The best-known trade mark in the world

"The Victor talking machine's design, 'His Master's Voice,' has become a household word, and the quaint little fox terrier at attention before the horn is familiar to more Americans than any of the world's great masterpieces"—Collier's Weekly.
THE TALKING MACHINE WORLD.

ZON-O-PHONE

MUSICAL INSTRUMENTS
List Price From $20.00 to $75.00

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

Double Record Discs

10 inch—65c.  12 inch—$1.00

Our new catalogue of foreign Double Records is ready for you on request.

Bohemian, German, Hungarian, Jewish, Roumanian, Italian and Spanish.

We will be glad to mail you catalogue in any language as per above.

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

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

Fourth and Race Streets

PHILADELPHIA, PA.

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

ARKANSAS
Hot Springs...Joe Hilliard, 318 Central Ave.
71, Smith......E. C. Bellinger, 704 Garrison Ave.

CONNECTICUT
Bridgeport......F. P. Beach, 940 Main St.

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

ILLINOIS
Chicago.........W. E. Sujezold, 1031 Milwaukee Ave.
Chicago.........Trotch, Peirn & Co., 71 Fifth Ave.

KANSAS
Topeka............Romberg-Spielman Fm. Co., 817-179 Kansas Ave.

MARYLAND
Annapolis.......Globe Music Co.
Baltimore.......C. S. Smith & Co., 441 W. Baltimore St.

MASSACHUSETTS
Boston........... Katz & Hoffman, 9 Portland St.

MINNESOTA
St. Paul........W. J. Dyer & Bros., 52-54 W. 6th St.

MICHIGAN
Dearborn........J. E. Schmidt, 328 Greater Ave.

MISSOURI
Springfield......Morton Lines, 233 Boone St.
St. Louis........Knight Mercantile Co., 211 N. 17th St.
St. Louis........D. E. Myers, 835 Flower Ave.

NEW JERSEY
Hackett...........Eclipse Phonograph Co., 309 Washington St.

NEW YORK
Brooklyn........B. G. Warner, 1313 Bedford Ave.
New York........S. B. Davis Co., 254 University Place.

NORTH DAKOTA
Fargo..............Stone Piano Co., 314 First Ave. N.

OHIO
Akron............Ge. S. Dale Co., 188 S. Main St.
Cincinnati.......J. F. Pormen, Jr., 829 Main St.

PENNSYLVANIA
Allentown........H. A. Reuter, 601 Ohio St.
Harrisburg......J. E. Trapp Music House, 13 So. Market St.
Philadelphia......Harmony Talking Machine Co., 1011 Arch St.

TEXAS
Beaumont..........K. B. Pierce Music Co., 107 Pearl St.

WISCONSIN
Milwaukee........G. H. Elfrhod, 525 13th St.

CANADA
Toronto...........Whaley, Royce & Co., Ltd., 241 Yonge St.

Vancouver........B.C. M. W. Whaley & Co., Ltd., 645 Granville St.
PHILADELPHIA DEALERS MEET.

For the Purpose of Forming an Organization
Composed of Handlers of Victor and Edison
Machines—Permanent Officers to Be Elected.

(Special to The Talking Machine World.)

Philadelphia, Pa., Feb. 8, 1912.

An association composed of dealers handling Viktor
and Edison machines has just been organized
in this city at a meeting held in the Park-
way building, 119 North Broad street. A fair at-
tendance of dealers attended the initial gathering.
After a long discussion temporary officers were
elected, and it was decided that the next meeting
shall be called for the evening of February 14, to
which most of the dealers of Philadelphia and
vicinity will be invited and when, it is expected,
the election of permanent officers will follow.

TALKING MACHINE EXPORTS.

The Figures for December Presented—Reports
Show Flattening Off for the Month.

(Special to The Talking Machine World.)

Washington, D. C., Feb. 9, 1912.

In the summary of exports and imports of the
commerce of the United States for the month of
December (the latest period for which it has been
compiled), which has just been issued by the
Bureaux of Statistics of the Department of Com-
merce 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 December, 1911, amounted to $1,918-
901, as compared with $204,999 for the same month
of the previous year. The twelve months' exporta-
tion of talking machines, records and supplies
amounted to $2,847,573.

THE POPE AND THE TALKING MACHINE.

A Delightful Story Showing How a Record of
the Bells of San Marco Brought Memories to
His Holiness of His Old Home in Venice.

A report from Rome tells of a visit made to
the Pope by a parish priest from Venice, where the
Pope was once a student. For the en-
tertainment of his visitor, the Pope placed in
a talking machine a record made from the sound
of the bells when first they were reconsti-
tuted after important restoration work.
"Close your eyes," said he, "and listen; you will feel
that you are back in dear Venice."

It is, of course, the familiar human story of the
millionaire who would like to hear the tink-
ing cowbells on the farm again; of the far-wand-
ering mariner that song to hear across the water
the sound of the port bells of his native town.
Not always in the Vatican is the weariness of the
Pope to be cheered by the mighty music of organs
and trumpets and the voices of tuneful choristers.
There are times when he would like to be a parish
priest and listen to the bells of his old home
town, as a writer in the World says. Dr. Holmes
used to insist that music is more responsive
to perfumes than to anything else; that old songs,
old drums and old joys are brought back to us on
the invisible wings of the odors of jasmine
and rose and violet. Against that dogma stands
a great array. In art, science, literature, witness to
the compelling power of bells. Every literature has
its bell songs and bell stories, every heart its
Venice to be recalled by them.

C. E. GORE JOINS DE MOLL & CO. TORCES.

(Special to The Talking Machine World.)

Washington, D. C., Feb. 5, 1912.

C. E. Gore, who has just spent seven years
as manager of the wholesale talking machine
department of the E. F. Drop & Sons Co., this city,
has severed his connection with that company to
take over the management of the Victor depart-
ment of O. J. DeMoll & Co. at Twelfth and G
street, N. W. Before coming to this city, Mr. Gore
was manager of the E. D. Frop & Sons Co. Mr. Gore spent nine
years in the factory of the National Phonograph
Co. in Orange, N. J.

TEAM WORK IS ESSENTIAL

To the Success of Any Business—Developing
the "All-Togetherness" Spirit—United Effort
Lightens All Labor and Has a Good Effect
Upon Customers.

Team work is that element of co-operative force
that enters into every organization, making for
success. It is the sincerest of the blocks that
makes the structure "stick together" and stand
strong. "Glue" is the mysterious power that holds for
good, for fair, for indifferent and weak! Team work
must prevail in every line of work; the harmonious
development of every project demands that "all-
together spirit"—the faithful execution of each
in individual's work so as to fit perfectly into that
of those "above and below" to bring on the perfect
working out of the whole!

There's no place for dry rot when team work is
on tap—its powerful and "make good" influence
creates the standing of any enterprise! Team work
and "make good" are blood relations; they are
dependent upon each other and either would be
an invalid without the strong arm of protection of
the other. Team work means more than mere do-
ings—one's work—yes, indeed, millions more. It
signifies the whole-hearted effort of the individual
employee, a personal application of his or her efforts
so as to bring on the perfect working out of his or her
effects—it means the leaving of a clear, clean
right-of-way to the fellow employee following and
the pleasing, perfect execution of his or her share
of the work as a prideful deposit in the Bank of
Intelligent Service!

Team work must not be superfluous; the employee's
attitude toward each other is the accomplishment,
their work must be deep-seated, sincere, peace-
ful, with a realization that "the all-for-one and
one-for-all spirit" brings all over the tape in a grand
fashion. Team work must reflect action; every effort to
employ, represent a unit, must ring with that
cheerfulness and good nature which alone can dem-
strate the good intent and sincerity of the doer. Team
work, like the waves of the sea, must be ever-
moving, "always on the job," as inaction means stagnation and the best of all
is the worst of all.

The spectacle of a team trying to make a deep
grade, one horse pulling steadily and the other jerk-
ing indifferently, is distressing! Such lack of con-
centrated effort, such wasted energy is the strongest
sermon on the lack of "pull-togetherness" so
often apparent when intelligent, harmonious team
work is so essential for "making the hill!" It is
an everyday exhibition of team work backwards!

Team work and "make good" lead playing parts in
the drama of merchandising; the perfect per-
formance of one must be supported by the co-
operation of the other—there must be no distinguishing
lines; the "audience" (the great critical public) must
not know where the one starts and the other
story; their interfusing and interfusing must make
unto to make a happy and successful finish!

The existence of team work is made known
to the customer as soon as the doorway is passed
on the way in—it starts with the pleasant co-operation
between each employee in each department, from
the doorman's agreeable "make-yourself-comfort-
able" greeting right down and through the
department salesmen, buyers, managers, officers
and management! The customer must be able to
sniff and be made to feel the team work and "make
good" as they work throughout the store. That is
all that is asked and all that is expected, and it will
and carry with it that soothing salve of courtesy
and intelligent service to cover "bad impressions"
that might exist in the customer's imagination!
WITH THE TRADE IN CINCINNATI.

Demand for Talking Machines of All Styles Keeps Up in Excellent Shape Throughout January—Trading Small Instruments for Victrolas—Manager Pleased with Conditions—Can't Keep Some Styles of Machines in Stock—What the Various Dealers Are Doing to Attract Attention.

(Special to the Talking Machine World.)

Cincinnati, O., Feb. 8, 1912.

The immense amount of business done during the month of December by Cincinnati talking machine dealers had a direct bearing on the volume of the January record and machine sales. Every Victrola sold during December apparently is in active use and is doing its missionary work in promoting the further sales of Victor Victrolas.

The record sales have been very large and both retail and wholesale departments of the Rudolph Wurlitzer Co. have been crowded with record buyers every day, irrespective of the weather conditions.

A great portion of the smaller style instruments have been traded back on large Victrolas, and this trend of the business is all the more satisfactory on account of the shortage of the cheaper Victrolas. Trade conditions are extremely bright with every outlook for a record-breaking spring business.

Rudolph Wurlitzer spent Sunday morning last week in Chicago attending a meeting of the executive committee of the Talking Machine Jobbers' Association. Arrangements were made for the annual meeting, to take place at Atlantic City on July 1, 2 and 3.

R. J. Whelen, manager of the Columbia Phonograph Co., reports a very interesting business in January and is highly pleased over results, there being a substantial increase over all the previous Januarys, and this steady climb every month is very gratifying. He states: "Business was very good in all departments, the leading proposition of the month being the 'Favorite' outfit, with a supply of double-disc records, for 90c, which was featured in local newspapers and created a sensation among prospective buyers both in the city and in the surrounding States, many deals being closed. We are looking forward to a very interesting grand opera season this month, when the Chicago Grand Opera Co. will be here, among its artists being Mary Garden and Carolina White, who both sing exclusively for our company, and the demand for their records will be enormous.

Harry Brower, of C. F. Brower & Co., Lexington, Ky., exclusive Columbia dealers, spent a day with us in the store talking over prospects for the coming year and ordering goods to replenish his stock, which was literally sold out during Christmas.

He lodged one very serious complaint against the $150 'Nosparel,' and upon our asking him what it was he stated: "We can't keep it in stock, our customers insist upon buying them as fast as we can get them."

J. 'Dictaphone' Westervelt, of our New York Dictaphone department, spent a couple of days with us in January, giving every one some of his Dictaphone enthusiasm; after being in Cincinnati several days, he took a trip through different Ohio cities visiting selling agents in the field, giving every one of them a real Dictaphone "boost."

J. E. Poorman was in New York City last month, attending the annual meeting of bicycle dealers. While there he met John MacNabb, of the Zonophone Co., who came over from Philadelphia for the purpose of having a chat with Mr. Poorman relative to local conditions. The record business at the latter's place has been exceptionally good since the holidays.

John Arnold, Fifth avenue and Elm street, makes the surprising statement that his machine and record business during January excelled December's volume.

A beautiful mosaic Victrola XVI, artistically displayed in one of the windows of the Milner Musical Co., has been attracting a great deal of attention during the past week. This is the first Victrola of this most expensive type that has been exhibited in this city.

Cyrus Lawson, who has been with the Milner Co. some time, has been placed in charge of the talking machine department. He is very enthusiastic over the results this month. One week he specializes on the higher priced Victor and Edison goods; the next he endeavors to attract the bargain hunters and those interested in less expensive machines. "Business is O. K. with us," said Mr. Lawson. "We are right after the November and December customers for prospects; I make a special effort to get a list of their friends, the ones who have enjoyed an evening's entertainment at their homes, and then the friends hear from us."

TO CLEAN OUT PRICE CUTTERS.

In the Voice of the Victor for February the Victor Co. take the opportunity of emphasizing the necessity of dealers not only observing the clauses of their own contracts, but of keeping their eyes open for violations of the clauses on the part of competitors, especially the sections governing price-cutting and the giving of discounts. The company reiterates its intention to aid the dealer in fighting cut-throat competition in every instance where such a state of affairs is brought to its attention, either by its own employees or by the dealers. Special attention is also called to the "misleading advertisement" clause in the contracts and examples given of what advertising is considered as coming under that head and the reason why it works against the interests of the dealers.

TALKER AIDS PULPIT SPEAKER.

St. Paul preacher dictates sermon to talking machine to judge proper speed for delivery to congregation.

(Special to the Talking Machine World.)

St. Paul, Minn., Feb. 8, 1912.

Determined not to remain a "pulpit chauffeur," his congregation unable to understand him because of the rapidity of his delivery, Rev. Ernest Oldenberg, pastor of the East Presbyterian Church, has slackened his speed, to the delight of himself and parishioners by the use of an ordinary phonograph. It came about this way:

Rev. Mr. Oldenberg realized that the never a stop, never a variation, never a paragraph manner of his address was one that was not wont to please his hearers. In the quiet and undisturbed recesses of his study at the home, 730 Earl street, he struck upon the ingenious idea of using a phonograph.

Purchasing several blank records Rev. Mr. Oldenberg, by listening to his own voice in an andante temper, has been able to improve his oratory, and with the phonograph, running as slowly as was practical has succeeded in producing a record in the more entertaining style used by William Jennings Bryan.

The pastor's invention has served a two-fold purpose, being both a benefit to himself and to his parishioners, who at times are unable to attend any of the regular sermons. After the record is made any one who asks may borrow it for his own use and then pass it on to another so that the sermon can be heard right in the home.

POOLEY CABINET POPULARITY.

The fame of the Pooley talking machine cabinets is constantly growing and their merits are the subject of commendation in many forms. In the Furniture World of recent date we noticed the following reference in its Philadelphia letter: "The Pooley Furniture Co. is advertising the music record disc cabinet manufactured by that concern by window demonstrations in many of the important local stores. An attractive young woman is now demonstrating the good points of this cabinet in the large show window of Weymann & Sons, 1010 Chestnut street. In the system of this cabinet each record is numbered and placed in a separate compartment, while an index is kept of each disc. By the pulling of a lever opposite the number of the record desired the disc slides out from its compartment right to the hand of the user."

WRITE US FOR INFORMATION AND PRICES NOW

EDISON

Headquarters for NEW ENGLAND MACHINES RECORDS AND SUPPLIES

Sound Box Controller for Victor Record Albums at Right Prices. A New Oak Disk Record Cabinet at a Very Attractive Price for Victrolas IV., V., and VI. \\

AND ABOVE ALL YOU SHOULD KNOW ALL ABOUT OUR NEEDLES . "Grand Opera" . . NEEDLES

EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET

FOR SIXTEEN YEARS AN EXCLUSIVE TALKING MACHINE HOUSE BOSTON, MASS.
The influence of the Victor-Victrola

The Victor-Victrola has accomplished wonders in arousing interest in music throughout the United States. It has given to the people a thorough understanding of the world's musical masterpieces.

It has made classical music and grand opera as easily accessible as the lighter forms of music, and has stimulated the best musical taste. It has injected new life into the musical instrument industry. Dealers everywhere reap the benefits and the Victor-Victrola is today one of their biggest assets.
TALKS ABOUT BUSINESS BUILDING

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

TALK No. 7.

The fourth and last success injunction is, Apply your knowledge of yourself, of the other fellow, and of your business. In other words, USE YOUR WILL, GET ACTION.

Since health is a requisite of success, keep well. To do this you must obey the laws of physical well-being.

Since knowledge of human nature is a big success asset, acquire it. To do this you must study. Since knowledge of your business is an essential, master its technique.

To do this diligent application is necessary. If you have done this you are ready now to enter the business or professional world. Its rewards will be yours if you APPLY THE KNOWLEDGE ATTAINED CORRECTLY—GET THE RIGHT KIND OF ACTION.

Thousands of books are written that will never be published. There are thousands of inventions will never bring aught to their makers. There are thousands of industrious lives that will end in despair and defeat.

Why? Because, while many people act, they do not act in the right way to succeed. Edison says, "Genius is not inspiration, but perspiration." Edison is partly right—but partly wrong. It is more than perspiration—hard work. It is hard work and plus and plus. Is it hard work plus knowledge? Is that a satisfactory definition to your mind? It is not to mine. My definition would be, Genius is hard work, plus knowledge, plus initiative. It is a combination of energy, acquisition and constructive imagination.

Hard work only never made a man a genius or a success. Knowledge only never made a man a genius or a success. Initiative only never made a man a genius or a success. So Edison did not utter a real truth, but a half truth only. We forgive him because of the humor of his remark.

You can work hard, and waste your energies, because you lack the knowledge to apply your energies in the proper channels.

Your mere knowledge may make you a book-worm, and a book-worm is not a success. You may have initiative, but lacking the proper knowledge and the energy to acquire this knowledge, your initiative will be impracticable.

You must know what to do—how to do it—and then know how to do it in a better way than the other man—that is, in a new, more original way—if you want to make a BIG SUCCESS.

Keep on the beaten track and you will attain only Mediocrity.

Get off the beaten track too much and you will be ECCENTRIC. The world might be amused at it, but it would distrust you.

Do not desert the beaten track entirely, but add new branches—open up new avenues for achievement—and you will be a SUCCESS—A GENIUS.

The world is always looking for a better way to do things. The world is willing to pay—and pay high—if the new way proves the better way.

Don't dress your window like your competitors Brown or Green. Find a novel way to place things—an easy way that will make the passer-by stop and draw near your window.

Why so many men fail to make successes of their business is because they are afraid of a new idea. They refuse to use the imagination in new combinations. They hold to the old, while the world is crying for the new.

Novelty! novelty! novelty! cries the bored world, and you display your goods in your old, worn way in the same old way that you did five years ago; do you wonder that the world passes you by?

Do you know your intellect does three things?

It thinks.

It remembers.

It imagines.

Since it can do three things, don't you think you had better use it in three ways?

Since memory is a law of success, are you not wronging yourself by having a poor memory, especially when there are methods of improving it?

Think how important a memory of faces and names is. What patron does not like to be recognized by you—especially by name—when he calls the second or third time?

Great men like Caesar, Napoleon and Grant owed a part of their success to their accurate memories for faces and names.

There was a time when it was thought that imagination was useful to poets and artists only. Now, however, the professional and commercial world is awakening to a sense of its value.

It is Edison's powerful imagination that makes him the wonderful inventor he is—his power of combining one idea with another in a new way.

The phonograph, the stethoscope, the electric car, the flying machine were at one time mere mental pictures of the imagination in the inventors' minds. They would have remained so yet had they not applied initiative to make the picture real.

The sewing machine at first stood a confessed failure. There seemed no way to stop it from breaking the thread. But a man of genius came along in the person of Howe. He applied his imagination—figured out a way to bring the thread down to the shuttle and back again without having it cut. His imagination pointed out to him that if a slit was made along the side of the needle this could be done.

WASN'T THIS THE USE OF THE IMAGINATION ON A PRACTICAL TRIUMPH?

The great fortunes of the Rockefellers, the Vanderbilts and the Goulds, and many other of our millionaires, are the results of practical imagination.

There are great fortunes yet to be made by the men with the right kinds of imagination.

Get busy; use your imagination more than you have done in your profession or in your business. See if you cannot hit upon better ways of doing things.

