josh in a Barber Shop. Cal Stewart
910 I Want "A Regular Pal" for a "Gal". Walter Van Brunt

911 Kathleen Mavourneen. Venetian Instrumental Trio
912 Killarney, My Home Over the Sea. Frank X. Doy and Chorus

913 I Love to Tell the Story. Edison Mixed Quartet
914 Extase—Reverie. Tollefson Trio
915 Still, Still with Thee. Weber Male Quartet
916 Happy Days. Elizabeth Spencer
917 Oh, That Navajo Rag. Premier Quartet
918 The Singing Girl—Selection. Victor Herbert and His Orch.

919 Hurry Up Those Wedding Bells. Billy Murray and Chorus
920 Ah, Moon of My Delight—"In a Persian Garden". Reed Miller

921 Oh, You Beautiful Doll. Premier Quartet
922 Ramshackle Rag. New York Military Band

EDISON STANDARD RECORDS.

10536 Dance of the Priestesses of Dagon. Victor Herbert and His Orch.
10537 Do It Now. Ada Jones and Billy Murray
10538 There's a Dixie Girl Who's Longing for a Yankee Doodle Boy. Walter Van Brunt
10539 That Mysterious Rag. Premier Quartet
10540 The Navy March. National (London) Military Band

COLUMBIA PHONOGRAPH CO., GEN'L.

12-INCH SYMPHONY DISC RECORDS.

Double disc. Single disc.
A5349 Hamlet—Mad Scene—Part I.—Thomas. Soprano Solo in Italian, orch. accomp. 30876
Hamlet—Mad Scene—Part II.—Thomas. Soprano Solo in Italian, orch. accomp. 30877
A5350 Linda di Chamounix—O Luce di Quest'Anima—Donizetti. Soprano Solo in Italian, orch. accomp. 30880
Pearl of Brazil—Aria, Thou Brilliant Bird—David. Soprano Solo in Italian, orch. accomp. 30875

10-INCH DOUBLE-DISC BLUE LABEL RECORDS.

A1092 Alma, Where Do You Live?—Alma—Jean Briquet. Soprano Solo, orch. accomp. Truly Shattuck
Alma, Where Do You Live?—Sail Home—Jean Briquet. Soprano Solo, orch. accomp. Truly Shattuck

A1093 White Wings—Banks Winter. Counter-Tenor Solo, orch. accomp. Will Oakland
Only to See Her Face Again—James E. Stewart. Counter-Tenor Solo, orch. accomp. Will Oakland
A1097 Sun of My Soul—P. Ritter. Tenor and Bass Duet, orch. accomp. Harry McClaskey and Frank Croxton

Hark, Hark, My Soul—H. Smart. Vocal quartet, male voices, unaccomp. Mendelssohn Quartet
A1102 Honey Man—Al. Niantadosi. Contralto Solo, orch. accomp. Dolly Connolly (Mrs. Percy Wenrich)

Oh, That Navajo Rag—E. Van Alstyne. Contralto Solo, orch. accomp. Dolly Connolly (Mrs. Percy Wenrich)
A1103 On the Banks of Allan Water—Lewis. Soprano Solo, orch. accomp. Grace Kerns
Irish Lullaby—Alicia A. Needham. Soprano Solo, orch. accomp. Beulah Gaylord Young

A1104 The Little Millionaire—O, You Wonderful Girl. Geo. M. Cohan. Baritone Solo, orch. accomp. Andrea Sarto
Oh, You Beautiful Doll—Nat. D. Ayer. Vocal Quartet, Male Voices, orch. accomp. Columbia Quartet

12-INCH DOUBLE-DISC BLUE LABEL RECORDS.

A5342 Elijah—O, Rest in the Lord—Mendelssohn. Contralto Solo. Margaret Keyes
The Messiah—He Shall Feed His Flock—Handel. Contralto Solo. Margaret Keyes
A5343 Martha—Solo, Profugo (Alone, proscribed)—Flotow. Tenor and Baritone Duet, orch. accomp. Carlo Cartica and Cesare Alessandroni
La Forza del Destino—Soleenne in Quest' Ora—Verdi. Tenor and Baritone Duet, orch. accomp. Carlo Cartica and Cesare Alessandroni

A5344 Out on the Deep—F. N. Lohr. Bass Solo, orch. accomp. Frank Croxton
Thy Sentinel Am I—M. Watson. Bass Solo, orch. accomp. Frank Croxton

A5345 Festival Overture—E. Lassen. Russian Symphony Orchestra
Sleeping Beauty—Waltz—Tschaikowsky. Russian Symphony Orchestra

A5348 Queen of Sheba—Lend Me Your Aid—Part I. (Recitative)—Charles Gounod. Tenor Solo, orch. accomp. Chas. W. Harrison
Queen of Sheba—Lend Me Your Aid—Part II. (Aria)—Charles Gounod. Tenor Solo, orch. accomp. Chas. W. Harrison

10-INCH DOUBLE DISC RECORDS.

A1094 My Old Town—M. Klein. Vocal Quartette, Male Voices, orch. accomp. Columbia Quartette

When the Nightingale is Singing in the Moonlight—J. Heinzman. Tenor Solo, orch. accomp. Henry Burr

A1095 Hungarian Dance, No. 5—Johannes Brahm. Hungarian Dance, No. 6—Johannes Brahm. Prince's Orchestra

A1096 Russian College Yell—Swenka. Arkaloff Russian Balaika Orchestra
Shining Moon—(Chwita Michich)—Brilati. Prince's Orchestra

A1098 In Ragtime Land—T. Sherman. Baritone and Tenor Duet, orch. accomp. Arthur Collins and Albert Campbell

One O'Clock in the Morning—Berlin and Snyder. Tenor Solo, orch. accomp. Walter Van Brunt
A1099 The Never Homes—There's a Girl in Havana—A. B. Sloan. Soprano and Tenor Duet, orch. accomp. Caroline Vaughan and Henry Burr

The Red Widow—I Love Love (I Love You, Dear)—Charles J. Gebest. Caroline Vaughan and Henry Burr
A1100 Flirtation Caprice—Arthur Campbell. Prince's Orchestra

Willow Grove March—F. Sorrentino. Prince's Band
A1101 Just Plain Folks—Maurice Stonehill. Soprano Solo, orch. accomp. Ada Jones
You Will Have to Sing an Irish Song—A. von Tilzer. Soprano Solo, orch. accomp. Ada Jones

12-INCH DOUBLE DISC RECORDS.
A5346 Minstrel Record, introducing "In the Morning by the Bright Light" opening chorus; "Everybody Whistles Like Me," solo by Arthur Collins, with Chorus, and "Melancholy Mose," Closing Chorus. Minstrels, orch. accomp. Columbia Minstrels

Working On the Farm—Golden and Hughes. Vaudeville Sketch, unaccomp. Golden and Hughes
A5347 Gipsy Love, Waltz—F. Lebar. Prince's Orchestra
The Enchantress—To the Land of My Own Romance—Victor Herbert. Soprano Solo and Chorus, orch. accomp. Beulah Gaylord Young and Chorus

THE VICTOR TALKING MACHINE CO.

BLACK LABEL RECORDS.

Arthur Pryor's Band. Record File. Size
31853 Hansel and Gretel—Prelude. Humperdinck 12
By Lyric Quartet.
5867 Carmen—Vocal Waltz. Walton-Wilson 10
Harry Macdonough and Lyric Quartet.
5868 I Love Love (I Love You, Dear) (from "The Red Widow") (Gebest). Lyric Quartet 10
By Victor Light Opera Co.
31851 Gems from "It Happened in Nordland". Victor Herbert 12
31852 Gems from "Naughty Marietta". Young-Herbert 12
By Victor Mixed Chorus.
31854 Songs of America, No. 1. 12
By Victor Opera Chorus.
31846 Bridal Chorus from Lohengrin. Wagner 12
17020 Everybody's Doing It Now (Irving Berlin). Collins and Harlan 10
Darktown Poets (Darky Specialty). Golden and Hughes 10
17021 That Flying Rag (Pryor) (Arr. by Lyric Quartet). Arthur Pryor's Band 10
Ramshackle Rag (Ted Snyder) (arr. by Schulz). Arthur Pryor's Band 10
17022 Babillage (The Gossips). Characteristic (Gillet). Arthur Pryor's Band 10
Swing Song (L'Escarpolette) (Ebel Barns). 10
17023 Elizabeth Ann (A Southern Love Song) (Esrom-Morse). Campbell and Burr 10
In the Days of Girls and Boys (Merrill-Edwards). Byron G. Harlan 10
17024 Looking This Way (Van de Vetter). Anthony and Harrison 10
Close to Thee (Crosby-Vail). Anthony and Harrison 10