Do not let such splendid gifts as your power to acquire knowledge, your memory, your imagination grow rusty for lack of use.

Exercise is the secret of strength for both the mind and the body.

It takes work to keep well—either mentally or physically. But does not the glorious health that gives you an appetite to enjoy the good things of the world; that makes the sunshine seem brighter, the air seem purer, the people you meet "good fellows, despite their faults"—does it not, I say, repay your toil a hundredfold—a thousandfold?

What splendid reserve power a healthy man has! The happy view he takes of things is a "MOTOR POWER" for SUCCESS. He feels braced for the battle. He feels he can do what is to be done—and more, too. That is half of the fight for success.

The reserve power of knowledge, what a power that is, too! How splendid it is to feel that you have more than the occasion demands; that you have mastered your technique; that you are ready to grasp the opportunity!

Start the Battle for Success with the proper reserve power of knowledge and strength and you will win.

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 endorsed the I. C. S. method of teaching languages.

The I. C. S. Language Outfit consists of an Edison Gem Phonograph made especially for language work; small horn; headband hearing tube; oil can; and 25 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.
Think of a list of great singers without Mary Garden, Lillian Nordica, Olive Fremstad, Alice Nielsen, David Bispham, or any one of the others in the "exclusively Columbia" series!

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

You will if you start with the right kind of Action, and keep up the right kind of Action.

A word in conclusion: I trust I have made you see that to be a success the composite man must be a success.

You must nourish and use your mind.

You must nourish and use your body.

You must nourish and use your feelings.

You must nourish and use your will.

Did you and will you be a success.

YOU ARE GOING TO DO THEM. I FEEL SURE OF THAT.

ACTIVE TRADE IN BIRMINGHAM.

Columbia Phonograph Co. Store Destroyed by
Fire—Fresh Stock Installed in Attractive
New Quarters—Little Loss of Business—Edi-
son Line for Department Store—Weekly
Concerts Serve to Attract Business—Colum-
bia Machines for Public Schools.

(Special to The Talking Machine World.)

Birmingham, Ala., Feb. 12, 1912.

On January 14 fire destroyed the Cable building, entirely wiping out the Columbia Phonograph Co.'s Birmingham store. The Columbia people who were occupying quarters with the Cable Piano Co., had only a few months previously opened this store, and had gone to big expense handily filling up their demonstrating rooms and in generally equipping the store. The loss was about $15,000, fully covered by insurance. Manager Broyles, a veteran who is in charge of this end of the Columbia business, nothing daunted by the setback he had received, began over again. Splendid quarters in the heart of the retail section were secured, stock ordered out by express, and new business is proceeding as if nothing had happened. The promptness with which business was resumed shows that Mr. Parks is not to be put out of business a little thing like a fire that wipes out the first six months of his efforts here.

The Talking Machine Co. has just succeeded in landing an order from Drensen & Co., one of Birmingham's largest department stores, for a complete line of Edison machines and records. This is one of the largest talking machine orders taken in the South in some time. Manager Woolf, of the Talking Machine Co., reports that business in January proved most satisfactory, both in the retail and wholesale departments. Sales showed a large gain over the corresponding month of last year.

Leverett Joseph & Leeb, who recently put in complete lines of Victor and Columbia goods, are giving weekly concerts that are drawing large and appreciative audiences. The concerts afford the opportunity of hearing only the highest class music, and at other times, the numbers are all lighter music. Since taking on these lines, this concern has had big success, and no expense has been spared in fitting up the talking machine depart-

TALKING MACHINES FOR CONVICTS.

(Special to The Talking Machine World.)


According to a local attorney who has just re-
turned from a visit to the State prison at Mar-
quette, Mich., that institution is more on the order of a pleasant hotel run with strict regard to the comfort and convenience of the prisoners than a place for confining law breakers. The attorney

SINGING SONGS AND LEGENDS OF THE INDIANS

Successfully Perpetuated by Means of Records,
Which Are Now Being Used to Illustrate Lectures on Rapidly Disappearing Race.

At the Hudson Theater in New York recently Edward S. Curtis gave a very interesting lecture on the primitive race of the Western world, the interesting feature of which was the presentation of Indian themes taken by means of the talking machine. A large portion of the red men and subjected to artistic arrangement by a Boston musi-
cian, Henry F. Gilbert. In speaking of his music of "A Vanishing Race," Mr. Gilbert says: "The music which I have composed to accompany Mr. Curtis' stirring pictures is entirely based upon melodic fragments derived from the songs and ceremonial music of the various Indian tribes. Many of the Indian themes have been transcribed from original phonographic records which have been made by different members of the field staff of the North American Indian in the Far West. In cer-

PREPARING FOR LARGE BURDENS.

Shouldeing small burdens strengthens the bearer for larger ones. Many young men who are work-
ing in large establishments resent what they term the unloading of the bosses’ burdens upon their shoulders, when in reality the cheerful shoulder-

MOUNTING SINGULARITY.

Many persons are puzzled by the endless variety of illusions to be seen at a living picture hall. Quite a common picture is the airship rising rap-

didly in the clouds; but few know how this picture is procured. The airship is really a tiny model suspended on a thread in front of a canvas painted to represent clouds. This sheet is attached to two rollers, one of which has a handle. When the handle is turned to the left or right the sheet moves up or down. The cinematograph camera is placed in position and started; at the same time the sheet is wound downward, the airship remain-

HOWARD TAYLOR MIDDLETON MARRIED.

Howard Taylor Middleton, whose contributions to The Talking Machine World have enlightened and interested readers for many years, has fallen a victim to Cipid's dart, and on Saturday, January 27, Miss Marie Louise Heydorn, of Moorestown, N. J., became his bride. After a short honeymoon Mr. and Mrs. Howard Taylor Middleton took up their residence at Hainesport, N. J. The World extends sincerest congratulations and good wishes to the happy couple.

Kansas was in a decline. A famous prescription was ordered: "Raise more corn and less b—-ec."
The Kansans took the hint and to-day are the greatest agriculturists in the world. Let the busi-

You can’t enlarge your business when you are carrying a needless burden.
Pushing the

Edison Phonograph

is like rolling a hoop down hill.
The hoop is already started—all you have to do is to keep it going in the right direction.

Everybody in your territory knows what the Edison is—everybody wants it. The real missionary work has been done and is being done all the time by the hundreds of thousands of Edison Phonographs already sold and by our persistent advertising in the great national publications.

We are constantly telling your own people about the Edison's great advantages—how it carries all the best, the greatest and the latest music and other entertainment right into their midst—how its sapphire reproducing point never needs changing, doesn't wear the records, and brings out the very life of the tones in exactly the right volume for the home. We are reminding them of the fact that with the Edison they can play both Standard (two minute) and Amberol (four minute) Records—and explaining the delights of making records at home.

We are doing everything to send these people to you. Don't let them wonder where they can get an Edison Phonograph. Hook up your local advertising and selling campaign with our national campaign by using the ready-made newspaper ads that we furnish free, by taking advantage of the window displays we have prepared, and by working your mailing list to the limit.

Keep the hoop rolling—steer it for your store.

Thomas A. Edison
INCORPORATED

59 Lakeside Avenue, Orange, N. J.
Don't be satisfied with making the Edison Phonograph a mere present profit producer. Every Edison you sell is an income producer, and the size of the income depends entirely upon you.

As long as the world is creating good music and clever vaudeville—as long as there is a Sousa, a Sliezak, a Sylva, a Lauder, a Stella Mayhew—or any star of magnitude in any line—the people to whom you have sold Edison Phonographs will look to you for a steady stream of Edison Records.

But if you're only selling Edison Standard and Amberol Records you're not getting all the income the Edison is capable of making for you.

Go out after the rest of it—the home recording end. See to it that every Edison Phonograph in your vicinity is equipped with a Recorder, and keep the interest in home record making right up to the bubbling point. See that a Recorder and supply of blank Records go with every sale you make.

Play the game from every angle and the Edison will pay you bigger dividends every month.

Your Edison Jobber is a good man to keep in constant touch with. Look over your stock and write him today.
A DVICES from correspondents in widely separated sections of the country regarding business conditions for the first month of the new year are most gratifying.

January has made a splendid showing taken as a whole, and instead of the customary quiet month there has been a larger output of machines and records than in the same month for many years. This is due largely to the fact that dealers and jobbers have been more persistent in their sales campaign; they have not been resting on the laurels of the closing months of the year, particularly the holiday trade, but have pushed on for new conquests during 1912.

This is the proper spirit, the spirit that wins. The policy of persistency, combined with goods of merit, is always a winner in the battle for trade. It is now the general opinion that 1912 will make an excellent showing, in a business way at least, as far as the talking machine industry is concerned.

The approaching Presidential campaign will not have the usual detrimental effect as some people feared; as a matter of fact the battle for trade.

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It is now the general opinion that 1912 will make an excellent showing, in a business way at least, as far as the talking machine industry is concerned. 
With some merchants the talking machine sales for the year made up the deficit in the piano department. The increased sales of talking machines is due, in a large measure, to the production of hornless talking machines priced as low as $15. While the demand for these machines has been enormous, the higher-priced styles were also in great demand, so much so that the manufacturers have a vast number of unfilled orders on their books at the present time.

The sales for these machines have resulted in an increased call for records, and to-day the leading record manufacturers are working to their utmost to catch up with the demand, which is simply overwhelming.

The success of the talking machine business is an illustration of the advantages of fixed prices. Indeed, the conditions which exist are a credit to the men who control the destinies of this new and important branch of the music trade industry.

From the very first they realized the importance of educating the public. They conducted a campaign of publicity that has amazed many, but which has demonstrated that advertising is a profitable investment. In this way they have created a home demand for their product which has accrued to the dealers’ interests.

They have educated the dealers handling their goods in the matter of window display, of salesmanship, and other essentials toward an intelligent comprehension of the requirements of the business. As a result of this progressive policy the talking machine industry has grown to such a degree that few, unless posted on the internal conditions, have any idea of its extent.

THERE sales of talking machines by some of the large houses handling pianos in this country have reached a sum that may be termed remarkable. It goes without saying that those who have won the largest measure of success have given the talking machine adjunct of their business the attention which it deserves. The departments are in charge of experienced men who believe in getting results by means of advertising, by special display rooms, recitals and other forms of artistic exploitation, realizing that the talking machine is in the truest sense a musical entertainer and educator, and that when it is handled properly it forms a most valuable asset for the music trade merchant.

There is a lesson to be drawn from the advertising policy of the large manufacturers of talking machines.

Despite the talk about hard times and contracted trade, and many other topics which are brought to the front by pessimists when trade conditions are discussed, the conductors of these enterprises brush them aside and proceed to spend even more money in dull times than when business is active.

As a result, during the past year the manufacturing end of the talking machine business showed an increase of more than thirty per cent, thus emphasizing the fact that it is the persistent advertiser that succeeds.

NEW VICTOR RECORD CATALOG.
Some of the New Features Announced in Connection with New Volume.

The Victor Talking Machine Co. announces, in the February number of The Voice of the Victor, a new alphabetical and subject catalog of Victor records, which is expected to result in a material increase in the sale of Victor records. In the new catalog the names of the composers, the prominent artists and selections are all arranged in alphabetical order and in sequence, while the selections are also listed under subject headings, such as Scotch songs, etc. In the case of double-sided records both titles are given, that in alphabetical order being in heavy type with the name of the selection on the back of the record to prevent confusion, the reverse being the case in the alphabetical listing of the selection on the back of the record. In the last pages of the new catalog will be found a list of Victor singers and players, under whose names all records made by them will be listed in the catalog. List of subject headings under which records will be in alphabetical order, with pronunciation of titles and pronunciation of operas and composers.

BRINGS SUIT FOR INFRINGEMENT.

Always on the alert to protect its interests and patent rights, the American Graphophone Co. has filed a suit in the United States Circuit Court for the District of Massachusetts against the Boston Talking Machine Co. and others for alleged infringement of the important "Graphophone Grand" patent, issued to the late Thomas H. Macdonald in 1902, and which covers in a very broad way, it is claimed, all the so-called high-speed records, both disc and cylinder, and whether the recording is of the zig-zag variety or vertical. The patent was granted after prolonged litigation with those prominent in the talking machine field to test its validity and was pronounced by the United States Patent Office, Alexander Graham Bell and many others to represent one of the most important forward steps in talking machine manufacture. So valuable has the invention considered that the Franklin Institute of Philadelphia presented Mr. Macdonald with an award of merit. Thomas A. Edison, Inc., and the Victor Talking Machine Co. have been granted licenses under the patent in question, and the American Graphophone Co. is confident that its position in the present case will be promptly sustained by the courts, both on actual merit and in view of precedents.
THE TALKING MACHINE TRADE IN NEW ENGLAND.

G. E. SEAVEY REMODELING STORE

In Haverhill, Mass., to Accommodate Rapidly Growing Business in Columbia Line.

( Special to The Talking Machine World.)

Haverhill, Mass., Feb. 9, 1912.

The Columbia business of George E. Seavey has grown so rapidly of late that he has been obliged to remodel the interior of his establishment at 50 and 52 Emerson street, and one of the conspicuous features of the improved surroundings are the new racks for records. A large photograph which he has had taken of his store clearly shows his large show windows filled with a well arranged assortment of machines and records calculated to quickly catch the eye of the passer-by. Mr. Seavey has made quite a reputation for disposing of many of the $900 Regent grafonolas.

EDISON OUTFITS IN STRONG DEMAND.

( Special to The Talking Machine World.)


G. M. Pratt, who has a fine establishment here, is doing an excellent business in talking machines. The new opera style of Edison machine is finding a record business is very satisfactory in this city, makes some optimistic remarks to The World correspondent about the business possibilities for 1912. It covers not only the status of the needle market, but the talking machine field, and while brief, aptly sums conditions. Mr. Pratt says: "With 100,000,000 people in this country alone it is evident that there are many who would be talking machine buyers but they cannot get the goods; then, too, can be found thousands of families who would be purchasers if they were told of the pleasures to be secured, the number in the foregoing classes might be as high as fifty million. On the needle end, the low priced machines have given a big impetus to the business; the record business has rushed ahead tremendously and there will be more instead of less business. "Our business fits in with the dealers in the matter of extra needle sales, as our Puritone brand is of such quality as to be universally well liked and are sold on a reasonable basis. To those who will order in sufficient quantities, we will have the buyer's name and address printed on the envelopes at no extra cost. In the jobbers list of The World is a special announcement that explains what we will do in this line."

FINDS DEALERS OPTIMISTIC.

( Special to The Talking Machine World.)


H. R. Skelton, who is one of the successful Edison travelers through New England, reports that business is very satisfactory in his field, though he has encountered some pretty tough weather, in spite of which dealers are most enthusiastic over the spring prospects.

GETS RESULTS WITH WAGON.

( Special to The Talking Machine World.)

Gardner, Mass., Feb. 6, 1912.

F. L. Gilson, who is a hustler in the talking machine trade, canvases his field with a wagon which the Thomas A. Edison, Inc., provides him with. He says that it is a splendid medium with which to get about and he can cover considerable territory in the course of a week. In the same town is located J. Griffin, who has lately partitioned off a part of his store, and one part of this he is devoting to exploiting the virtues of the Edison products, each machine being demonstrated in a separate compartment so that a neighboring one cannot be heard.

WHY BUSINESS SHOULD BE GOOD.

Some Interesting Figures That Tell Why Machines, Records and Needles Should Be in Demand During Year So Recently Opened.

( Special to The Talking Machine World.)

Putnam, Conn., Feb. 8, 1912.

Charles E. Dean, of John M. Dean, of this city, makes some optimistic remarks to The World correspondent about the business possibilities for 1912. It covers not only the status of the needle market, but the talking machine field, and while brief, aptly sums conditions. Mr. Dean says: "With 100,000,000 people in this country alone it is evident that there are many who would be talking machine buyers but they cannot get the goods; then, too, can be found thousands of families who would be purchasers if they were told of the pleasures to be secured, the number in the foregoing classes might be as high as fifty million. On the needle end, the low priced machines have given a big impetus to the business; the record business has rushed ahead tremendously and there will be more instead of less business. "Our business fits in with the dealers in the matter of extra needle sales, as our Puritone brand is of such quality as to be universally well liked and are sold on a reasonable basis. To those who will order in sufficient quantities, we will have the buyer's name and address printed on the envelopes at no extra cost. In the jobbers list of The World is a special announcement that explains what we will do in this line."

WELL PLEASED WITH THEIR LINE.

( Special to The Talking Machine World.)


Hunt Bros. are now handling the Edison machines exclusively, and they state that no complaints are being heard from their customers. A number of the homes in this city are being equipped with Edison machines.

"DUPLEXTONE" GREATLY IN FAVOR.

( Special to The Talking Machine World.)


A talking machine needle that is destined for a glorious future is the "Duplextone," just introduced by W. H. Bagshaw, the long established needle manufacturer of this city. In existence only a short time, the early requests for information prompt a little prognosticating that the "Duplextone" will be a "loud" record.

Here is the way the Duplextone looks when playing a "loud" record.

LOUD.

Just a little shift of position and the Duplex-tone plays "soft," as indicated below. This needle, so it seems, is fine for hard records and excellent for the soft effects of violins and voices.

THE KEYSSTONE OF OUR BUSINES BUILDING IS P-E SERVICE

Built with rocks of Edison Completeness cemented by P-E Quickness.

Edison dealers who are supported by this massive structure find business easier and more profitable.

Test us with a record or an Amberola.

EDISON JOBBERS EXCLUSIVELY

THE PARDEE-ELLENBERGER CO.

66 Batterymarch St.  96 State St.

BOSTON, MASS.  NEW HAVEN, CONN.

VERMONT DEALER TO EXPAND.

( Special to The Talking Machine World.)

Bennington, Vt., Feb. 9, 1912.

M. A. Griswold is preparing to make extensive improvements in his store so that he will be better able to handle talking machines. The house is getting any number of inquiries about machines and records.

There is no luck in the game of selling. It is governed by a code of rules as strict as the laws of mathematics. Some good men violate the laws of buying and selling without courting immediate failure, but they cripple their capacity; they greatly discount their ability.
call for the Edison goods around in Greater Bos-
place on the floor. The company, and who now will take Mr. Retzel's place. Of the dictaphone department, will take "Jack's" position of assistant auditor. Mr. Retzel is going with the United Drug Co. in customers will have been widely advising their use by their associates. had shipped a large consignment of these machines immensely popular with the professors, instructors rations were much admired by those in the pro-

ell January 31 by elaborately decorating the front is a tremendous demand and goods can scarcely business being rushed to the limit. trip out West as far as Chicago. He returned to Boston by way of New York, where he paid a returned from a most successful and enjoyable field. machines in schools, and believes that the com-
development of the idea of installations of talking enthusiasts over the idea, six separate outfits have been getting many inquiries from schools scattered due to the active campaign which is now being

Owing to the retirement from the Columbia Co. of Louis Retzel, who has been the bookkeeper of the Boston store for the past five years, the cus-
tomers will not see quite as much of "Jack" Shaughnessey, who has been a salesman for the company, and who now will take Mr. Retzel's place. Mr. Retzel is going with the United Drug Co. in the position of assistant auditor. R. L. Perrett, of the dictaphone department, will take "Jack's" place on the floor. Excellent Demand for Edison Machines. The Pardee-Ellenberger Co. is finding a ready call for the Edison goods around in Greater Bos-

"As Good As Bagshaw Needles"

When you hear this statement, make up your mind to have THE BEST. If Bagshaw Needles are considered the best by someone trying to sell you "something as good" they openly admit the Bagshaw quality.

The comparison is the best boost that Bagshaw Needles can get; the remark should prompt you to use your own GOOD JUDGMENT to buy the "standard talking machine needles."

Magazines spend thousands educating readers to secure the best value in commodities; we are buying this space to insure the same purpose for talking machine needles. Remember that the "just as good" excuse makes Bagshaw Needles the BEST.