17025 If You Talk in Your Sleep Don't Mention My Name (Brown-Ayer). Billy Murray 10
Ragtime Violin (Irving Berlin). American Quartet 10
17026 I'll Go with You to the End of the World—and Then to the World Beyond (Goodall-Krouse). Reed Miller 10
My Love Is Come (Rosetti-Marzials). Frederick Wheeler 10
Reinald Werrenrath 10
17027 Another Rag (A Raggy Rag) (Esrom-Morse). American Quartet 10
Smile a Yiddish—March Ballad (Choddy-de-Costa). Walter Van Brunt 10
17028 Marry a Yiddish Boy (Dotsford). American Quartet 10
Yiddish Nightingale (Irving Berlin). Maurice Burkhardt 10
17029 Neerer, My God, to Thee (Adams-Mason). Raymond Dixon 10
Flee as a Bird (Dana). Frederick Wheeler 10
17030 Come to the Ball (from "The Quaker Girl") (Ross-Monckton). Henry Burr 10
It's a Long Lane That Has No Turning (Manuel Klein). Peerless Quartet 10
17031 That Hypnotizing Man (Brown-A. Von Tilzer). American Quartet 10
Any Place the Old Flag Flies (from "Little Millionaire") (Geo. M. Cohan). Billy Murray 10
35212 Count of Luxembourg Selection (Lehar). Arthur Pryor's Band 12
Quaker Girl Waltzes (Monckton). Arthur Pryor's Band 12

PURPLE LABEL RECORDS.

Lucy Isabelle Marsh, Soprano
60066 To the Land of My Own Romance (I Have a Dream, by Night, by Day) (from "The Enchantress"). Smith-Herbert 10
Lucy Isabelle Marsh, Soprano.
60068 Just a Wearyin' for You. Stanton Pond 10
Victor Herbert's Orchestra.
70066 Carmen Suite—No. 1. Prelude and Aragonaise (Finale of Prelude and 3d Entr'acte). Bizet 12
60067 Carmen Suite—No. 2. Intermezzo (1st Entr'acte). Bizet 10
70067 Carmen Suite—Nos. 3 and 4. Les Dragons d'Alcala and Toreador Song (2d Entr'acte and 2d Part of Prelude). Bizet 12

RED SEAL RECORDS.

Enrico Caruso, Tenor. 10-inch. Neapolitan.
87092 Canta pe' me (Neapolitan Song). Bovio-De Curtis 12-inch. In Italian.
88335 Bohème—Io non ho che una povera stanza (Marcello's Air, Act II.) (I Have Only a Little Room). Leoncavallo 10-inch. In Italian.
Pasquale Amato, Baritone. 10-inch. In Italian.
87093 Gioconda—Baracola. Pescator, affonda l'isca (Fisher Boy, Thy Bait Be Throwing) (Act II.) (with Metropolitan Opera Chorus). Ponchielli 12-inch. In Italian.
88329 Barbieri di Siviglia—Largo al factotum (Room for the Factotum) (Act I.). Rossini 10-inch. In Italian.
88338 Otello—Brindisi, "Inaffia l'ugola" (Clink the Cannikin) (Act I.) (with Sig. Bada, Sig. Setti and Metropolitan Opera Chorus). Verdi 10-inch. In Italian.
Alma Gluck, Soprano. 10-inch. In Italian.
64225 Bohème—Addio (Farewell) (Act III.). Puccini 10-inch. In Italian.
Ernestine Schumann-Heink, Contralto. 10-inch.
87094 A Child's Prayer—In English. Brandon-Harold 12-inch.
88336 The Cry of Rachel—In English. Reese-Salter 10-inch. In English.
88337 Sei still (Be Still)—In German. J. Raff 10-inch. In French.
Charles Dalmores, Tenor. 12-inch. In French.
88330 Ninon (with Sig. Bada, Sig. Setti and Metropolitan Opera Chorus). Paolo Tosti 10-inch. In French.
DE PACHMANN PLAYS HIS FAMOUS "RIGOLETTO." Vladimir de Pachmann, Pianist. 12-inch.
74261 Rigoletto—Paraphrase de Concert. Verdi-Liszt 10-inch. In French.
Edmond Clement, Tenor. 10-inch. In French.
64226 Ca fait peur aux oiseaux (piano accomp. by Frank La Forge). Maud Powell, Violinist. 10-inch. In French.
Maud Powell, Violinist. 10-inch. In French.
64227 Largo (piano accomp. by Waldemar Liachowsky). Harel 10-inch. In English.
Frances Alda, Soprano. 10-inch. In English.
87090 Cradle Song (Wiegenlied). Humperdinck 10-inch. In Hungarian.
MAGYAR KETOLDALAS LEMEZEK.
Victor Fele. Hungarian Records.
63528 (a) Tancz csardások, Hátza. Kapossy K. özigny éneke 10-inch. In Hungarian.
(b) Sirassatok engem orgona virágok, éneki (ezigny zene kíséret mellett). Heltay Vilma 10-inch. In Hungarian.