Think of offering the interested public a line of musical instruments without the Columbia Grafonola "Favorite" at $50, for instance!

Columbia Phonograph Company, Gen'l
Tribune Building, New York

BIG DEAL IN ST. LOUIS.


(Special to The Talking Machine World)

St. Louis, Mo., Feb. 9, 1912.

A deal whereby the Silverstone Talking Machine Co. becomes the sole Edison jobber in St. Louis and the Koerber-Brenner Music Co. will handle only the Victor line has been completed by Mark Silverstone, president of the former concern, and L. A. Cummins, president of the Koerber-Brenner Co. Mr. Silverstone, who also conducts a retail business, has transferred his entire stock of Victor-Victrolas and Victor records to the Koerber-Brenner Co. and will hereafter handle only the Edison line at retail.

"Our company felt," said Mr. Rauth in speaking of the deal, "that a firm could only do justice to one line of merchandise like talking machines. The trade is so nearly alike that to handle two lines brings one into conflict with himself at times. Also we felt that perhaps when the Edison disc machine is put on the market that there is a likelihood of exclusive contracts being asked from jobbers and that we would rather get from under first. We liked the Victor line best, hence our selection."

Mr. Silverstone, who now controls a splendid territory for the Edison line, has been in the talking machine business for eight years. He came into it rather by chance, which in itself is an interesting story, considering the results. He was in other business and had leased one-half of his store room to a talking machine retailer and through a disagreement his tenant left him unexpectedly. Mr. Silverstone did not want the space for his other business and looked about for a line he could put in to pay rent. Talking machines naturally suggested themselves as the location already had a reputation in that line. He put in a line of Columbias and the results were so satisfactory that he sold his other business and stayed with the talking machines, although he has not handled Columbias for a long time. When he began business the jobbers in St. Louis were the Western Talking Machine Co., Contoy Piano Co. and O. K. Honick Piano Co., and he has bought part or all of the stocks of each of these as they retired from the field.

"I like the Edison line," said Mr. Silverstone, "and I believe the time is coming for a dealer to handle one line. I thought I could better my business by taking this line exclusively, hence my giving up the Victor line. I had a nice business with the Victors, but felt that the 'one line' advantages would offset the profits from the other line. Also with the larger Edison stock I will carry I need all the space.

Mr. Silverstone is an excellent mechanic and does or oversees the expert repairing that comes to his store and is famous among talking machine men of this section for his ability to overcome mechanical difficulties that come up in talking machine work. His jobbing territory is southern Illinois, Missouri and a part of Arkansas.

The joint letter of the two firms sent to the trade offers combined shipments of Victor-Edison goods on small orders. This arrangement is made because of the number of retailers handling both lines and will be continued as long as there is demand. "Distribution of the machines we receive from the Victor factory is in the hands of Harry Levy, manager of the talking machine department of the Aeolian Co. "The trade is running very heavy of VIII's, IX's and XVII's. We have much less difficulty in getting orders for these numbers than we do in supplying the trade. Records, too, are a source of worry. 'Casey Joeses' is still giving us problems in division and 'My Beautiful Doll' is still giving us a time. The experiment of the 'His' and 'Hers' on the first call and had 'Bilby' records to run through the big demand when others were short. Business has picked up since the after-holiday rush and I look for big things this spring.

Manager Ransdell, of the Columbia Co., smiles over the January record for that company. "We thought the setback received during the very cold weather was going to make a black mark in our monthly report," he said, "but when we got a chance toward the latter part of the month we went on famously and we closed ahead of last year, which we thought was doing very well. Trade has been very well balanced, records and machines alike showing improvement. During the very cold weather our collections were excellent, which is about as good a business pointer as one could ask."

The St. Louis grand opera season, which began February 9, gave local dealers an opportunity to push special records and all were working at the job and report an excellent demand; both before and following the appearance of Mary Garden, Frensmald and others of note. Some persons bought records to familiarize themselves with the operas before the company arrived, others bought them as souvenirs after the operas had been sung at the Opera House. And still another class of custom came from persons unable to go to the opera, but who invested in records to have the principal songs at their fireside.

The Columbia window was notable as an advertisement of these records, showing the stars had made records for that company. Joseph Schindler, an Edison dealer of St. Charles, Mo., was a recent visitor in the city. Ferand Bros., of Madison, Ill., were also at the Silverstone Talking Machine Co. on business.

S. H. Rash, traveler for the talking machine department of the Aeolian Co., was in Texas the latter part of January and had a real exciting time dodging the meningitis quarantine lines. He found it impossible to follow the route as mapped and dodged hither and yon, getting to a town from where he could and selling them he could. His only satisfaction from such a course was that in cultivating the open fields he opened some new accounts.

On a recent trip to this city Joe Dvorak, who has handled only the small musical line for Lyon & Healy in this city, called on the talking machine trade.

Retail Manager Byars, of the Columbia Talking Machine Co., reports excellent business in machines, with the "Favorite" leading. "We are making a special effort to co-operate with the national advertising campaign from the home offices on that machine," he said, "and we are getting excellent results. Our sales are about keeping up with the machines we are able to obtain from the factory."

E. O. Rauth, secretary of the Koerber-Brenner Music Co., who has been giving considerable attention to the Edison end of the business, says that in his opinion retailers are seriously at fault in not telling customers more about running their machines. "The average of them, in fact most dealers, I think, lead the customer to believe there is nothing to do but put a record on the machine and let it go," he said. "But the simple matter of the use of needles will make a big difference with many customers. Generally speaking, I think the man who is in love with his talking machine, puts his handkerchief in the horn to soften the sound when playing certain high pitched voices. I gave him a half-tone needle and he was delighted. It was exactly what he wanted. Within a few days he had tried each of his records with long, medium and half-tone needles and had decided which was suited to each. This man had never heard of the different tone needles before, which is the fault of a dealer. Satisfied customers are the best advertisement and this little intelligence is cheap advertising. The economy of steel needles is not at the expense of the quality of the music when their use is understood.

Mr. Bryd, of the Columbia Talking Machine Co. wholesale department, was in southern Illinois and southeastern Missouri during the January blizzard and his stories of adventure rival any that were heard in the news. He reported the weather was going to make a black mark in our wholesale department, was in southern Illinois and southeastern Missouri during the January blizzard and his stories of adventure rival any that were heard in the news. He reported the weather was going to make a black mark in our monthly report," he said, "but when we got a chance toward the latter part of the month we went on famously and we closed ahead of last year, which we thought was doing very well. Trade has been very well balanced, records and machines alike showing improvement. During the very cold weather our collections were excellent, which is about as good a business pointer as one could ask."

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Good Business and Good Profit with the U-S Line

WITH U-S Phonographs and U-S Everlasting Records the dealer has an unsurpassed combination of advantages. The selling points make a distinct appeal to customers—and performance backs them up!

U-S Phonographs

The line is graded in price to suit a great variety of desires. It begins with the smallest concealed-horn machine that practice has proved to be mechanically correct, and ends with the magnificent mahogany cabinet machine. And every style represents a distinct advance in sound-reproduction and mechanical perfection—evidenced in part by the following features:

- Instant automatic change from two-minute to four-minute records.
- A balance wheel that maintains constant speed and musical pitch.
- A simple, noiseless, long-running motor whose speed is not affected by winding while playing.
- The “voicing” superiority of an unusually large and sensitive diaphragm.
- Sapphire reproducing points that never wear out, and cannot injure the U-S records.

U-S Everlasting Records

Ten thousand playings cannot wear them. They do not break, chip or crack. Consequently the most delicate notes are permanently recorded for a lifetime of enjoyment.

The repertoire is large and constantly growing—instrumental and vocal successes, both classic and popular; vaudeville hits; grand opera; in short, a complete range of speaking and musical entertainment.

And all records are sold at popular prices!

A Splendid Opportunity for Dealers

The many advantages of the U-S line give the live dealer every opportunity to build up a profitable, safe and growing business— with no broken or worn records on the dealer’s shelves. You will be interested in our proposition to dealers. Write for it to-day. Address the main office or the nearest branch listed below.

The U-S Phonograph Company
Associated with
The Bishop-Babcock-Becker Co.
1013 Oregon Avenue, CLEVELAND

BRANCHES

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The man who has become interested in any of the models of the Grafonola "Regent" is a hard customer to sell something else.

**BANQUET FOR HAUSCHILD'T STAFF.**

Henry Hauschildt Takes That Means of Celebrating Close of Successful Business Year.

(Special to The Talking Machine World.)

San Francisco, Cal., Feb. 8, 1912.

The close of a most successful year for the Hauschildt Music Co., with "talker" departments in this city, Oakland and Hayward, was celebrated last week by a banquet given by Henry Hauschildt, the energetic proprietor of the business, to the employes of the different stores.

Mr. Hauschildt presided, assisted by Mrs. Henry Hauschildt; Hugh Foley acted as toastmaster. The guests from the country were J. J. McBride, of Vallejo; John Swanson, of Crockett, and Campbell Pomeroy, of Santa Rosa and Petaluma, who were appreciative of the courtesies shown them.

Most of the speeches were along business improvement lines, but the music of Prof. Damarccus Gallus and Wm. Craven, and the singing of Antonio Fodera, Miss Irene Murphy and Miss Genevieve Conroy banished all careful thoughts and carried everyone to the clouds.

The happy gathering did not disperse until a late hour, and assumed the aspect of a thoroughly agreeable social gathering rather than a banquet.

**PROMPT PAYMENT OF BILLS**


The man who can pay his bills and doesn't is one of the public enemies who are responsible for the slow recovery of business. He cripples industry, commerce and labor, cramping 'enterprise, and has served to harass business to an extent appreciable only to the bankers who carry the accounts of the retailers and smaller manufacturers.

By withholding payment of one bill a procession of difficulties is formed. A board's cash and embarrasses B, who has to put off C, and D is pressed to the wall. "The chain of evil, started by the prosperous, reaches down through the ranks of industry, commerce and labor, cramping enterprise, confining trade and gallling most of the men at the bottom of the business structure."

This survival of panic times has become engraven upon our business system to such an extent that in some cities the pride in being considered "prompt pay" is now regarded as old-fashioned, and skill in putting off one's obligations has come to be reckoned a desirable acquirement.

But the business situation to-day seriously demands the classing of the deliberate slow-payer with the cheat. His reformation would free the involuntary slow-payer from a plight that is none of his choosing, and would make the wheels of business hum with prosperity.

You who can, pay up. Then those who now can't pay will be able to do so. Money will flow faster through the arteries of the country's life and all the people will be benefited.

**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., Feb. 8, 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:

January 13.

Autofagasta, 9 pkgs., $729; Berlin, 130 pkgs., $5,300; Calloo, 1 pkg., $105; Cape Town, 135 pkgs., $1,636; Contiugues, 3 pkgs., $132; Corino, 2 pkgs., $184; Hamburg, 22 pkgs., $512; London, 264 pkgs., $7,139; Montevideo, 10 pkgs., $280; Santo Domingo, 10 pkgs., $136; Valparaiso, 3 pkgs., $197.

January 20.

Berlin, 130 pkgs., $1,220; Calloo, 19 pkgs., $117; 18 pkgs., $1,000; Chelsea, 9 pkgs., $465; Cork, 2 pkgs., $200; Grenada, 6 pkgs., $337; Guayaquil, 3 pkgs., $290; Hamburg, 11 pkgs., $300; Havre, 17 pkgs., $538; Kingston, 4 pkgs., $181; La Guayra, 4 pkgs., $135; London, 21 pkgs., $1,380; 264 pkgs., $2,212; Rio de Janeiro, 39 pkgs., $1,299; Valparaiso, 24 pkgs., $1,570; Vera Cruz, 21 pkgs., $2,442; Yokohama, 30 pkgs., $1,093.

January 27.

Antwerp, 16 pkgs., $275; Berlin, 17 pkgs., $330; Calloo, 3 pkgs., $147; 12 pkgs., $290; Colón, 3 pkgs., $107; 8 pkgs., $267; Corinto, 2 pkgs., $100; Guayaquil, 2 pkgs., $100; Hamburg, 43 pkgs., $2,247; Havana, 2 pkgs., $335; 13 pkgs., $143; 5 pkgs., $179; La Guayra, 18 pkgs., $1,018; Liverpool, 23 pkgs., $1,760; London, 175 pkgs., $5,165; Marseilles, 5 pkgs., $196; Para, 1 pkg., $194; Rangoon, 4 pkgs., $226; Rio de Janeiro, 12 pkgs., $381; Savanilla, 9 pkgs., $1,000; Tampico, 11 pkgs., $105; Vera Cruz, 49 pkgs., $1,095; Vienna, 31 pkgs., $1,082.

February 5.

Antwerp, 1 pkg., $900; Bahia Blanca, 17 pkgs., $1,760; Buenos Ayres, 704 pkgs., $39,680; 1 pkg., $175; Havanna, 48 pkgs., $1,887; Havre, 18 pkgs., $1,136; London, 29 pkgs., $1,243; 18 pkgs., $590; Milan, 13 pkgs., $497; Montevideo, 7 pkgs., $841; Puerto Mexico, 5 pkgs., $258; Rio de Janeiro, 5 pkgs., $511; Santos, 29 pkgs., $2,356; Savanilla, 3 pkgs., $130; St. Petersburg, 8 pkgs., $207; Sydney, 50 pkgs., $715; Valparaiso, 24 pkgs., $348; Vera Cruz, 403 pkgs., $7,500.

If you do not possess that share of the world's material things you feel you ought to, no one is to blame but yourself; no one will get it for you but yourself, so go after it and get it.
TRADE IN SOUTHERN CALIFORNIA.

Record Sales Show Great Increase During the Past Month—What the Various Managers Have to Report—All Lines in Demand—Sold Out!—Westward the Wagon—Frank Moreno Married—Personal Items of Interest—Fitzgerald Music Co. Carrying on Extensive Advertising Campaign.

Los Angeles, Cal., Jan. 27, 1912.

The month of January starts the new year with a most promising outlook for the coming year. All the dealers are very much encouraged over the past year's business and therefore are going into the field with great energy than before. Record trade for the past month has been most gratifying to all. The Edison opera is being sold with tremendous success; in fact, it is the largest seller of its kind in this section.

Chas. S. Ruggles, manager of Sherman, Clay & Co., reports business in a very good condition, there being a steady demand for Victrolas XIV, and XVI, practically in all finishes.

Medland's Pharmacy, exclusive Columbia dealers for Redlands, is, as usual, selling a number of machines and records. "Jim" Medland's energy is only exceeded by his immense popularity.

The Talking Machine Shop, of this city, is conducting a very successful business in both Victor and Columbia goods, especially a sale worthy of note is that of the first. Victrola XVI, to be sold in southern California.

Stokes & Bohrman, of San Bernardino, have recently taken over the Baldwin Piano Agency and this popular line, combined with their Columbia agency, gives them every encouragement for a big 1912 trade.

The S. E. Purser Talking Machine Co., of this city, is having splendid success with the Victor, Edison and Columbia lines, which is largely due to the use of constant demonstrating an instrument at the door.

Wm. Hobbs Richardson, department manager of the talking machine department of the Southern California Music Co., is very much gratified at the success achieved during the past year and is very much encouraged over business prospects for this year.

Schireson Bros., the well-known California dealers on North Main street, of this city, gave a very wonderful example of their "stick-to-it-iveness" a few weeks ago. Coming at 6 p.m., one of the partners returned, after attending the theater, at 11 p.m., just to see if all was locked up. Perceiving a gentleman apparently much interested in their show window, Mr. Schireson courteously asked him if he could show him anything, receiving a reply in the affirmative, the two entered the store and watched the young man record a long and patient demonstration of the beauties and perfection of the graphophone. At 3 a.m. the next morning this demonstration ceased and the gentleman left the store, leaving an order for a machine and a number of records to follow, and Mr. Schireson carefully locked his sale box for the former and $11 for the latter.

The friends and associates of Frank Moreno were surprised to learn of his marriage to Miss Evelyn Bach. The couple are well known in musical circles. Mr. Bach is one of the Bach Sisters, who have been on the Orpheum circuit for many years, while Mr. Moreno is the junior member of the Talking Machine Shop.

The Fitzgerald Music Co., from the commencement of the month has been most successful in the sale of the new Graffonina Minette. Mr. Himman, the able manager of the talking machine department of this well-known firm, makes a specialty of his window display, every week bringing forth something new and novel.

O. A. Lovejoy, manager of the talking machine department of the Southern California Music Co., reports business very good in the wholesale line, especially in the new Amberol concert records; also splendid run on the new Type B Amberola.

Mr. Jaggar, of Lovin & Wither, of Kingman, Arizona, was in the city a few days and states the Edison is the popular machine in his section.

The Colton Hardware Co. has been enjoying a good trade in Columbia goods, both locally and from its large mail order clientele.

W. J. Raynard, the traveling representative of the Southern California Music Co., is the proud father of a ten pound baby boy.

It is, of course, well known that the Thos. A. Edison, Inc., does not grant exclusive territory for the sale of phonographs, hence all dealers are in equal standing in the Los Angeles letter of December 15 it was stated that W. A. Manson, of San Bernardino, has the exclusive sale of Victor and Edison goods. This is not quite correct. L. D. Hortin, an Edison dealer in the same city, has called our attention to the matter, and in fairness to all concerned we wish to emphasize that there is no "exclusive" territory granted to any dealer by the Edison Co.

AMBITIOUS VICTROLA RECITALS.

H. Schmidt & Son Co. Give Series of "Faust" Recitals with Orchestra, Orchestra and Colored Views From the Opera to Add to the General Effect.

We don't let the sun set on an unfilled order. No sir!

Every order we get we ship the same day it is received.

That's why our customers stick to us and more come to us all the time, and the same thing applies to your business, if you give your customers the right service.

There are only two factors in the right service—to get what you want when you want it. It sounds simple but does your jobber do it?

We do.


A card brings our book out, "The Cabinet that Matches" and an interesting catalog.


83 Chambers Street

New York
The scientific American, which is recognized as an authority on matters affecting patents, recently published an interesting summary of the situation in the talking machine field, both past and present, which is reproduced herewith.

"The Berliner patent, which was granted February 10, 1886, and which the courts have upheld as valid and finally decided would not expire until the end of its full term of seventeen years. The patent has a history involving points interesting to both laymen and patent experts.

"The patent covers what may be called the fourth decided step forward in the development of the modern talking machine; the invention being that of Emile Berliner, who was also the inventor of what is known as the 'loose contact telephone transmitter,' a decided step forward in the development of the telephone art.

"The first step in the talking machine art, like the fish, was simply "fish," both as simple and practically useless. Leon Scott in 1877 published his discovery that if sound waves be projected against a diaphragm having a long'stidge' glued side, the diaphragm could be held against a moving paper covered with lampblack, so long as no sound is heard the diaphragm remains at rest and traces a straight line on the moving paper, but as soon as sound is heard the diaphragm and vibrator vibrate in unison, and the line traced on the moving paper is no longer straight, but undulating.

"The second decided step in the development of the talking machine art was the 'gramophone' which result from the monopoly given in the patent. In the first big fight it was soon compelled to go into the courts to maintain their monopoly, and in their first big fight it was alleged that Berliner had exhibited his machine before the Franklin Institute in 1888, more than a year after his patent had been applied for and use of his machine invalidated his patent, since a patent must be applied for before it has been in public use more than two years. The courts held (140 Fed. Rep., 860) that such use as the exhibition use, with no sale or gain, was mere experimental use and did not invalidate the patent.

"Before the second big suit began Berliner had allowed his patent to lapse February 11, 1893, to become forfeited for non-payment of a tax thereon. The question arose whether or not the American patent expired when the Canadian patent lapses. When the force, limiting the term of all United States patents where the same inventions were patented abroad to expire at the same time with the foreign patents. The court held (140 Fed. Rep., 860) that since the Canadian patent was originally granted for a term of eighteen years from February 11, 1893, the United States patent did not expire when the Canadian patent lapsed.

"The court should have stopped there, since that decided the only question before it, viz.: Did the United States patent expire under R. S. 4,887 when the Canadian patent lapsed? But the court went on and decided something not before it, namely, that the United States patent would expire February 11, 1911, which created considerable confusion, as will be seen later.

"The third great fight in the courts was over a question whether or not a device whereby a spring attached to the stylus carrying the horn and which was at full tension when the reproducer was in the center of the record, unwinding as the record was rotated, was an infringement of the Berliner patent, which was in turn suffering a further infringement on the reproducer which was moved along the record by the sound grooves alone.

"It was held (177 Fed. Rep., 218) that the device claimed infringed the claim, even though the reproducer was not moved entirely by the record, but was assisted by the spring 5.

"The fourth fight in the courts involved the question whether a reproducer record alone infringed a claim calling for a sound reproducer moved along the record by the sound grooves alone. The court held (150 Fed. Rep., 147) that where the record was evidenced to be undulating in motion, but was not moved by a sound reproducer it was the clear case of contributory infringement.

"The fifth and last big fight in the courts arose over the question of the time when the patent would expire. In the second suit above mentioned it was unnecessarily decided that the patent would expire at the expiration of the Canadian patent, February 11, 1911, but the courts raised the point that the Canadian patent was for a different invention from the United States patent and therefore should have the seventeenth-year term of the United States patent.

"The claim of the United States patent was: The method of reproducing from a record which consists in vibrating a stylus and propelling the same along the record by and according to the said record.

"The claim of the Canadian patent was: A reproducing record, a reproducing stylus mounted to have a free movement over the surface of the record table.

"The Court of Appeals of the Second Circuit (not yet reported) held that the question had been decided years before it should not have been, since its decision was not necessary to the matter before the court, and also held that the Canadian patent was an invention from the United States patent and therefore the United States patent would not expire until February 19, 1918, the end of its seventeen-year term.

"Besides what we have written numerous other suits have been brought to restrain infringements of this patent, involving matters that have been settled in accordance with the foregoing five major decisions, which have involved important points hereafter unnoticed in the patent practice.

"The patent has been a veritable gold mine to its owners, and as is too unusual, Mr. Berliner, the inventor, has shared largely in the financial results which arise from the monopoly given in inventors.

"It is the important things in your business and concentrate on them. Leave the less important things to others.
A New Line of High Grade Cabinets
FROM THE HANOVER FACTORIES

HANOVER QUALITY
WILL BE
MAINTAINED

EXCEPTIONALLY
WELL MADE
AND BEAUTIFULLY
FINISHED
TO MATCH
TALKING MACHINE
CASES

THE GEO. A. LONG CABINET CO.
HANOVER, PENNA.

Address Communications to CLEMENT BEECROFT, Sales Manager, 309 W. Susquehanna Ave., Philadelphia, Pa.
CONDITIONS ROSY IN CLEVELAND.

Chief Complaint Among Dealers and Jobbers Is Shortage of Goods—Phonographs and Records for Entertainment of Inmates of Prison Farm, Judges Say. Inquests Issued in Case of Victor Recital in School—N. H. Cook's Clever Catch Phrase—Instrument to Photograph Sound—What the Various Dealers and Jobbers Are Doing to Stimulate Trade.

(Special to the Talking Machine World.)

Cleveland, O., Feb. 10, 1912.

Conditions of the most roseate character exist in Cleveland talking machine circles. Dealers, both jobbers and retailers, with scarcely an exception, have orders booked for delivery when the goods arrive. There has never been a season when more interest in talking machines was manifest than at the present time.

Charles James, of New York City, who is associated with the Prison Reform Association and the Prison Labor Fund, visited the recent visitor to the Cleveland Prison farm, where are to be assembled all the city prisons and charitable institutions. The department owns two phonographs and has just ordered records for the enjoyment of the city charges. Mr. James was favorably impressed with the policy of installing talking machines, and will recommend it to his associates.

Geo. W. Lyle, general manager of the Columbia Phonograph Co., General, on his way home from the West, stopped over and spent the day with Geo. N. H. Cook, manager of the company's store in this city. He expressed himself pleased with conditions and the prosperous outlook here and throughout the country, generally.

C. C. Seiberling, who has resigned the Eclipse Musical Co., of this city, and for a number of years has been with H. E. McMillin, is now in charge of the establishment. His long musical experience and exceptional treatment of Edison Co. instruments, has endeared him with a host of friends.

Conditions with the Eclipse Musical Co. are of the most pleasing kind. Manager Towell, of the wholesale department, is an optimistically inclined, and believes "that all things will come to him who pushes business." He said: "Trade is fine. Especially good is our wholesale business which is increasing all the time. The demand for VIII and IX Victorias is especially large in fact all types of Victorias are in big demand. Our record trade is very large, and only handicapped by our inability to obtain a sufficient supply."

The retail department of the Eclipse Musical Co. is flourishing, as it has been since moving on Euclid avenue. "Our retail business," said Miss I. A. Johnson, in charge, has been steadily increasing during the new year, many more sales being made than were anticipated. There has been a very good concert work in the schools, churches and clubs of that city. The earnest efforts of Mr. Wickens have proved very effective and the company is doing a fine business.

T. E. Rice, of Wooster, Moore & Meade, of Columbus, D. W. Wile, of Ashland and J. E. Lightner, of Painesville, all of Ohio, have recently put in large Victrola stocks, purchased of the Eclipse Musical Co., of this city.

Miss Elizabeth Wickens has been in business for the past six years has been with H. E. McMillin, is now in charge of the Edison department of the establishment. Her long musical experience and exceptional treatment of Edison Co. instruments, has endeared her with a host of friends.

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Business with the Caldwell Piano Co. continues unusually good, according to H. D. Scroxton, manager of the talking machine department. We have several orders booked for Victorias, and are awaiting shipments. We have one of our new parlors in operation. Our weekly recitals in the large audience hall are attracting large crowds.

Mr. Friedlander, of the Bailey Co., also expressed himself well satisfied with conditions.

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The concern deals exclusively with Eduard, Favorite and others. The demand for Eduard pianos is especially large.

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SHOW MORE RESPECT FOR "TALKERS"

Newspapers, Realizing the Importance of Those Machines, Now Inclined to Give Them More Serious Attention in Their Columns—An Interesting Article on the Subject Which Recently Appeared in the New York Sun—The Great Sums of Money Involved.

Newspapers nowadays display a tendency to treat the talking machine as a more serious vein than formerly. The merits of the talking machine and its tremendous influence for good have forced this recognition.

Too many newspaper men have been prone to look upon the talking machine as a sort of joke, overlooking entirely its educational importance as well as amusement features. The New York Sun in a recent issue, speaking more particularly of records, made the following reference to the talking machine business:

"With the talking machine, as the more expensive machines now are, mounted on cabinets of fine wood beautifully finished, it is common for the purchaser to buy a machine whose case will harmonize with the surrounding woodwork, hangings or decorations of the room in which it is to be placed. The cabinet of the machine contains each that will hold a considerable number of records. Some talking machine owners, having a great number of records, now have specially built for them wall cases, like bookcases, except that the shelves are deeper. Any owner with many records is likely to catalogue them; some owners keep card indexes of their records, and there are many talking machine owners who accumulate records in great number. Here, for instance, is one owner who has records to the value of $1,000 and another who has $2,000 worth. There are many thousands of talking machine possessors whose records mount into hundreds of dollars in value and up into higher figures still, far in excess of the original cost of the instrument."

Once started buying records they rarely stop; with new records coming out all the time their only question is as to selection. People have their ways in buying records. Some buy at irregular intervals whenever something comes out that strikes their fancy; others buy regularly, say once a month, $30 or $40 worth or more of things they want or of selections played for them when they come in to buy.

In buying records people display the varied tastes that might prompt them in choosing other forms of entertainment. Some take mainly opera records, some light opera, some like songs, some hymns, some waltz music, and there are many who take all sorts of things.

And the variety in the records supplied is almost boundless. There are records of all sorts of combinations of instruments, as there are of the human voice, of solo singers and of voices in every known combination. There is at least one bird record, that of the song of the nightingale.

Of course there are recitations, speeches, dialogues, minstrel records; there are all sorts of records, with more and more coming all the time. There is nothing worth hearing or that it is thought people would like to have that is not promptly reproduced on talking machine records.

Some decades years or so old, the talking machine industry is now a great business. There are now produced in this country many millions of records annually, and one American talking machine concern has factories also in London, Paris, Berlin and Bombay. The talking machine in one form or another, cheap or costly, is sold everywhere on earth.

Many of millions of talking machine records are sold at very low prices, while many other millions bring prices comparatively high. The most costly records of single voices are those of Patti and of Tamagno, which are sold at $5 each. There is a vocal sextet that sells at $7 a record, and there are quartets at $9 a record, and quintet, quartet, trios and duets at $4, and from that at various prices down.

Many singers of note have added very substantially to their incomes by singing for the reproduction of their voices in talking machine records. At first it was the custom to pay for each song thus sung an agreed upon fixed price; but now there are singers who take instead of a fixed price a royalty on the records sold, and in some cases those royalties amount to very large sums. It is said that Caruso's royalties from talking machine records amount to from $75,000 to $100,000 a year.

CLAIMS NEW DISCOVERY.

In Letter to the World, John Bailey Browning States That He Has Made the Discovery That Any Resonant Body May Be Made to Reproduce Sound in Co-operation with the Ordinary Tablet Now in Use.


Gentlemen—During some experiments I have secured results which I think will be of interest to you and the readers of The World.

A discovery by which any resonant body is made to talk or reproduce sound in co-operation with the ordinary record tablet now in use.

The ordinary sound reproducers, tone tubes and horns used in sound reproducing machines may be dispensed with. The application of this principle, in co-operation with the ordinary sound reproducing machine, greatly improves the naturalness of the reproduced sound as to quality and timber.

The pitch is equalized to prevent the high tones from suppressing the low tones, giving a more harmonious melody, at the same time eliminating the disagreeable sounds, except in very old or badly worn records and even these are greatly improved.

The limpidity may be regulated as to intensity or loudness, according to desire.

This is not in the nature of a scratch elimination, tone modified or special stylus, but an entirely new method of reproducing sound which can be adapted to any machine.

By the further application of this discovery, as to recording, etc., it is possible for one to hear sound reproduced with all its original attributes as to quality, pitch and amplitude. Yours truly,

JOHN BAILEY BROWNING.
VERNIS MARTIN CABINETS
And Their Liability to Be Affected by Climatic Conditions. Particularly in the Matter of Dulling or Varnish Cracking, the Subject of an Interesting Letter from Superintendent Kieffer, of the Victor Talking Machine Co.

The following interesting statement has been made by the Victor Talking Machine Co., which is of general interest in view of the influence of weather conditions on highly-finished cabinets:

"Although our dealers will always sell comparatively few of the Vernis Martin finish Victrolas, we find it necessary that they should be informed more positively relative to the delicate nature of that finish, and, to that end, we are inserting an exact copy of a letter just received from our cabinet factory superintendent, viz.:

"Mr. Geisler, Executive Building.

"Dear Sir—I desire to bring to your attention the matter brought up by our distributors regarding the condition of some of our Vernis Martin cabinets, brought about by the return of a cabinet from Kansas City, which they claim was checked and in such bad condition that they could not sell it." This cabinet was returned to me on my personal request, which was based on the claim made by the selling department that the cabinet was defective.

"Upon receipt of it I personally inspected same and found the condition of the cabinet not due in any way to defective work, as I found that there was nothing the matter with the cabinet except that the finish was "crimped," due to exposure to an extremely low temperature, which, judging by the condition of the cabinet, must have been very much below zero.

"The question now arises as to who should assume this responsibility or cost of repairing this cabinet. I think the distributors and everyone handling these cabinets should have their attention called to the fact that they cannot handle these cabinets the same as they do ordinary finishes.

"My suggestion would be to call their attention to these facts by a circular letter, and in the meantime I will fix this cabinet up and send it out, but it is to be run across this kind of a thing as a steady diet, it would be much better for us to discontinue the manufacture of Vernis Martin cabinets, or only ship them out at a time and in a manner that would insure their safe delivery into the hands of the customer.

(Signed) "E. T. Kieffer, Sup't.

"We never wished to enter into the manufacture of Vernis Martin cabinets, but the insistent demands therefore seemed to make it obligatory. The checking of the finish on cabinets of this finish is inevitable under certain circumstances, and these circumstances arise at some time during the life of the object, and it makes no difference whether it be a grand piano, finished in Vernis Martin and made by the most perfectly French makers, who should naturally understand most perfectly this French style of decoration, at an expense of $8,000, or a Victrola made by this company. At the end of a certain period, earlier or later, according to accident, the varnish shows minute checks and other blemishes.

"These blemishes are, in most cases, not apparent at a short distance; are probably no greater than are found in any or almost every other piece of furniture to your possession, if you seek for them, but, on account of the inherent difficulties, we must candidly state that our dealers and the public should be plainly made to assume all responsibilities for this fact.

"If the case is plainly and honestly explained to your prospective customer (people who buy these goods are usually very intelligent people, who have had experience with other expensive furniture and will admit the truth) a complaint will probably never be lodged."

HOUNER'S REVOLVING DISPLAY

JUST think of receiving a wonderful revolving display stand worth at least $15, built of thoroughly seasoned wood of 1/4-inch thickness, obeliscal in shape, mounted on a metal disk connected by means of a cylindrical bar to a set of durable constructed clockworks of sufficient strength to revolve the obelisk for over 3 1/2 hours just by one winding, ABSOLUTELY FREE OF COST! This will surprise you, but it is exactly what the world-famous HONER factors are offering every progressive Dealer to-day. Imagine this beautiful exhibit in your show window or on the display counter—don’t you think it would increase by manyfold the sales of your merchandise, and bring great prestige to your store? This cannot be denied.

The entire stand is finished in a deep rich mahogany piano polish with very attractive silver pressings and having the number and retail price of each instrument stenciled in neat design. Its extreme measurements are 32 inches high by 10 1/2 inches square at the base, and 6 3/4 inches square at the top.

On the obelisk is fastened by means of steel clamps and supports a quantity of thirty-six genuine HONER Harmonicas in the keys of A, B, C, D, E, F and G, with a variety of twenty different styles. Each instrument is an excellent seller and is bound to meet with instantaneous success.

You secure the COMPLETE STAND FREE OF COST and besides you are the gainer by over 35 cent, in cash profit on your investment. This is the proposition:

**You Receiv**

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**Your Gain**

Over 35 cent Cash Profit and a Wonderful Revolving Display Stand.

ASK YOUR JOBBER

M. HONER, 114-116 East 16th St., NEW YORK

CANADIAN OFFICE: 76 York Street, Toronto.

MEXICAN OFFICE: 5a Tacuba No. 74, Mexico, D. F.
The Columbia increase is due to the soundest kind of good business. The instruments are right, the records are right, the sales policy is fair and square, and the advertising is effective.

COLUMBIA PHONOGRAPH CO., GEN'L
TRIBUNE BUILDING, NEW YORK

ENTertain THEIR FRIENDS.

Eastern Talking Machine Associates Held An-
nual Reunion in the Hall on Third Floor of
Building at 177 Tremont Street, Boston, February 8—Members of Staff Display Their
Ability in Various Ways.

(Special to The Talking Machine World.)

Boston, Mass., Feb. 8, 1912.

The Eastern Talking Machine Associates, com-
posed of the employees of the company of the
same name at 177 Tremont street, held one of
their successful annual functions to-night in their
hall on the third floor of the building. The in-
terior was tastefully decorated with streamers of
various colors and Japanese lanterns, and with the
bright lights presented a most attractive appear-
ance.

The early part of the evening was devoted to
whist, in which the members and their lady
friends took keen delight. This was followed by
an intermission and light refreshments, and then
came that part of the program over which the
committee had spent much time, for it was deter-
m定了 to have it quite the best of its kind that
the Associates ever gave. And it was.

The talent secured would have done credit
to some far more pretentious, professional occasion.
Foremost on the program was Miss Wilhelmina
Wright Calvert, dramatic soprano, who had been
the chief solo singer at the Apollo Club concert
two nights previously in Jordan Hall. She gave
several numbers in a most acceptable manner,
proving herself the competent artist that she is.
Thomas E. Clifford, whose fine baritone voice
often has been heard about Boston, was a most
agreeable feature, and he and Miss Calvert were
more than successful in duets.

Fred Bond, lately of the Quintan International
Agency, and John Smallman, Jr., of the Apollo
Quartet, got ex-
tended applause for their work, and Percy Edgar,
well known about Boston, and at one time with
Neil Burgess, the actor, and John W. McElroy,
tenor, all added greatly to the pleasure of the
evening. "Happy" O'Neil and A. C. Story, known
as the horn duo, brought music into the pro-
gram, and E. Cyril Adams, violinist, whose playing
often has been heard about Boston, was a most
successful in duets.

Clement Beecroft, whose headquarters are
at 309 West Sansom avenue, Philadelphia, is sales
manager for this company.

It will be seen by consulting the announcements
made in another part of this paper that he has a
line of cabinets which will appeal strongly to talk-
ing machine men.

Mr. Beecroft also handles talking machine need-
dles made by W. H. Bagshaw, Lowell, Mass.,
and record envelopes made by Wolff Bros., of Phila-
delphia.

It is understood that the facilities of this com-
pany are excellent and that they can handle with
dependable any cabinet orders which may be placed
with them.

NEW YORK JOBBERS ENTERTAINED

By Landay Bros., at Dinner, Which Was Fol-
lowed by Business Talk on Installment and
Cash Terms, on the Night of February 7.

Landay Bros., Inc., gave a social dinner to the
jobbers of Greater New York on Wednesday night,
February 7, at the City Athletic Club, 68 West 54th
street.

After the good things provided had been
enjoyed, several matters of importance were
brought up, and a resolution passed appointing a
committee to confer with the Victor Talking Ma-
chine Co. in order to assure, so far as the world of the
industry is concerned, the best service to its cus-
omers. Among those present were Charles, Batheini, of the Aolian Co.;
Loros J. Gerson, of John Wamansaker; Nathan
Goldingger, of the Greenleaf-Sieg-Cooper Co.; S. B. Davia, of the S. B. Davia Co., V. W. Moody,
of the New York Talking Machine Co.; Oliver
Jones, credit man of the Victor Talking Machine
Co.; Emanuel Blout; E. A. S. Barkeley, of the
Sensa E. Pearse & Co.; J. H. Landay and Max
Landay, of Landay Bros., Inc.; Milton Goldsmith,
of Sol Bloom, E. Paul Hamilton, of Frederick
Larner & Co.; J. Davia, Jr.; J. H. Bardin, of
Ginsel Bros.; Benj. Swithky, and J. Newcomb
Blackman, of the Blackman Talking Machine Co.

NEW MODEL CLEANRITE BRUSH POPULAR

J. Newcomb Blackman, in a chat with The Talk-
ing Machine World this week, stated that the new
No. 20 Cleanrite brush for Columbia disc
machines, which is now ready for delivery, is
meeting with much favor throughout the trade.

Many inquiries have been received concerning this brush,
and the Blackman Talking Machine Co. is now
ready to supply all demands made for it. This
new model, the No. 20, is the same as the well-
known No. 10 for Victor, except with a spring clasp
for the Columbia concert grand sound box and
drums, credit man of the Victor Talking Machine
Co.

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Co.
A VICTOR AUTOMOBILE.


There have been models of automobiles made from soap, from hardware and from other materials, but it remained for G. H. Pendleton, connected with the Grinnell Bros.' store in Kalamazoo, Mich., to startle and attract the attention of the people of that city through the medium of an automobile made of talking machines and parts.

A UNIQUE ADVERTISING DISPLAY.

The accompanying illustration republished through courtesy of The Opera News, gives an excellent idea of the display. The wheels of the automobile are made of Victor records, the body of Victor machines, the seat of needle boxes and the other details of cranks, tone-arms and other parts of Victor machines. The Victor dog on the seat gives the final touch to the display. The novel exhibit attracted a great deal of attention and caused much favorable comment in Kalamazoo.