(Continued on page 58.)

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RECORD BULLETINS FOR FEBRUARY.
(Continued from page 53.)

- 63549 (a) A templomba Vasárnap sem mentem, énekei (Fráter Loránd) (czigány zene kíséret mellett).....Heltay Vilma 10
 - (b) 1. Van Nekém egy ina könyvem (Lakatos Ferencz). 2. Rászeg vágodli (Bálsám, énekei (czigány zene kíséret mellett).....Dr. Kálmán József 10
 - 63550 (a) Szavalhatsz Vecsésig, remek kuplé, énekei (a budapesti "Folies Caprice" v. tagja).....Erdélyi Emil 10
 - (b) Rácsos kapu, rácsos ablak, utána, Nem tudják csak azt mi keppen, énekei (Balázs Árpád) (czigány zene kíséret mellett).....Heltay Vilma 10
 - 63551 (a) Azért csillag, hogy ragyogjon, jászna.....Kaposy Károly czigány zenéje 10
 - (b) Ha kimegyek a temető árkába, utána csárdás, jászna.....Kaposy Károly czigány zenéje 10
 - 63558 (a) Kún a pusztán, szántók-veték, énekei (Bodrog Zsigmond) (czigány zene kíséret mellett).....Dr. Kálmán József 10
 - (b) Pali, Pali, Pálkám, remek kuplé, énekei (a budapesti fővárosi orfeum v. tagja).....Thury Ilona 10
 - 63573 (a) A zsidó házi tanító, előadja és énekei (a budapesti "Folies Caprice" v. tagja).....Erdélyi Emil 10
 - (b) Taps kuplé, énekei (a budapesti fővárosi orfeum v. tagja).....Thury Ilona 10
 - 63574 (a) Paprikás noták, remek kuplé, énekei (a budapesti fővárosi orfeum v. tagja).....Thury Ilona 10
 - (b) Nem vagyok én kofa asszony, énekei (a budapesti fővárosi orfeum v. tagja).....Thury Ilona 10
- SKIFVOR PA SVENSKA.**
Swedish Records.
- 63575 (a) Soldatens flammour ur Skadespelet "Fañrik Stals Sagner" (Olson-Ellis).....Elis Olson-Ellis 10
 - (b) Roda hafvet—Kuplett (Carl Cederstrom-Elis Olson-Ellis).....Elis Olson-Ellis 10
 - 63576 (a) Ja'e'en Stackars bonnadrang.....Elis Olson-Ellis 10
 - (b) Att vara full i tusa' e'en tveungen—Svensk Bondvisa—(Englund).....Elis Olson-Ellis 10
 - 63577 (a) Alls ingen flicka lastar ja—Gammal Svensk Folkvisa.....Elis Olson-Ellis 10
 - (b) Lifvets saga (August Westling).....Elis Olson-Ellis 10
- OBOUSTRANNE REKORDY.**
Bohemian Records.
- 63578 (a) Kukcka Valcik (Dvorák).....Kryl's Bohemian Band 10
 - (b) Devcacko Darovalo Mi Prstymek.....Bohumir Kryl with Band 10
- POLSKIE REKORDY.**
Polish Records.
- 63579 (a) Polonez (Op. 87, No. 3) (Kurpinski).....Rybowski's Orch. 10
 - (b) Nie szukaj Prawdy (Herbert).....Karol Wachtel 10
 - 63570 (a) Wsytku Przejnija (Campana) (with piano accom.).....B. Wawrzynska-B. Rybowski 10
 - (h) Lulajze Jezuuu (Arr. J. Gall) (Piesn na Boze Narodzenie).....Chopin Conservatory Male Quartet 10
 - 63571 (a) Marsz Sokolow (Turner's March) (with piano accom.).....S. Kuzniewicz 10
 - (b) Kto sie w opiekce (Piesn na Boze Narodzenie).....Chopin Conservatory Male Quartet 10