HOW ADVERTISING IS RUINED

By the Salesman Who Lacks Energy to Display the Goods Advertised—Some Instances.

A most attractively displayed advertisement, well written, convincingly written, invited me to a large mercantile establishment the other day. The invitation seemed "aimed" at me. I accepted and went to the store. The windows seconded the invitation and I entered the establishment. This store I have often visited. I like trading there.

Some neckties well displayed in a show case attracted my attention and I asked the serving clerk the price. "Choice 50c," said he. None being removed from the case for inspection, however, I asked the price of some in another case. 

"$1.50 each," said he.

My every other want had been most satisfactorily supplied, and every other visit most interesting. The last one made me feel that I never wanted to go there again. Departing, I visited another store and made my purchases.

A man as good behind the counter at store number one is not only a customer-destroyer but a contaminator. He makes no effort to please and destroys the effort to please that his fellow-employees have. He's an unsafe proposition.

You can't pluck a toadstool from a mushroom patch and have a savory mushroom stew. The single stoll contaminates the whole. This salesman is the toadstool in the mushroom patch.

FIFTY YEARS IN NEW ZEALAND.

Chas. Begg & Co., Ltd., of Dunedin, and with Branches Throughout the Dominion, Celebrate Semi-Centennial—An Interesting History of Progress.

(Detail to The Talking Machine World.)

Dunedin, New Zealand, Jan. 8, 1912.

Chas. Begg & Co., Ltd., of Dunedin, and with branch establishments in several other leading cities of the Dominion, have just celebrated the semi-centennial of the establishment of the business in 1861, and have marked the occasion by issuing a special jubilee souvenir in the shape of a handsome booklet, setting forth the history of the company, with appropriate illustrations of the various stores and portraits of those now in charge of the business.

Chas. Begg, founder of the business, began the manufacture of pianos in Aberdeen, Scotland, in 1849, and his pianos speedily became well known throughout North Scotland. Meanwhile, some of the Northern Scots decided to seek their fortunes in faraway New Zealand, and Mr. Begg decided to cast his future with them, arriving in Dunedin on October 8, 1861, when the gold fever was at its height. Mr. Begg first began by tuning pianos, and soon opened a small shop with four pianos as stock. He also began the manufacture of pianos, but gave up the venture owing to the difficulties encountered through the absence of proper machinery.

Mr. Begg died in 1874, and for a time the business was continued by the trustees, who, in 1877, erected the present substantial building for the accommodation of the growing business. Some ten years later the two sons of the founder, Alexander and Charles Begg, became identified with the concern and subsequently took over the entire management. Alexander Begg is now managing director, and Charles Begg is director in the company and manager of the Dunedin warehouse. In the course of time, branches were opened in Wellington, Timaru, Invercargill, Oamaru and Nelson, with agencies in many of the smaller towns of the Dominion. The company also maintains an office in London, in charge of a home buyer.

Begg & Co. handle chiefly British and German pianos, including the Bechstein and Bechstein makes, a complete assortment of music, musical merchandise and gramophones and Edison phonographs in large numbers.

That the business of the company is still progressing is evidenced by the recent erection of a large and handsome new building for the housing of the Wellington branch.

He—Why do you call that record the Woolen record?

She—Because it scratches.

LOOK!

AT LAST THE PERFECT

RECORD STOP

Mechanically Perfect.
Perfectly Mechanical.
Electrical.

—Prices—
Nickel plated, $1.50
Gold plated, $5.00

Easy to put on

Address

THALHAMMER & HILES,
458 So. Flower St.,
Los Angeles, Cal.
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
There is only one Mary Garden. Only one Nordica. Only one Fresmam. Only one Nielsen. Only one Hofmann. Only one Bisham. Only one of any of these great artists—and only through the Columbia can you supply their splendid records.

RECORDS BY WEBER AND FIELDS.

The Famous Team of Fun Makers Sign with the Columbia Phonograph Co., General, to Make Records of Their Original Songs and Dialogues.

Coincident with the renaissance of the original Weber and Fields at the Broadway theater, where their reunion jubilee is attracting such enormous houses, comes the announcement this world-famous team have signed to make records exclusively for the Columbia Phonograph Co., General, New York. Weber and Fields, whose reputation is now at its height, have decided that it is good sense and good business to record some of their original fun-making songs and dialogues, and for this purpose of perpetuation have been secured by the Columbia Co. It is their intention to contribute more than an ordinary business attention to the perfection of these records. They will specialize, and the public is assured of something really characteristic that has brought out in the original Weber and Fields manner. The foregoing will be of unusual interest to the trade generally, as the name Weber and Fields is synonymous with real entertainment.

TINFOIL RECORD DISPLAYED

In the Window of the Southern California Music Co. with Photograph of Edison's Original Phonograph

A Great Attraction—Old and New Edison's Contrasted—Interesting Data.

In one of the display windows of the Southern California Music Co., 332-334 South Broadway, in this city there is at present being exhibited one of the earliest tinfoil records made in Tyonee, Pa., in 1878 by Dr. E. O. H. Haberacker. With this tinfoil record is displayed an enlarged picture of the original record, which Dr. Haberacker's instrument is an exact duplicate. These interesting souvenirs of the early attempts at sound reproduction are attracting much attention in the windows of the Southern California Music Co. As a contrast one of the latest model steel cabinet Edison business phonographs is displayed, with an excellent likeness of Mr. Edison examining the machine.

Dr. Haberacker read one of the first accounts of Mr. Edison's success in producing a phonograph that would talk back, and from the description he made a duplicate, with the assistance of Will L. Ramsey, now of Los Angeles. Mr. Ramsey has been totally blind for two or thirteen years, and was forced to drop his official connection with the Title Insurance & Trust Co. of Los Angeles. He recently has mastered the intricacies of the typewriter and now transcribes rapidly to it from dictated matter on the Edison business phonograph, and has resumed active business with the Title Co., with which he was associated for many years.

The tinfoil record now being displayed was presented by Dr. Haberacker as a souvenir to Mrs. F. E. McCullough, of Los Angeles, and it was through her courtesy that the public is now viewing a rare curio. The record recorded the doctor's voice as he repeated "Old Mother Hubbard" and "Mary Had a Little Lamb." He first produced the sound vibrations by the aid of a tallow candle. When the needles struck the paper the sound would be scratched away, thus showing the sound marks on the paper. It was previously that Mr. Edison announced that he had invented the phonograph, and his model was then followed by Dr. Haberacker.

Mr. Ramsey has demonstrated practically the success of typewriting with the aid of the Edison business phonograph, another blind operator, E. Wherry Curtis, of Tulare, Cal., upon hearing of it, at once ordered a similar instrument for his own use. With this equipment he will transcribe court testimony as dictated by the official reporter of the Superior Court of Tulare County, Cal.

FORM LUNCHEON CLUB.

Talking Machine Men Resolve to Eat Under the Auspices of an Improving Title.

The talking machine men of San Francisco and the Pacific Coast have formed a new club, a luncheon club, to be known as the Oakland Grafsona-Victrola-Amberola Club. The first meeting was held under the luncheon Wednesday, January 24, at Pabst Cafe, on Eleventh street.

Among those present were Walter S. Gray, Pacific Coast manager for the Columbia Phonograph Co., General; L. V. Hill, manager of the Kohler & Chase store; Charles L. Moore, traveler for the Columbia Co.; Thomas B. Watson, manager of the Oakland Phonograph Co.; James L. Clancy, of the new firm of Clancy & Le Claire, who recently bought the Kohler & Chase department; and L. Le Claire, the second member of the new firm. A guest at the festivities was Lewis H. Bishop, of Oakland, familiarly known as the "Bishop of Oakland."

Subjects of interest to the trade were discussed, as well as general top of common interest. Everybody was happy over the past year's excellent business and a very optimistic feeling regarding 1912 was apparent.

The club has designated Wednesday of each week, at the same hour and same place, as its official reunion day.

A HOME MADE TALKING MACHINE.

Barber in Michigan Makes Talker Out of a Grindstone, a Soap Box and a Sewing Machine Needles.

(Special to The Talking Machine World.)


John Honka, a barber at Negaunee has blossomed forth as an inventive genius. He has made a phonograph from a razor grindstone, a paper funnel, a sewing needle, a shaving soap box and a piece of thin wood. Oddly to relate, the device actually gives an excellent reproduction from a disc record.

The paper funnel is connected with the soap box, which acts as the reproducer. The needle, stuck into the piece of thin wood, furnishes a diaphragm, and this is placed in the soap box, which in turn is supported over the disc so that the needle touches the surface of the disc. The disc lays on the grindstone, which revolves in a horizontal position and is turned by a handle. Mr. Honka entertains his patrons with this novel device.

VICTOR FOR MUSIC STUDY.

Deeply Appreciated by Music Class of Nineteenth Century Club of Memphis—Special Study Being Made of Grand Opera with Aid of Talking Machine.

(Special to The Talking Machine World.)

Memphis, Tenn., Feb. 10, 1912.

The value of the talking machine for music study is well illustrated in the case of the music study class organized by the Nineteenth Century Club of this city. The object of the class is to familiarize the members with the works of the great composers and their histories, and this year the class has taken up the study of grand opera.

The study has been made specially interesting by the informal talks by C. D. Johnston, librarian of the Cossitt library. Mr. Johnston is a great lover of music and has made a special study of opera for his own pleasure. He has what is probably one of the best private collections of grand opera records, which he reproduces on a late model Victor talking machine. These records, by the world's greatest singers, he has used in connection with his talk, so that by exercising the imagination as to the stage settings and costumes, the class members have been enabled to enjoy the full beauty of the different operas.

The opera taken up at the last meeting of the class was Verdi's "Rigoletto," which was sung in Memphis last season for the first time in many years. During Mr. Johnston's talk the soprano solos were sung by Tetrazzini, with Caruso as the duke and the celebrated baritone, Ruffo, as Rigoletto, while the famous quartet was sung by Bessie Ahlott, Caruso, Louise Homer and Scotti. This number was so much enjoyed by the musicians present that they greeted it with enthusiastic applause.

Nearly the whole opera was given, and, with the talk, bringing out the above points, the evening was so much enjoyed that Mr. Johnston has been asked to repeat it on another occasion.

Fay Shoul, of Amsterdam, N. Y., proprietor of the music house in that city which bears his name, was a recent guest at the retail and wholesale Columbia Phonograph Co., General store at 80 Chambers street, this city. Mr. Shoul stated that business at Amsterdam was excellent and steadily growing. Mr. Shoul handles the Boardman & Gray, Winter & Co., Bush & Cuts, Rudolf, and Lauffargue lines of pianos in his music department.

Trained men, under competent direction, working with definite standards in mind—that's scientific management!
HENRY EILERS EAST.

The Prominent Pacific Coast Piano and Talking Machine Expert for His Section—Immensely Busy in Talking Machines the Past Two Years.

Henry Eilers, head of the Eilers Piano House, with a chain of stores on the Pacific Coast, has been visiting leading manufacturers of phonographs, pianos and other musical specialties in the East for the past few weeks, accompanied by Geo. Heidinger, manager of the Eilers Spokane (Wash.) store.

As far as California is concerned, Mr. Eilers gives some interesting figures. "The per capita wealth of the State is $3,841, making the total wealth of the State, nearly five hundred million dollars, looks like this written out—$5,000,000,000. The deposits and resources of the banks in California total $407,850,000, out of which $367,185,307 represents deposits alone. You can see that this figures down to an average of $487 per person. This is less than Massachusetts and New York, but is nearly $900 more than the State of Pennsylvania.

"The population of California put into New York would make this place look countrylike. The entire State has 1,735,506, while New York I believe, has about five millions."

"But now compare the average wage of the territory. California has a wage earner who makes $61,684,986 every year. This means per worker $644. New York State's average wage is $901; Pennsylvania, $482, with Illinois only $489. I do not have to go over this difference. The cost of living, which is the chief topic, is considerably lower in California."

"You will be interested in this. If you will make a list of all the records from this publishing firm, he commented, 'for California used $3.86 per capita in her publishing enterprises. This means nearly seven millions of dollars. The weight of newspapers and periodicals mailed for a year would be 19,000,000 pounds."

"About 30,000 pupils are enrolled in the California public schools, and the cost of educating these pupils is about $1,500,000. In electric street car lines about $365,000,000 are invested."

Mr. Eilers concluded with the statement that the wealth produced per worker in the group of States along the Pacific coast, including California, Oregon, Washington, Idaho, Nevada, Utah, Arizona, New Mexico, Colorado, Wyoming and Montana was approximately $1,800,000,000. In Germany, the nation is buying them extensively. This noble method places honest competition on an uneven and unsatisfactory basis. The demand for records is enormous, popular hits leading in favor. Loud, brilliant records get the call in England in preference to the more moderate ones enjoyed by the American public."

With the exception of Germany, the territory was regarded as the export market. In speaking of the possible conditions on the Continent, Mr. Eilers said:

"For my part, I do not have to comment on this difference. The population is very large; the States average wage is $750; Pennsylvania, $482, with Illinois only $549. If you compare this with the States above, you will find that this figures down to an average of $487 per person. You can see that this figures down to an average of $487 per person. This is less than Massachusetts and New York, but is nearly $900 more than the State of Pennsylvania."

Echo Record Albums

If you send your name and address, a sample 1915 Album Blank, listing the latest Echo Album titles for both single and double-faced records, with discount sheet, will be sent free of charge. These are indexed and filed by title and to last record cabinets after slats are removed, and can be submitted for the older albums, mailed postpaid. Regular discounts to dealers.

ECHO ALBUM CO., 261 Cherry St., Philadelphia, Pa.

Recording Expert—of ten years' experience in recording and manufacturing of matrices for disc records, will be open for engagement after March 1. Correspondence held confidential. For interview address G. W. H., care Talking Machine World, 1 Madison avenue, New York.

ELECTROTYPER who can take charge of electrolytically foun-

dary manufacturing of matrices for disc rec-

1,800,000 Possible Buyers Are Being Referred to Co.

The Saturday Evening Post of February 17th (our announcement, with this illustration and a definite offer of the Creation and 2 twelve-inch Double-Disc Records.

No need to tell you much about it because you will see the Saturday Evening Post—and the only reason why we mention the announcement is business-making for Columbia dealers is on.

Watch it right through the season—and if you have a much better view!

CREATOR RECORDS!
For Immediate Sales.

Here are great records by a great band—the first recordings ever made by a musical organization which has hardly an equal in popularity. It will be worth your while to make a special point of hearing these Creation records, not only because they are excellent examples of what can be done by the Columbia recording process, but also as interesting examples of Creation’s work. In all the records are embodied tonal effects which have never before been secured on a record. In order to produce some of these effects nearly double the usual number of orchestral instruments was grouped before the recording horn in our laboratory.

These first Creation records present an interesting variety, offering one double-disc of standard sacred music comprising Creation’s celebrated rendition of “Nearer, My God, to Thee,” with the great “Hallelujah Chorus” from “The Messiah”—a two-part record of Von Suppe’s most famous overture, “Poet and Peasant,” one of the world’s greatest and most melodious popular classics, and a third coupling in which strains of Ganne’s “Pour la Victoire” are heard in company with Mozart’s world-famous “Turkish March.”

These are all 12-inch Double-Disc Records-price, $1.

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

DEALERS WANTED—We expect to contract with an extraordinary number of new dealers during the next two weeks. There are Columbia distributors in every large city. Exclusive selling rights granted where we are not actively represented.
of this Columbia Outfit
Columbia Dealers This Week

February 15th) carries a double-page Columbia announce-
no "Favorite" with 10 ten-inch Double-Disc Records
see it anyway. You are one of those 1,800,000 buyers of
are not a possible buyer of this outfit is because you are
re only to inform you that our 1912 campaign of direct
be in a position to watch it from the inside, you will
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
Trade for Past Month Has Exceeded Expectations—This Condition Exists Pretty Well Over the Country with Some Exceptions—Price Cutting Continues to Be Feared. Great Questions of the Day—This Evil More Pronounced in London Than in the Provinc:es, and While This is Rampant to Such a Distinctly Greater Extent in the United Kingdom Than in the United States, it is a Divided One; More's the Pity.

At the moment, when everyone is feeling that colossal factoring firm, John G. Murdoch & Co., have confined their energies to turning out only a few dozen titles, containing the whole history of the trade, it is really surprising in a way, because at the time of writing considerable nervousness exists in business quarters as to the attitude which the miners will take up in regard to the minimum wage question. Aside from this there is at present no particular signs of unrest in other trades, but if the miners do strike it means nothing but a national trade stoppage. One can therefore appreciate that some feeling of insecurity is observable, although matters have recently taken a more favorable turn.

The Matter of Price Cutting. Another matter which might be expected to seriously affect the prosperity of the trade is the unusual amount of price cutting indulged in by certain factors and dealers. In London it is distinctly greater, proportionately speaking, than in the provinces, and while this is rampant to such an extent it must upset trade very considerably. At the moment, when everyone is experiencing splendid business, it is perhaps not so noticeable, but if it continues it will be on the increase, and then the full effect of this evil will be strongly felt by those who have directed their energies to maintaining trade on a price-maintainance basis. There is as yet no talk of combined action on the part of manufacturers, but the sooner they get down to business, as they eventually must, to protect their own interests and the trade generally, the better.

Royalties Under New Copyright Law. The royalties to be imposed under the copyright law, when ready, at less than half the cost of the present retail.

A Sound Controller. One of the latest devices put on the British market comes in the shape of a sound controller which is backed up by unanswerable testimonials as to its excellence. The accessory is known as "Meltone." At a half crown, it offers a substantial and profitable line to all enterprising dealers the world over. The device consists of apparatus an instrument which fixes on the stylus bar of any disc sound box. From what we heard the Meltone certainly makes an appreciable difference in the tone. The manufacturer, by the way, claims that by its use it will eliminate all harsh and foreign noises, and that it mellows the tone without muffling. Full particulars of this little accessory may be had on application to Sanders Melophone Co., Ltd., 71-72 Strand, London, W. C. 2.

New Machines and Accessories. The progressive state of the trade on this side is exemplified by the introduction of several new machines, records and accessories, and among the records are first and foremost the introduction of the "Winner" disc, a double-faced record of standard type. This is being introduced by the Winner Syndicate, of Camberral, an organization which has under its guidance and control a stable commodity, as advance numbers show. The first catalog gives a list of some nine dozen titles, containing a representative series of selections which should appeal to peasant and prince, rich and poor, and any other main divisions of the community. Another disc which promises to storm the market is an unbreakable one manufactured, it would appear, somewhat on the lines of the old Nicoler record, only having a few improvements. The inventor is well known in the trade. The basis of the disc is cardboard, over which is a thin coating of shellac. I understand that the disc will retail, when ready, at less than half the cost of the present standard model.

Copyright in Brazil. I learn that the Brazilian Senate has recently passed a bill, already assented to by the Chamber, whereby foreign authors are placed upon the same footing as our native poet and song writer.

An Amusing Story. An amusing story anent the hostilities between Turin and Italy came to hand the other day. It appears that a decree went forth from the Ottoman Empire declaring an ad valorem duty of 100.

STROH VIOLS
VIOLIN, VIOLA, ETC.

The mellow and matured tone of these instruments, which are constructed largely of aluminum, yet possess none of the characteristics of the brass or the nacre, is only one of its many points which are fully set out in an illustrated booklet which will be mailed free on request to the sole makers.

GEORGE EVANS & CO.
94 Albany St.
New York, N.Y.

OR—
in U.S.A. to their sole representatives

OLIVER DITSON CO.
150 Tremont Street
Boston, Mass.