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 - 1223 You Can't Live Without a Girl.....Ada Jones
 - 1228 "Siren Waltzes" (from "The Siren").....U. S. Symphony Orch.
 - 1227 "There's a Girl in Havana" (from "The Never Homes").....Jas. F. Harrison
 - 1393 Lord, Have Mercy on a Married Man.....Bob Roberts
 - 1222 Mine.....H. H. McCleskey
 - 1387 "Music Caressing of Violins" (from "The Siren").....Miss Barbour and Mr. Young
 - 1305 Du Du (Cornet Solo).....Bohumi Krvi Band Accom.
 - 1230 Count of Luxembourg Waltzes.....U. S. Symphony Orch.
 - 1224 When Sunday Rolls Around.....Ada Jones and W. Van Brunt
 - 1390 "The Waltz Lesson" (from "The Kiss Waltz").....Miss Smith and Mr. Hindermeyer
 - 1391 Flanagan's Troubles on a Trolley.....Steve Porter (orch. accom.)
 - 1394 "Any Place the Old Flag Flies" (from "The Little Millionaire").....Walter Van Brunt
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 - 445 Everybody's Doing It.....Collins and Harlan
 - 446 Ragtime Violin.....Arthur Collins
 - 449 Slippery Hank.....U. S. Military Band
- GRAND OPERA.**
- ENGLISH.**
- 36015 The Heart Bowed Down (from "The Bohemian Girl").....Henri Scott
- ITALIAN.**
- 33026 Eri Tu (from "Un Ballo in Maschera").....Cesare Alessandroni
- FRENCH.**
- 35015 Carmen! Il Est Temps Encore (Finale "Car men").....Mlle. M. Borschneck and Jose Erard
- FOREIGN.**
- GERMAN.**
- 21253 Still Wie Die Nacht.....Emil Muench
- SPANISH.**
- 21808 La Madrilena—Danza (Solo de Panderria).....Jose Ramirez
 - 21813 La Reina Fr Ls Vsurls (Rumba-Dialogue).....Lopez and Colombo
- HUNGARIAN.**
- 21470 Azt Beszekik a Falusa—Ez Es a Masik—New Yoki else senekara ha kimegyek a temeto arkaba (Holupa Pali).....N. Y. First Hungarian Orch., directed by Holupa Pali
- RUSSIAN.**
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 - B—Ahmeen—Intermezzo Indienne.....Sidney Gilbert
- Zon-o-phone Orchestra.**
- 5846 A—The Quaker Girl Valse—Melodies from "The Quaker Girl".....Lionel Monckton
 - B—In Yankee Land—Characteristic Two-Step.....Frank I. Sherman
- Vocal Selections with Orchestra Accompaniment.**
- 5847 A—The Gaby Glide—From the New York Winter Garden production "Vera Violetta".....Billy Murray
 - B—Come Out in the Garden with Me.....Louis A. Hirsch
 - Robert Hood Bowers
 - Ada Jones.
 - 5848 A—My Counterfeit Bill.....Harry Von Tilzer
 - B—Candy, You're a Dandy.....George Walter Brown
 - Byron G. Harlan.
 - 5849 A—In the Days of Girls and Boys.....Leo, Edwards
 - B—Dan.....May Irwin
 - Ada Jones and Billy Murray.
 - 5850 A—Huckleberry Pie.....George Botsford
 - B—How Would You Like to Try a Honeymoon with Me?—The "Leap Year" Song.....Herman A. Wade
 - Al. Campbell and Arthur Collins.
 - 5851 A—The Rooster and the Hen.....Wm. McKenna
 - B—Dar's a Watermelon Spoilin' Down at Johnson's.....J. W. Wheeler
- Miscellaneous Vocal Selections with Orch. Accom.**
- 5852 A—My Old Town, from New York Hippodrome production "Around the World" (Henry Santrey).....Manuel Klein
 - B—Roses, Roses, Everywhere (Harvey Hindermeyer).....H. Trotter
 - 5853 A—Run Tum Tiddle, from New York Winter Garden production (Billy Murray).....Jean Schwartz
 - B—Dreaming, Dreaming—Moon Song (Helen Clark).....Reginald De Koven
 - 5854 A—Ragtime Violin (Arthur Collins).....Irving Berlin
 - B—Call Around on Sunday (Walter Van Brunt).....Alfred Aarons
 - 5855 A—Come to the Ball, from "The Quaker Girl" (Henry Burr).....Lionel Monckton
 - B—Out on the Deep (William F. Hooley).....Frederic N. Lohr
 - 5856 A—Your Smile (Elsie Baker).....Dorothy Forster
 - B—Mine (Wm. H. Thompson).....Alfred Solman
 - 5857 A—I Love Love (I Love You Dear) from the musical comedy "The Red Widow" (Beulah G. Young and Henry Burr).....Chas. J. Gebest
 - B—Just Because (Wm. Wheeler).....H. T. Burleigh
 - 5858 A—Love Never Dies, from Henry W. Savage's production "Little Boy Blue" (Inez Barbour and Harry Anthony).....Henri Bereny
 - B—Mattinata (Inez Barbour).....F. Paolo Tosti

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