One String Fiddle

VIOIN
per cent, upon all goods emanating from Italy, and further that all goods showing no source of origin would be considered to be Italian. The strange part of the story comes from a Constantinople dealer who, when ordering goods, notified a German talking machine manufacturing firm of the state of affairs. However, it transpired that the trying Teutons ignored his advice and forwarded his order without clearly stating the source from whence they came. Consequently the German dealer had to pay some fifty pounds, notwithstanding the fact that he went through each record several times and pointed out to the customs authorities that the goods came from Hannover. He could not, however, obtain a rebate, since OttomanCustoms precludes the possibility of error on the part of the Sultan’s servants.

In the February list of “His Master’s Voice” records special attention is directed to the orche- rical selections by that famous combination of instrumentlists, the New Symphony Orchestra, personally conducted at the Gramophone laboratory by Landon Ronald. These records certainly represent the finest example of orchestral recording ever issued. They are really superb. The complete February list is as follows: “Peer Gynt” Suite (A), “Morning” (Grieg); “Peer Gynt” Suite (B), “Death of Ase” (Grieg); “Peer Gynt” Suite (C), “In the Hall of the Mountain King” (Grieg), New Symphony Orchestra; “Lucrezia Borgia” selection (Donizetti); “Gondoliers,” selection 1 (Sullivan), and “Gondoliers,” selection 2 (Sullivan), Band of H. M. Coldstream Guards; “Glory of the Yankee Navy March” (Sousa), Sousa’s Band; “Drei Romanzen,” No. 1 (Schni- man), oboe, Arthur Foreman; “Andante religioso” (Thome), Renard Trio; “La Precieuse” (Schu-عار), violin, Fritz Kreisler; “A Song of Sleep” (Sommers), Mme. Kirkby Lunn; “Beauty’s Eyes” (Testa), pianoforte; “Beautiful Land of Nod” (Lehmann), Miss Caro- line Hatchard; “Margharita” (Löhr), John Harri- son; “I Know Where I’m Going” (arranged by Hughes), Percy Whitehead; “Drei Romanzen,” No. 1 (Sommers), Stock- ford, Percy Whitehead; “Mandaly” (Willey), Stewart Gardner; “Pilgrim’s Song” (Tschalikow- sky), Robert Radford; “Charge of the Light Brigade” (Tennyson), recitation, Lewis Waller; “Gems from Erminnie” (Jakobowski), the Light Opera Co.; “Dear Little Happy Girls” (Moussée) (Slocombe and Talbot), Miss Cecily Courtneidge; “Trump Me Not,” George Robey; “I’m a Married Man” (Crawford), Joseph Coyne; “Lily of La-
guna” (Leslie Stuart), Eugene Stratton, and “My Old Dutch” (Ingle), Albert Chevalier.

An Excellent Record List.

The National Phonograph Co. has hit upon a really good scheme, which it announces to its dealers in this month’s Phonograph Monthly. If the reproducer is out of order the best of records may prove anything but musical. In this case the repro- 
ducer probably needs some slight adjustment or repair. The company has therefore made arrange- ments to overhaul any damaged reproducer and put it in thorough order for the nominal sum of one shilling. Another little item of news, by the way, is the engagement of the Band of H. M. Irish Guards to make Edison records. Their first attempt figured in a recent list, and there are now about half a dozen titles recorded and more to follow. Herewith we give the full list of Edison records for March: Edison Amberol concert rec- ords, list price 2s. 6d. each—“Agnes Dei,” Mme. Marie Rappold; “Meditation—Thais,” Albert Spald- ing; Edison Amberol Records—“The Wandering’s Goal” (overture) (Suppe), National Mili- tary Band; “Come Sing to Me” (Thompson), David Braexel; “Strolling in the Gloom” (Dear- gaz), John Bardey; “Sotto Il Manto” (Barrett and Darrad), Jack Charmen; “The Gift” (Weatherley and Behrend), Miss Violet Oppen- shaw; “I Don’t Care” (Godfrey and Williams); Billy Williams; “I Never Knew I Loved You” (Barrett and Darrad); “Queens of My Heart” (from “Dorothy”) (Cellier), Peter Dawson; “Memories of Mother” (Morris and Harkness), Wm. McEwan; “Sons of the Brave,” march (Bilton), National Military Band; “Ex- tate—Reverie” (Ganne), Tollefson Trio; “Happy Days,” Miss Elizabeth Spencer; “War March of the Priests,” “Atalia” (Mendelssohn), Edison Concert Band; “Inflammatus” (Stabat Mater” (Rossini), Miss Agnes Kimball and chorus; “A Dream of Paradise” (H. Gray), R. Fishby Davies; “Celeste Song” (S. Vannah), Miss Elsie Baker; “Funeral March of a Marqu fait” (Comstock), Amer- ican Standard Orchestra; “Has Anybody Here

ROYAL APPRECIATION.

“HIS MASTER’S VOICE”
the whole world over stands for
PERFECTION IN TALKING MACHINES

Branch Addresses:

FRANCE: Ce Fraisca du Gramophone, 15 Rue Beur, Paris.
GERMANY: Breite Grammophon Aktien Gesellschaft, 36 Unterstrasse, Berlin.
ITALY: Compagnia Italiana del Gramofono, Via S. Prospero 6, Milan.
ENGLAND: The Gramophone Co., Ltd., 93 Upper St., London.
SCANDINAVIA: Skandinavisk Grammophon Aktieselskab Frihavnen Copenhagen, Appelbergsgatan 52, Stockholm.
RUSIA: The Gramophone Co., Ltd., Krasnaja Ploschjad; Mittlere Handels-Reihea, 312, 322, Moscov, Fomina 6, Petersburg; all branches at Riga, Saint-Petersburg, Tolm. 
SPAIN: Ce Francais du Gramophone, 56 Balmas, Barcelona.
AUSTRALIA: S. Hoffnung & Co., Ltd, Gramophone Branch, Pitt Street, Sydney.
SOUTH AFRICA: Darter & Sons, Adderley St., Cape Town; Mackay Bros., Rossie St., Jo- hannesburg.

Great Britain: THE GRAMOPHONE CO., Ltd. 21 CITY ROAD, LONDON, E. C.
end letters" (handed in Saturday for delivery on Tuesday), one-fifth usual rates (minimum, 6d. for 30 words). In future the post-office will receive these messages and co-operate in forwarding them by post or telegraph, according to rules which will be announced.

**BUYERS OF AMERICAN GOODS.**

Some Interesting Figures from Government Authorities Bearing on the Distribution to the World of the Billion Dollars Worth of Manufactures Exported in the Year Just Ended—Exports of Manufactures Have Increased One Hundred Per Cent., or Doubled in Value in Ten Years.

(Special to The Talking Machine World.)


The distribution to the world of the billion dollars' worth of manufactures exported in the year just ended is the subject of much inquiry among the manufacturers of the United States. The Bureau of Statistics under the Department of Commerce and Labor recently announced that the value of manufactures sent out of the country had for the first time crossed the billion dollar line, the total for the calendar year of 1911 of merchandise sent to foreign countries and to Taiwan and Porto Rico having been $1,002,000,000, and that this total is practically double that of a decade ago.

These inquiries as to the destination of the billion dollars' worth of manufactures sent out of the country and the various parts of the world in which this increase has occurred has led the Bureau of Statistics to the preparation of a statement showing the distribution, article by article, to the various sections of the world, grouping these for convenience of the study according to grand divisions, showing the value of exports to Europe, North America, South America, Asia, Africa and Oceania, respectively in 1911 and at the earlier period in which the total was but half that of to-day.

Comparing the exports of manufactures in 1911 with those of earlier years, the bureau finds that they have increased 100 per cent., or doubled in value since 1902, and therefore compares in detail the figures of 1911 with those of that year. It finds that in this nine year period in which the total was but half that of to-day, the poorer the polishing and 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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CONDITIONS GOOD IN MILWAUKEE.

Talking Machine Jobbers and Dealers Have Finished Taking Annual Inventories and Are Well Satisfied with the Results of the Year — Some Big Gains Reported — Farming Situation Encouraging — Parker in the One-Price System — McGreal Re-elected Privileged Member of the Milwaukee Press Club — Some Personal Items of Interest.

(Special to The Talking Machine World.)

Milwaukee, Wis., Feb. 12, 1912.

Local retail and wholesale talking machine men have completed their annual inventories and some of the figures that have been disclosed are nothing less than astounding. It has been generally reported that business during 1911 had just about held its own, or at least had made only small gains, but talking machine men have been happily disappointed. In all branches of the business, it is reported, while in several instances even greater gains are shown out.

The manager of the talking machine department of one of the largest department stores in the city shows that his 1911 business increased nearly 50 per cent as compared with 1910, while one jobber and retailer presents figures which prove that his business during the last month of the year had the phenomenal gain of 100 per cent, followed by a gain of 200 per cent during the month of December. While dealers and jobbers do not expect that similar gains will be made during 1912, they are confident that business during this year will hold its own with 1911.

Music Store for Sale.

Only music store in town of 8,000. Well established business. Best location in town, Victor, Edison and Columbia agencies. Phonos, sheet music, etc. Unusually clean and well arranged. Address "Apply for Position as manager, salesman or traveling salesman with the Hoeffler Manufacturing Co., assisted by Mr. Hoefller. Miss Meiser is a well-known vocalist, is prominent musically, and is well fitted for her new position."

EDISON’S SIXTIETH BIRTHDAY.

Wizard Tendered a Surprise Party at His Home in Llewellyn Park by Some of His Friends — Says ‘He Feels as Young as He Ever Did and Does Not Think of Retiring from Active Life’ — A Testimonial from His Business Associates — Silver Loving Cup Also Presented.

Thomas A. Edison was sixty-five years old on Sunday, February 11, and so forty of his friends and neighbors Saturday night gave him a birthday "surprise party" at his home in Llewellyn Park, West Orange, N. J.

The inventor, seated in a concrete arm chair that he himself had made, presided at the feast. Ducks puddled about one artificial pond in the room, and goldfish swam in another. Many tiny electric lights gleamed in a real hedge around the water. A cement smokehouse "the house of the future" Mr. Edison calls it—had a place in the fairy-like scene. There was music.

"Oh, yes, I ’spose I ’s six-fifty," said the host, "but why remind a man that he is growing old—why bring that to him?" The host had not more sentiment about birthdays than he has about kilowatts or amperes or any of the other strange things that link his life to the electric energy of the world. He is unable to realize that the addition of such a mere thing as a year really added anything to his age.

"I feel," he went on, "as young as I ever did. I eat and sleep like a log. I guess anybody that can say that can lay claim to good health. Last night I turned in about midnight and I was up at about 4.30 this morning. I don’t have to use any alarm clock. I have plenty of the to do."
LOOK FOR BIG COLUMBIA YEAR.

Last Year Was Phenomenal but It Is Claimed That This Year Will Surpass Everything; 40 Per Cent. Increase Already-Given Leap Year's Extra Day Useful—G. W. Lyle in Interview Talks with Enthusiasm of Demand for Columbia Machines and Records.

Talking machine circles are beginning to realize that the Columbia Phonograph Co. is not setting any limit to the increase of its business these days. Its forces are geared up to a point where limitations and all things pertaining thereto are condemned, scrapped, abandoned, forgotten.

Last year was a phenomenal year for them. In fact, 1911 made Columbia history and the firm, being intent on doing big things bigly, made up its mind that it would do the same thing all over again this year.

George W. Lyle, the general manager, however, says they are going to leave their 1911 figures a long, long way behind.

Interviewed by The World, Mr. Lyle said: "Yes, 1911 was a phenomenal year for us. Of course, we intend to surpass it, but it looks as if we will surely surpass our own expectations. We are confronted by an unprecedented demand for Columbia graphophones and Grafsofolas and there is a tremendous call nowadays for Columbia double-disc records. We are going to beat the 1911 figures. That much was determined last year. By just how much we shall do it we cannot say, but we are going to leave those figures out of sight. Why, already our January business has been 40 per cent greater than January, 1911."

"We have one limit for 1912, and one only—the limit of our factory capacity. That gives us some room to spread yet; but we will want it all. We are already running up to that limit on full time, and it looks as if the factory is going to run over-time twelve months in the year—including February 28. Yet, we'll want that extra day this year." Asked how he accounted for the boom, Mr. Lyle said there was nothing new, original or sensational behind it. Merely sound, logical reason. "Our product to-day is of a distinctly high grade and we are making it as good as we say it is, and that is just about as good as that kind of thing can be made nowadays. And," continued Mr. Lyle, "you must bear in mind that not only have we improved our machines and records and the whole system of voice reproduction, but we have a great host of artists singing and playing to please us. Last year we were able to announce the engagement of some new artist of world fame every month, and the new records are great. Madame Nordica, Olive Premusicki, Mary Garden, Alice Nielsen, Carolina White, Olafika, Margaret Kyes, Zonatello, Josef Hofmann are all now engaged exclusively with us, and some of our newest instrumental records are nothing short of marvelous. So long as we can keep on producing records as good as some we have just made of the Russian Symphony Orchestra and Creature's Band, for instance, we shall see nothing of any limit to the business to be done. Whatever limits there may be will be so far ahead that they will be invisible to the naked eye."

From all of which it would seem that the fifteenth floor of the Tribune building—the New York home of the Columbia Phonograph Co.—is no place for a rest cure, nor is it likely to be. High bets and hard work are in the atmosphere and the same infection has taken strong hold on their factory forces in Bridgeport, Conn.

RECEIVED ROYAL VISIT.

The Duke and Duchess of Connaught and Princess Patricia Visited Landay Bros. New Establishment on Fifth Avenue—Max Landay Returns from Bermuda.

During the visit of the Duke and Duchess of Connaught to New York, accompanied by their daughter, Princess Patricia, one of the establishment that caught their eye was the beautiful talking machine store of Landay Bros., Inc., at 365 Fifth avenue. The Governor-General of Canada and party, which included Ambassador Reid, went through the Landay warerooms and were much interested in the various instruments displayed and demonstrated for their approval.

In view of the fact that the visits of the Duke and Duchess is which it may be gathered largely to private people, it is a decided honor to Landay Bros. to be thus singled out, and they are most appreciative of the thoughtfulness of the royal party.

The Duke answered the invitation to attend the last part of January from a three weeks' pleasure trip to Bermuda, which got him in splendid trim for an active business campaign during 1912.

AN ALWAYS BUSY BOSTON HOUSE.

(Special to The Talking Machine World.)

Boston, Mass., Feb. 6, 1912.

The Oliver Ditson Co., by Henry A. Winkelmann, manager of the music department, reports a strong demand for wholesale and retail goods, which is in keeping with the house's reputation. About five years ago the writer first met Mr. Winkelmann, and in response to "How's business?" Mr. Winkelmann replied: "Good! we cannot get machines and records fast enough." Since then the writer and Henry Winkelmann have met in year and year out, with weather mild, cold, hot, pleasant, stormy, windy, rainy and snowy, and while there might have been a change of position for talking, the cordiality of Mr. Winkelmann's business with the Ditson organization stayed at the "Good! cannot get machines and records fast enough" temperance. This shows hard work by someone.

H. Nathanson, who handles Columbia phonographs exclusively in connection with his line of pianos at 100 Broadway, Newburgh, N. Y., announces that on or about March 1 he will move to larger and more handsome quarters at 74 Broadway.

ANY KIND OF HORN FOR ANY MACHINE

We are equipped with a large assortment of dies for the manufacture of all sizes and shapes of Horns, and are able to supply manufacturers with the handomest and most attractive line on the market. Any horn for any type of machine.

LET US FIGURE WITH YOU

Not only our low prices, but also the workmanship and beauty of our horns will surprise you. Our flower horns are works of art.

We have made many new customers by prompt shipments and efficient service. Prices and particulars upon request.

Newark Tinware and Metal Works

28-30 Division Place, NEWARK, NEW JERSEY

EDISON GLEANINGS.

Mrs. Edison Gives Dinner to Old Friends on Thomas A. Edison's Birthday—Some Recent Visitors—Those on the Sick List.

A surprise party was given to Thomas A. Edison by Mrs. Edison to mark his sixty-fifth birthday. The party was held Saturday evening, the 10th, at their home in Llewellyn Park, Orange, N. J. A dinner to which was invited thirty of his "old cronies"—persons who have been associated with him for many years, either in business or pleasure—preceded the reception. Many officials and department heads of the various Edison companies extended felicitations at the reception, which is referred to more fully elsewhere.

Louis Buell and Edmund E. Buell, composing the firm of L. Buell & Bro., Edison jobbers, Pittsburg, Pa., were at the Edison factory wondering what had become of their orders for Edison goods. E. E. Buell, manager of the Pittsburgh store, reports a very strong demand for the "Opera" model of the Edison line.

John H. Massey, manager of the Edison department of the J. A. Foster Co., Providence, R. I., spent several days at the factory last week. Mr. Massey said that business, while not like a holiday rush, was quite seasonable.

Thos. K. Dobber, the energetic head of the selling organization, has some optimistic reports about the condition of the country that prompts him to believe that this year will show some exceptionally fine Edison sales.

According to what has been said of the therapeutic value of the Edison phonograph, no doubt it will be prescribed for the following members of the sick list:

Carl H. Wilson, general manager, is at home for a few days with a few varieties of a cold.

L. W. McChesney, assistant advertising manager, was taken suddenly ill last week and an operation for appendicitis was performed. This was successful in every way and the patient is rapidly improving. His many friends at the factory and in the trade wish a speedy convalescence.

C. W. Phillips, the Edison traveler in Michigan, was taken sick while on route, which necessitated his immediate return home.

Carroll A. Briggs, Edison traveler in Kansas and Missouri, has been called to Des Moines, Ia., to care for his father, who is seriously ill.

Meanwhile, with these absences, C. E. Goodwin, manager of salesmen, is forgetting all about the minor working hours, for unlike and defying a possible dismissal from the M. U., is working energetically to assist the trade in that territory.

Some of us are so afraid that what we have will get away from us that we wrap our one talent up in a napkin and keep it. And we have that always—but we never add to it.
NECESSITY OF AN UNDERSTUDY.

In a Well Regulated Establishment Each Man
Should Be Able to Take Up at a Moment's
Notice the Work of the Man Ahead—Only
the Incompetent Who Is Afraid of the Compe-
tition of His Fellows—No Man the Only
Oyster in the Soup.

No man in a responsible mercantile or manu-
facturing position should be without an under-
study. Personally, he may not favor such an
attachment, lest the lieutenant might replace
the chief, but that fact should have no influence on
the man up at the top. He is looking out for the
good of the general establishment, and not the in-
dividual interests of the man.

In a well-regulated establishment there is a con-
tinuous line of understudies, all the way down.
If the man at the top drops out or steps out, or
is fired out, No. 2 should be competent to fill
his place, and prepared to take it. No. 3 should be-
come No. 2; No. 4, No. 3; No. 5, No. 4, and so
down to the bottom where the vacancy is filled
by the engagement of a new office boy.

This has been the rule of the Standard Oil Co.
for years, and is one of the reasons for Standard
success. One of the best department managers of
to-day began as Mr. Rockefeller's office boy thirty-
five years ago.

There should be no reason for apprehension or
jealousy on part of a head clerk or a department
manager because he has at his right hand an assis-
tant capable of doing his work in an emergency.
If No. 18 is doing good work, such as justifies his
promotion, No. 19 is about to take it away from him.
Changes are seldom made without reason.

It is the shirk or incompetent or misfit who is
afraid of the competition of his fellow-workers,
says a writer in the Hardware Dealers Magazine.
The best school of practical business is found in
that store or factory where each man is so trained
as to be fitted for the next step up when it comes
to him. To make this education thorough and to
encourage each unit in this army of help, it should
be well understood that fitness means promotion
when the possible opening comes. The jumping of
favorites over the heads of good men, or the bring-
ing in of an outsider when a responsible position
becomes vacant, is a discouragement to every
worker in the place, and an open advertisement
of the fact that good work and merit are liable to
be overlooked.

In a well-regulated establishment of this army of
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be fitted for the next step up when it comes.

The three great factors in business are resolu-
tion, energy and persistency. Follow these three
and you will arrive.

Have confidence in yourself and in your busi-
dness, but don't think you are the only oyster
in the soup.

PLEASING THE CUSTOMER.

Try and select what music the customer prefers
for the demonstration and not the kind of music
you yourself prefer. Sometimes there's a dif-
ference.

NEW FORM OF COLUMBIA RECORD CATALOG.

In the completion of its semi-annual catalogue
of Columbia double-disc records, listed up to and
including Jan. 1, 1912, the Columbia Phonograph
Co., General, New York, has inaugurated sev-
eral changes of style which add greatly to the
rapidity in finding the desired selections by
some particular artist. The catalogue is now
ready to be placed in the hands of customers and
dealers. The book itself is sixteen pages larger
than the previous edition, making a total of 300
pages, which completely covers the extensive
repertoire of Columbia artists. Most of the new
pages have been used for the new records gotten
out since July, 1911, but several pages have been
used for the artist's index, making it clear and
more accessible, a fact that will be greatly ap-
preciated and immediately noted by record buy-
ers. A most excellent display of graphophones
and greenbonas has been added, which will prove
profitable to many dealers in making exchanges
that will be stimulated by such a comprehensive
publication.

pleasing the customer.

No dealer can claim to carry even a representative
record stock if he has to offer "undersubstitutes" or
"substitutes." Those record buyers who want to
have Mary Garden, Lillian Nordica, Olive Fremstad,
Alice Nielsen, David Bispham—must go to a Colum-
bia dealer, and thousands of them are making this
discovery every week.

Columbia Phonograph Co., Gen'l
Tribune Building, New York
The sale of talking machine records would make a very respectable steel business all by itself. One firm, for instance, the management not being to be trusted, on last Saturday had cash sales of records amounting to $385. Probably as many more records were sold on credit. This was on records alone. A good many machines were sold besides. The gross profit of that firm for January was $900 greater than the profit for the corresponding month last year, and January, 1911, was a month of some business.

The chief demand still runs to the medium priced machines, both with the Columbia and Victor lines; there is not much doing in the cheap machines. That demand is helping the sale of the two hundred dollar instruments. It creates a demand so strong that even the fifty dollar grades and the cheaper would-be purchasers do not have to be urged greatly to buy a higher priced machine.

"I could have sold 20 Victrola number nine last week, if I could have obtained them," said Max Strasburg. "I couldn't get them, so I posted the high priced stuff. It doesn't require a great deal more effort to sell them, and we can get them readily."

Grinnell Brothers now have more than 200 Victor agencies in Michigan and Indiana, and two or three dozen in Detroit, all of them going in a way to make it worth while.

A Victor Auxetophone, the 500 model, was put to a very entertaining use the night previous to the appearance in Detroit of the Boston Symphony Orchestra. The Boston Symphony program was entirely Wagnerian. Professor N. Y. Corey, of the Michigan Conservatory of Music, who is very familiar with everything in the history of music and musicians, took the Boston Symphony program and gave an illustrated lecture upon it, using the Auxetophone in explaining the interpretations he discerned upon. He would take the numbers piecemeal, playing and explaining alternately their different parts. He had a crowded house.

Piano's sales for the year 1911 are closed, and we desire to extend very sincere and cordial thanks for the assistance which our dealers have rendered as during the past year in the exploitation of the Victor product.

"The year 1912 stands out gloriously before us, and the record of 1911—which was an unparalleled one—will again be eclipsed to the extent of whatever factory extensions and additions we shall be able to make.

Our factories at present are a veritable beehive, and every available machine and square foot is being operated just as many hours as we dare. Plans have been drawn for a six-story extension to our record pressing plant, which will in every way our capacity by almost 1,000,000 records a month.

"Concerning the motor building, I say it will be a joint effort with our dealers. We shall not require, and we desire to extend very sincere and cordial thanks for the assistance which our dealers have rendered during the past year in the exploitation of the Victor product.

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trained from doing so, partly from competitive reasons, but generally as a matter of broad selling policy.

"We solicit your continued and increasing interest in Victor goods, with every confidence that the increased profits which you will derive from special attention to this department will justify all your efforts. As a matter of actual experience, I can state that you may put behind our wares in 1912."

EDISON'S HOST ON HOW TO SUCCEED

Henry M. Bylesby Offers Some Vigorous and Interesting Opinions in an Interview in the Chicago Tribune.

"Experience—Constant Development Necessary to Success—The Value of Cheerfulness—Edison's Message to Young Men Worth Remembering Says the Speaker."

Henry M. Bylesby, the prominent Chicagoan who recently entertained Thos. A. Edison at his home during his visit to the Windy City, was the subject of an interview by a representative of the Chicago Tribune, and he uttered some vigorous opinions upon a rather hackneyed and popular topic—millions of dollars—How to Succeed. He said in part:

"The individual who works simply to achieve wealth is not liable to accomplish his object, and is probably the ViewHolder of the essential forces of his life. Emerson has stated that 'lands and wealth and power, as a general rule, come to and are retained by those who are capable of rising to the responsibilities which are entailed by their possession.' The motto of the scientists and investigator of the twentieth century is and has been for an appreciable period of time to 'truth, no matter where it may lead' or to what conclusions it may bring you."

"So far as my experience has taught me anything, it has taught me there is nothing worth while doing in the world which is not worth while doing well. While I will not deny the value of any other avenue than that of continuous, persistent effort combined with an indomitable perseverance; and my experience led me to the further conclusion that this procedure are followed there are few cases where success in some form or another does not reward the continuous following of these principles. The success may be relatively of a greater or less degree. It may be the success which leads to the command of power, the wielding of influence, the benefiting of humanity at large, or the possession of wealth, which is the most fundamental desire of all of us. But none of these results can be achieved without following the plan and the methods outlined. Granted in any given case that the normal intelligence, physical and mental health, the results to follow industry, patience, devotion to duty, self-mastery, 'are as sure to follow as the night the day.'"

"Must Constantly Develop."

"Continual development must be added to the fundamental principles enumerated. The great Napoleon attributed the downfall of the Bourbon family in France to the fact that 'they never learned anything and never forgot anything.'"

"From day to day, from experience past to experience of the present, there should be brought to the recollection of this particular individual and of every other individual, a proof of which was mailed with the announcement of the Saturday Evening Post Starts the Ball Rolling—Points on How the Dealer May Take Advantage of This Work."

Under date of January 23 the Columbia Photograph Co., General, New York, sent to its dealers a report of the opening of the most comprehensive campaign scheduled for 1912. Number one in this great series is to appear in the Saturday Evening Post, issue of February 17, and will consist of a double page spread. The advertisement, a proof of which was mailed with the announcement, is striking and forcible and will prove of the utmost value to dealers. The text is directly to the point and tells the story of the new fifty-nine dollar Grafonola "Favorito" in a manner calculated to impress the public and create a customer. It is an all new, all improved Grafonola which I have devoted thirty-five years of toil, there are to-day greater opportunities for advancement than there ever have been. The greatest difficulty with the average young man is that he does not learn until perhaps too late that it does not pay to fritter and idle away his time. Every individual who goes through life recognizes that it is too late to make them of great value to the individual himself. Among these is the fact that 'the price of happiness is toil,' that the idle man cannot be and never will be happy, that the only real joy in life is the consciousness of difficulties overcome, of obstacles surmounted, and beyond this the fact that step by step, as the individual emerges and advances in the battle of life, with head high and heart filled with command, in power, in wealth, there goes a corresponding and increasing responsibility.

"Referring now to the opportunities open to the young men of to-day, it can broadly be stated that there is ample standing room at the top. The greatest difficulty is for the young man to obtain a footing in any given business and then to conduct himself through his early years with patience and industry. Then he will be qualified to be in the line of promotion, and this promotion is just as sure and certain as death. This world can be conquered in a manly and serious minded fashion he recognizes the things which perhaps at times seem to be hopeless."

"It is not necessary for the young man to go around with a long face, to be sour, to be unapproachable—in fact, these are very bad things to cultivate or practice; but it is necessary, along with cheerfulness, with hopefulness and with unbridled ambition of an honorable sort, to practise the fundamental principles which are as old as civilization itself.

"In any emergency that may come to any human being, no matter what his momentary impressions may be, no matter what he himself may think of his particular case, at this particular emergency, the fact remains that his conduct is the result of the way, successful or unsuccessful, in which from his earliest youth he has met the obstacles, great or small, that have beset him from the very earliest age. Every stroke of good, honest work, every hour of serious, conscientious thought on any given problem, every victory over the temptations which beset him, and the real interests of life for the pleasures of the moment, will just so surely as the sun rises and sets have their effect in making up the capacity of that man or that individual to tackle or surmount the successful the subsequent temptations, difficulties, problems and emergencies which are sure to beset his path.

"Thomas A. Edison, who was in our city some two weeks ago, gave as his message to young men, 'never to watch the clock, to devote their entire energies to the task before them, to be persistent, but at the same time, to have a great Analytical mind and power, as a general rule, come to and are retained by those who are capable of rising to the responsibilities which are entailed by their possession.' The motto of the scientists and investigator of the twentieth century is and has been for an appreciable period of time to 'truth, no matter where it may lead' or to what conclusions it may bring you."

"On the same occasion one of the greatest captains of industry this country has produced, C. A. Coffin, speaking from a long life of experience, during which he never permitted himself to be a few years or a few hours behind the times, said: 'Work is your great text, work your sermon, your work, and still more work. In this engrossing, entangled life, second only to the great gospel of time and work, and years of labor—pains-taking, self-forgetting work—is that which makes for greater manhood, for happiness and for the highest citizenship.' And guided by this great and vital view of the world, he added, 'the only patent for honorable and permanent success.' No living men have more fully justified these rules than Mr. Edison and Mr. Coffin. Among leading men of to-day and largely the leading men of our entire country have been those who have started in the race of life with nothing other than sound intellects, sound healthy bodies, the wish and the capacity to toil and to practice continuing industry combined with cheerfulness and optimism throughout their lives.

"All that is said here appears to me to be axiomatic. I have spoken of it as at least the most important part of the platform of every man who has succeeded. I believe no successful man in looking back over his career would suggest any material departure from these fundamentals.

COLUMBIA PUBLICITY CAMPAIGN.

Double Spread Advertisement to Appear in the Saturday Evening Post Starts the Ball Rolling—Points on How the Dealer May Take Advantage of This Work.
Business Showing in the Talking Machine Field

(Special to The Talking Machine World)

Chicago, Ill., Feb. 12, 1912.

One hesitates, in these piping days of general trade somnolence, to intimate that there is anything in the least suggestive of a "boom" in any line whatsoever. Nevertheless, it is undoubtedly true that the talking machine business is not to be judged according to existing standards. January proved a fine month in point of talking machine record sales; that was to be expected. Machine sales, on the other hand, stacked up entirely beyond expectations. Possibly this was due in some measure to delayed sales, that is, delivery of machines which the dealers could not get from over-crowded factories in time to fill holiday orders, but jobbers also say that there has been ever since the very first of the year an amount of new business from the dealers, meaning orders for particular types to fill specific orders having their origin since the holidays.

And Still the "Flower"! Horn.

While the concealed horn machine gets a constantly increasing percentage of total sales, it is a fact that the "horns" type is still extant in a sales way to a somewhat astonishing degree. The wood horn, undoubtedly one of the most revolutionary advances from an acoustic viewpoint made in the talking machine trade of recent years, is the big favorite, but the metal horn is by no means out, incomprehensible as this may seem to the dealers in the "downtown" districts of the larger cities.

Coming again to the flower horn, the variegated, many-hued, rainbowously decorated flower horn is still selling, and selling big, in the foreign districts. For instance, large quantities of flower horns are being sold to-day in such portions of Chicago as those tapped by Milwaukee avenue, the polyglot thoroughfare, and by Blue Island avenue, where the Bohemians do foregather.

Demonstrate with Victrola.

For several months past Lyon & Healy have used a Victrola XVI exclusively in the all-afternoon Victora concerts in Victor Hall.

Record Dictaphone Month.

At the Columbia Phonograph Co.'s Chicago office W. W. Parsons, in charge of the Dictaphone department, stated that January had been his biggest month.

Good for Brown.

The C. C. Brown Music Co., of Sparta, Wis., has placed a Victor IV with wooden horn in the high school. It is being bought by the pupils on the concert plan outlined by the Victor Co. This will be followed up by the placing of Victors in the three other Sparta schools, two elementary and one grammar.

With the Talking Machine Co.

Arthur D. Geisler, general manager of the Talking Machine Co., says that January was away ahead of last year. Sixty per cent. of the business was in records, but at the same time it was an unusual month in point of machine sales. The company is still filling back orders for machines, but has a large amount of strictly new business coming to hand. It is still having difficulty in filling back orders for Victrolas eighties, nines, tens and elevenths.

Important Columbia Deals.

W. C. Fuhr, district manager for the Columbia Phonograph Co., has been making "news" the past month.

The Columbia branch at Little Rock, Ark., has been sold to John C. Nielson, who takes over the store lease, fixtures, employees and stock, and will continue the business along the same general lines as heretofore. He is new to the business, but is an enterprising, energetic man who has won success in other lines and gives indications of adapting himself most beautifully to the graphophone business.

The Denver branch of the Columbia Co. has been sold to Delzell Bros., who will operate as the Columbia Stores Co. They take over the lease of the Columbia Co.'s store at the downtown Denver, and will represent the Columbia Co., in every way for the States of Colorado, New Mexico and part of Wyoming. The Delzell Bros. have for eight years represented the Cosokin fountain pen for a large wholesale house in Denver. They are "live wires" in every sense of the word and great things are expected of them. The Delzell Bros. have also made a separate contract for representation of the Columbia Dictaphone. Mr. Fuhr returned a few days ago from Denver, where he consummated the deal. More recently he ran down to Salem, Ind., where he visited the plant of the Stoot, Mahoney, Duckworth Co., which is devoted entirely to manufacturing Grafonola cabinets and record cabinets for the Columbia Co.

Chinese Wind in Sales.

E. D. Easton, president; George W. Lyle, general manager, and Frank Dorian, manager of the Dictaphone department of the Columbia Phonograph Co., were all visitors at the Columbia's Chicago office on January 25.

Columbia Advertising Campaign.

Charles F. Baer, manager of the Chicago office of the Columbia Co., says that a number of new accounts have been created through this district during the past month on account of the remarkable advertising campaign inaugurated by the company. Dealers are taking hold with avidity of the opportunities offered by the combination newspaper and window display propositions of the Favorite $50 Grafonolas. More orders are being received for this type than during December, which proves that it pays to advertise.

Wiswell's Views on Business.

L. C. Wiswell, of Lyon & Healy, in a chat with The World regarding business conditions, said: "January showed an increase over a year ago both in machines and records. Business evidently is better than any January yet. In machines the demand is greatest for the Victor Victrola nine, but this is evidently somewhat fictitious, according to account of shipments, due to dealers placing orders with a number of jobbers, and after one was filled would naturally cancel others." Notwithstanding the semi-depression in other lines, Mr. Wiswell believes this will be the biggest year in the history of the talking machine trade.

Married.

L. Keane Cameron, manager of the retail talking machine and small goods department of the Wurlitzer Co., was married January 13 to Miss Florence Koch, an accomplished Chicago girl. The wedding was kept a secret for three weeks and they left on a honeymoon trip to Louis ville, Ky., returning Wednesday of this week.

H. H. Gibbs, traveler for the Wurlitzer Co.'s Chicago branch, was married January 10 to Miss Gertrude Harcourt, a prominent young society woman of Superior, Wis. They spent a week or so at Duluth and then came back to Chicago and surprised Dad Platt F. Gibbs, the Mr. Platt F. Gibbs is their father. They are at home to friends at Oak Park, a suburb of Chicago.

M. H. Lowry, manager for Lawrence Luckett at Minneapolis, Minn., was married January 21 at the Carlton Club, Milwaukee, Wis., to Miss Lizzie Pollak.

Outlook Most Encouraging.

F. A. Sloan, assistant manager at Wurlitzer's, says January was a good month—would have been simply great in point of actual shipments could factories have filled orders for records. This condition is now mending rapidly and the next two
FROM OUR CHICAGO HEADQUARTERS—(Continued from Page 39.)

makes Records for the Victor Co.

ELIS OLSON-ELLIS, the well-known Swedish actor and singer, and a new member of the army of

phone system of the Illinois Tunnel Co. The chronophone is similar to the Edison chronograph, but is provided with special features to adapt it to the purpose of announcing time over the telephone, an Edison phonograph similar to the regular business machine run by electricity and attached directly to the telephone, in the present machine. Seventy-two cylinders are used now, ten minutes to each cylinder, and as they are changed by hand constant attention is necessary. The new machine Mr. Stroud has in view will be large and will have only one cylinder. It will be arranged so that observatory time will be given and also that every movement will be automatic. At present from fifteen to twenty thousand calls a day are answered, and in the future, with the new machine, arrangements will be made to handle fifty thousand calls a day. The whole operation takes only four seconds from the time the call is rung for until the answer is received. Mr. Stroud has not advertised the machine as yet and will not until the new machine is in actual service.

As applied to the automatic system the subscriber merely calls 560 and instantly hears a human voice clearly and distinctly state the time. In adapting it to the manual system it is necessary for the operator to make the connection as for a regular call, and is not near as much trouble as at present though necessary for the operator to answer such calls. The accompanying photograph illustrates the machine as it is today and gives some idea of the working of it. There is also a humorous aid to the new device, to quote Mr. Stroud: "When I first started the chronophone I had all the trunk lines tied common and did not have them arranged to cut the party off after the time was heard. Sometimes a person mistaking the voice on the records for a real human voice would try to start an argument, and some of the talk was amusing. One fellow persisted in calling each day at a certain time and inviting 'it' to come out and play billiards. A young lady who evidently attended a private switchboard exchange called the clock at least ten times a day to see if she could make the clock tell anything besides the time. She got to be such a bother that I cut it out on a special transmitter, arranged to give out the fire alarm or anything besides the time. She had to be so loud in her calling that I had to give up the idea of the working of it. But all this is merely to illustrate the machine as it is to-day and to show how the idea of the working of it."

The Mystery of "Three Six Zero."

"Thank you," says the person who calls 560 on the automatic telephone with a request for the correct time, and never realizes that the courtesy has been wasted on a very ingenious invention called the chronophone, a combination of clock and phonograph invented by Harold D. Stroud, of Chicago, and operated by the automatic telephone system of the Illinois Tunnel Co. The chronophone is similar to the Edison chronograph, but is provided with special features to adapt it to the purpose of announcing time over the telephone, an Edison phonograph similar to the regular business machine run by electricity and attached directly to the telephone, in the present machine. Seventy-two cylinders are used now, ten minutes to each cylinder, and as they are changed by hand constant attention is necessary. The new machine Mr. Stroud has in view will be large and will have only one cylinder. It will be arranged so that observatory time will be given and also that every movement will be automatic. At present from fifteen to twenty thousand calls a day are answered, and in the future, with the new machine, arrangements will be made to handle fifty thousand calls a day. The whole operation takes only four seconds from the time the call is rung for until the answer is received. Mr. Stroud has not advertised the machine as yet and will not until the new machine is in actual service.

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The Chronophone in Operation In Central Station of Automatic Telephone System, Chicago.
Here is absolutely the best Cabinet value on the market today—the

"Cabinet That Matches"

the Victrola X—equipped with ten 10" "TAMACO" Record Albums and eight 12" "TAMACO" Record Albums, also including one "TAMACO" Record Index.

Do you realize, Mr. Dealer, that this is a capacity of 180 Records; that we are listing it for $37.50, less your regular discount; that you may have a "CABINET THAT MATCHES" the Victrola XI with the same filing device, same capacity and Index for $40.00 less your regular discount?

I am so confident that these Cabinets are just what you need to make a complete Victrola "Outfit," that I will send you one of them on approval, you unpack it, set it on your floor and if at the end of a week you figure it is not a profitable investment, you may return it to us for credit.

Otto Siehler
Manager

The TALKING MACHINE CO.
137 N. WABASH AVENUE - CHICAGO
A meeting of the executive committee of the Talking Machine Jobbers' Association was held January 29, at the Chicago Athletic Club. The meeting had been called for the purpose of hearing the report of the officers and the discussion of matters and things pertaining to the association and a number of matters which cannot be made public at this time, but which will receive a going over at the hands of the annual convention in July. Those present were Lawrence McGeal, Milwaukee, Wis., president; E. F. Tait, Boston, Mass., vice-president; J. B. Miller, Philadelphia, Pa.; Treasurer; J. C. Rought, Pittsburgh, Pa., secretary; Perry B. Whitsit, Columbus, O.; Rudolph Wurlitzer, Cincinnati, O.; G. E. Michel, Omaha, Neb.; H. H. Sloane, Des Moines, Ia.; Lawrence Lucke, Minneapolis, Minn.; A. O. Peterson, Cleveland, Ohio; J. Lowry, Minneapolis, Minn.; L. C. Wiswell, Fred Stenson and J. F. Bowers, of Chicago. The meeting lasted from 11 a.m. until 5 p.m., with an interval at noon for luncheon. The matters taken up were chiefly routine. The traffic committee appointed large order and important commission, with L. C. Wiswell as chairman.

It was decided that the coming convention will be held in Atlantic City, July 1, 2 and 3. Monday, Tuesday and Wednesday will be the official meeting days, and the C and the D will be devoted to the meeting of the executive committee. The convention will be held in the Chalfont Hotel. The association banquet will be held on Tuesday night, the 2d.

TO MAKE THE KLINGSOR IN CHICAGO.

Theodore Isac Has Secured the Patent Rights for the Klingsor Talking Machine Manufactured in Germany and Will Make It in Chicago—Company Now Being Organized to Do This End.

(Special to The Talking Machine World.)

Chicago, Ill., Feb. 13, 1912.

Theodore Isac, formerly of Frankfort-on-the- Main, has secured the patent rights for the Klingsor talking machine manufactured in Hanau, Germany, for the United States and Canada. He is now in Chicago and has about completed the organization of a company for the manufacture and marketing of Klingsor machines in this country. They will be practically reproductions of the original Klingsor machines, except in the matter of cabinets, which will be especially adapted to the American demand.

Mr. Isac has enlisted abundant capital in his enterprise. The general offices and wholesale warehouses of the company will be in Chicago and the factory will be located in a nearby city. Full details will be available later.

EDISON AND THE NEW EDUCATION

Would Revolutionize School Work So That Every Little Toddler Will "Just Want to Scoot to School"—How Usually Dry Lessons May Be Made Really Interesting to Children Through the Moving Picture Machine.

How Edison proposes to revolutionize school work, so that, in his own phrase, "every little toddler in the district will just want to scoot to school," is told in an interview with Mr. Inglis in Harper's Weekly. When asked if he had a new idea about education, Mr. Edison replied: "I have—education by moving pictures. Teach the children everything, from mathematics to morality, by little dramas acted out before the camera, and reproduced in the schoolroom at very low cost. Sort of swing the education right up, so that they'll want to go to school. You'll have to tell 'em to keep 'em away.

"Take geography. You know how hard it is to remember the dry details of geography from a book. We show a map with a mark pointing to some remote spot, say in Africa. Our men have been there with the camera. The picture-play shows the native village in the forest. It is early morning. The people awake, stroll out, cook breakfast, eat, and go about their work, picking rubber or cocoa, or whatever it may be. Then we show them in their games and dances. Do you suppose the little class that never saw that country and its customs and its products? What they've actually been there, through the camera.

"We've got men in Australia now, photographing the immense flocks of sheep on the ranges, the work and play of the shepherds, the washing of the wool, putting it in bales, freighting it down to the sea, loading it on ships. Then we'll show the ships unloading at the East India docks at London, the wool shipped to the factory, unloaded, scoured, carded, spun, dyed, woven, the cloth made up in bolts. Then the measuring, cutting, sewing, fitting, sewing, finishing of garments, and at last the tailor putting the coat on the man—all in one series from the beginning in the Australian bush. Don't you think that will hold their attention?"

"To get this within the reach of every school in the country," Edison remarked, "we've had to work down the moving picture machine to the size that we can sell for about fifty dollars. Then we've brought down the film, which is ordinarily 1,000 feet long, to about seventy-seven feet long. Look at these figures on the film. Each 150,000 of an inch in height. Pretty small, aren't they? You see, the drama runs down one side of the strip, comes back up the middle, and then finishes by running back again along the opposite side. So we really get 281 feet of picture or seventy-seven feet of film. We'll rent a set of pictures to a school for $8 a week. That's pretty cheap, isn't it? You couldn't hire much of a teacher for $8 a week, could you? And then think of the saving—you won't need any truant officer. No, sirree! Every little toddler in the district will just want to scoot to school!"

CLEVER BLOTTER STUNT.

Talking Machine Co., of Chicago, Furnish Their Dealers with Blotters of High Quality Bearing a Strong Advertisement on the Back.

(Special to The Talking Machine World.)

Chicago, Ill., Feb. 12, 1912.

Herewith is reproduced the embellishment on the back of a blotter issued by the Talking Machine Co., of Chicago. These calendar-blotters will appear from month to month, each containing a reproduction in little of the current advertise- ment of the company in The Talking Machine World. It's a unique idea and one calculated not only to work greatly to the good of these exclusive wholesale Victor distributors, but also to furnish dealers with A No. 1 quality blotter, which may be even to blot out their property labels applied.

"Do you realize Mr. Dealer that this is a lot of 100 Blotters that we are sending to the 100 VICTOR men across the country that is all that is required to advertise the Talking Machine and your VICTOR line?"

"We know that our dealers are just what you need to make our VICTOR line the leader of the field. If you can't get a blotter, then get a VICTOR blotter. It is the best advertising that you can have for your own property."

"The "Cabinet That Matches" The Victrola or Wurlitzer, Cincinnati, O., is reproduced the embellishment on the back of the blotter, as shown in the above.
THE LYON & HEALY
FIBRE NEEDLE-CUTTER

SIMPLE AND EASY TO OPERATE

CORRECT LEVERAGE FOR A PERFECT CUT

FINEST TOOL STEEL

GUIDE WHICH SAVES ALL WASTE

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

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

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

We give our absolute guarantee with every cutter sold.

RETAIL PRICE $1.50
GET YOUR ORDERS IN NOW. LIBERAL DISCOUNT TO TRADE.

DEALERS, ORDER FROM YOUR DISTRIBUTOR

VICTOR DISTRIBUTORS CHICAGO EDISON JOBBERS
VICTROLA FOR GOVERNOR-GENERAL.

Instrument Recently Installed in Malacanac Palace, Manila.—Victrola Owned by Other Philippine Officials.

The fact that Victrolas have been installed in the White House in Washington and in a number of the palaces of royalty has become too well known to require comment, but it is interesting to note that one of those handsome instruments has recently been placed in the music room of the Malacanac Palace, Manila, P. I., for the entertainment of Governor-General Forbes and his friends. The accompanying illustration shows the Victrola in position in the palace. Vice-Governor Gillett and Commissioner Amenta also have Victrolas in their homes and are enthusiastic over the instruments.

CONDITIONS IN LOUISVILLE.

Talking Machine Men Pleased with January

January, 1912, has already eclipsed the sales record of previous years, the opening of 1912 was adequate to express the feelings of Louisville talking machine men in regard to business which was excellent for the month of January, 1912, has already eclipsed the sales record of previous years, the opening of 1912 was adequate to express the feelings of Louisville talking machine men in regard to business which was excellent for the month of January.

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Among the most important changes of the month was the opening of the new store of the Montenegro-Riehm Music Co. to take customers separately into a private parlor to demonstrate the machine. The woodwork will be finished in white and gold and the furnishings will be worked in along a similar color scheme. The department as a whole will present an uncluttered appearance and the clerks will be able to take customers separately into a private parlor to demonstrate the machine.

One of the features of the talking machine trade in the Gateway City during the past fortnight can better be expressed by a slang phrase than otherwise, “It’s hot.” One of the members of the firm of Ray Bros. recently hit upon the idea of sending out monthly post cards to their regular customers giving the list of Victor records which were sent out during that time. They also show the stock number and selection. The response has been very satisfactory and the customers have been well pleased with present conditions and the prospects for a big business in the spring season.

There are divers gifts; some attain high standing in literature, while others excel in oratory. There are Raphaelites, who paint Madonnas that make them celebrated long after the hands that wielded the brush has moulded in the dust, and Michaelangelo’s, whose marvelous skill with the chisel has left many marbles as evidence of their great talent. Who knows or cares whether they left any money; what they accomplished will live for ages, hundreds of years after whose fame depends solely upon the money that they have accumulated are forgotten. The community in general is raised to higher things by the lofty thoughts and ideals of the few, rather than dragged down by the baser impulses of the criminal class.

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To declare that all men are actually equal is not true, for it is inevitable that some will differ from others. The highest degree of efficiency in the individual comes from a wholesome emulation of the goodness of others. There must be ethical and moral instruction for the best interests of the community, as well as technical instruction to raise the standards of the artisans, that make for himself that which alone is immortal: character. Set a standard for success and strive to attain it.

Money is desirable for the purchase of many things that make for happiness, but wealth alone will not give happiness. He who has done something for humanity that will carry his name down to ages, hundreds of years after whose fame depends solely upon the money that they have accumulated are forgotten. The community in general is raised to higher things by the lofty thoughts and ideals of the few, rather than dragged down by the baser impulses of the criminal class.

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

Pooley Record Cabinets have proven a big success wherever they have been demonstrated.

Pooley Filing System is a modern method of instantaneously filing and finding the desired record. Are you getting your share of the profitable business that is being created for this cabinet improvement.

Write us for our liberal proposition.

Pooley Furniture Co.
16th and Indiana Ave.,
Philadelphia

Style No. 40
Style No. 50
Style No. 60
The Columbia Grafonola “Favorite” is the most up-to-date hornless Graphophone to be had for less than one hundred dollars. That’s why it is a favorite.

SALESМАNSHIP DEMONSTRATED

By the Salesmen of the Eastern Talking Machine Co. Under Auspices of the Y. M. C. U.

—Those Who Took Part—Playing of a Victrola the Convincing Argument—Those Who Acted as “Customers.”

(Bto special to The Talking Machine World.)

Boston, Mass., Feb. 4, 1912.

The familiar picture of the fox terrier, so intimately associated with the mystic words “His Master’s Voice,” held the center of the stage at Y. M. C. U. Hall recently, when the Eastern Talking Machine Co. gave a demonstration of salesmanship, the second in a series of business talks held each Tuesday under the auspices of the Y. M. C. U. General Manager E. F. Tait of the company, assisted by several of his able lieutenants, being in personal charge. The salesmen were W. J. Fitzgerald, A. W. Chamberlain and Samuel J. Free- man, all connected with the Eastern Co.

Customers of both sexes and varying degrees of prosperity and good nature were handled in a businesslike manner by the firm’s salesmen, who persuaded the prospective purchaser, by word and by demonstration of the various types and prices of machines, to buy the one best suited to individual needs.

Needless to say, the playing of the Victrolas was the most convincing argument put up to the would-be buyer. Whether it happened to be Madame Melba singing the “Aria” from “Traviata,” or Harry Lauder in his famous “I Love a Lassie,” or the wonderful voice of Madame Schumann-Heink, the audience quite forgot the skilful details of salesmanship responsibility for the resulting sale.

The “customers” were chosen for their quickness of wit and their ability to play the part successfully. Mrs. Winsip, wife of Addison L. Winsip, secretary of the City Club, was roundly applauded for the finesse by which she put the salesman upon his mettle. Deputy Commissioner of Education Charles H. Prosser, A. B. Beeching of Hayden, Stone & Co., and Prof. Edwin A. Start, of Bilkirea, also acted as “customers.”

TO REDUCE SIZE OF MONTHLY LIST.

The following announcement was sent recently to Victor distributors and dealers by Louis F. Geisler, general manager of the Victor Talking Machine Co.:

“In order to better take care of incoming orders for stock records—which have increased to proportions so great that we are having the utmost difficulty to combat the situation—we propose to temporarily reduce the size of our monthly supplement, beginning with March, to about one-half of its usual extent, issuing only such records as must go out. We trust that you will consider our action well taken.”

What an ideal store or institution—if the boss would only set the same example, keep it under all conditions, and everyone else follow suit.

OPTIMISTIC REGARDING PROSPECTS.

H. A. Yerkes, Manager of the Wholesale Department of the Columbia Phonograph Co.,

BASES CALCULATION FOR 1912 BUSINESS UPON RATE OF INCREASE DURING 1911 AND FOR JANUARY OF THIS YEAR—SUMMARIZED CONDITIONS IN VARIOUS SECTIONS OF THE COUNTRY AS AFFECTING THE COLUMBIA CO. BUSINESS.

H. A. Yerkes, manager of the wholesale department of the Columbia Phonograph Co., General, New York, is optimistic regarding the prospects for the year so recently opened, basing his opinions on the result of January business and the general uplift which characterized the last few months of 1911. In answer to The World’s query as to general conditions the country over, among Columbia dealers and distributors, Mr. Yerkes said:

“Although the figures for the month just passed are not at hand I will venture to say that if the entire year of 1912 runs out with the same percentage of increase as January we will exceed the record of 1911 by at least fifty per cent, and 1912 was the biggest year in the history of the Columbia Phonograph Co. Maybe the best idea of what we have accomplished during the initial month of 1912 may be gained by the fact that January fell but little short, in actual sales, of the great holiday month of December.

“We attribute much of our past year’s successful business to our policy of direct co-operation and assistance to dealers. It is our aim to serve the dealers in the way best suited to their needs in their own particular locality. We have established distributing points all over the country and stocked these branches with the Columbia line in its entirety. This service, coupled with extensive and comprehensive advertising, has been effective in making our dealers unusually active, the result of our effort being best shown by last year’s record.

“One of our recently appointed distributors and dealers is Delapel Bros., Denver, Colo., who have taken on an immense stock of goods and are thoroughly well equipped to supply the dealers’ demand in their section.

“In New England and the East generally,” continued Mr. Yerkes, “business was never better, 1911 producing an improvement of at least thirty per cent. The trade was of highest quality and typical of the apparent uplift of the talking machine industry, which is universal. Western business, on the coast and in the middle West, is excellent and steadily booming, the coast being particularly brisk. In the South we are well satisfied, though general business has been a little dull, we enjoyed a good year, with the best of prospects for the coming months. The company has been very active in cultivating the southern field and it is probable that those accounts for the improvement.

“In continuing Mr. Yerkes said: “During January and up to Feb. 1, 1912, there were between two and three hundred new dealers to take on the Columbia line. Thirty of these were representative piano dealers. One-sixth of our total field is on a sound, staple basis and this fact is rapidly raising the standard and quality of dealers generally. Sales of records have touched phenomenal heights. The splendid repertoire covered by the Columbia Co. with the additional feature of double-disc records is largely responsible for the increase. The Grafonola Regent line, which was built to meet the requirements of the trade, both in way of price and design, has proven very popular and is gaining friends daily. Another gratifying condition lies in the fact that the public schools are installing machines for educational and concert purposes, which in itself is an encouraging sign as to the future of the industry.”

In conclusion Mr. Yerkes said: “We are highly elated and well satisfied with 1911, and well satisfied with the opening month of 1912, and are confident that the new year will end with a substantial gain over any previous year in the history of the company.”

Mr. Yerkes left for Boston, Thursday, February 8. He will spend ten days among the trade in that city and New England generally.

COLUMBIA STORE AT PORTLAND, ME.

COLUMBIA STORE AT PORTLAND, ME.

CALISTHENICS 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.

It is not unusual to hear the remark, “Mr. Blank said a certain thing and when he says so it goes.” A merchant who gains a reputation like that, and on whose word the entire business community relies implicitly, has an asset that will follow him through his life and never grow tarnished. It is not that there is or should be a premium on honesty, because there can never be such, but it is a merchant’s most valuable asset.

“To do that I must advertise. And my advertising must do that.”

We believe in friendship founded on business, but not business founded on friendship.
Mr. Edison Dealer, Who's Your Jobber?

It means a lot to us that the dealer who answers 'BUEHN' to this question can do so with a thoroughly satisfied tone and expression. We are striving all the time to the very best of our ability to make our patrons feel it means more and more, as time passes, to have this jobbing centre as their jobbing centre.

One order will show you just what we mean by 'Buehn Service'—promptness and completeness. Send it in, no matter how large or small. May we have it?

LOUIS BUEHN & BROTHER

713 Penn Avenue

Pittsburgh, Pa.
BUSINESS GOOD IN PHILADELPHIA.

Demand During January Very Satisfactory to the Dealers, but Shortage of Goods Reported


(Special to The Talking Machine World.)

Philadelphia, Pa., Feb. 6, 1912.

The talking machine business in Philadelphia during the month of January was most satisfactory so far as the demand for the instrument is concerned and more or less unsatisfactory in the inability of the factories to keep the trade fully supplied. In spite of the fact that the tremendous Victor plant at Camden, N. J., has been running full time and with a full quota of workmen right along, it seems to be unable to meet the calls upon it for instruments and likewise for records. The Victor Co. seems to be doing all it can to meet demands, but these are in such proportions that it is difficult to satisfy everyone.

All of the retailers and jobbers in Philadelphia say that their January business, in spite of shortness of stock, has been considerably larger than it was last January and is growing at rapid proportions all the time. They claim that the shortage is not alone in machines and records, but the cabinet business in January and it is feeling very optimistic over the situation. Ellison van Hoose, who has made a number of records exclusively for the Columbia, was in Philadelphia the past week as soloist with the Philadelphia Orchestra. He visited the Columbia wareerooms and heard for the first time the records he had made for the company, which have been selling very well.

The Columbin has been having a big run on the Favorite style which sells for $50. It is the biggest seller among the firm's Grafonolas. A number of these machines were sold recently to the public schools in this city and they have been giving such excellent satisfaction that they expect to do a big public school business in the near future.

Marion Doran stopped in Philadelphia for a couple of days last week on his way to Washing-

ton and Baltimore. Among the popular records recently gotten out by the Columbia are the operatic numbers made by Bernice de Pasquall, including numbers from "Hamil," "Linda" and "Pearl of Brazil." For the past three weeks and for the next two the Columbia machine is being used here in the Baptist Temple in connection with the exhibition there of "The Storm." They give selections on the Grafonola prior to the "Storm" and during the "Storm." Mr. Reynolds accompanies one and sometimes two of the records on the big organ.

The business in January of the Gimbel Bros.' Mt. Holly, N. J.

(Please turn to page 518.)

VICTORS IN THE SCHOOLS

The Subject of an Interesting Lecture and Demonstration at Scott & Jones' Hall, in Youngstown, O., on February 6, 1912.

(Special to The Talking Machine World.)

Youngstown, O., Feb. 9, 1912.

A demonstration and lecture on the educational importance of the Victor talking machine was given by Mrs. Frances E. Clark, formerly super-

visor of music in the Milwaukee public schools, in the Scott & Jones Hall, this city, on the evening of February 6. Invitations were sent to all the local teachers and members of the school board, with the result that there was a large audience, which was both instructed and enlightened regarding the value of the Victor talking machines in the schools.

Mrs. Clark, who possesses a very magnetic personali-

ty and who, moreover, a charming speaker, explained in detail the objects of the Victor Co.'s educational department and its great resources of Victor records to meet the requirements. In this connection records were played of the various marches, folk songs, primary songs, for the needs of the pupils through the intermediate, grammar and high school classes, whereby they form an im-

portant and regular feature of school work. She emphasized the utilitarian and artistic service of the Victor educational records in everyday school work, and particularly its advantages in the musical department, where music history and music appreciation, oratorio and opera is studied.

It was a most delightful evening in every respect, and all who were present were most favorably impressed, and it goes without saying that the pub-

lic schools of this city will ere long include this very interesting and important adjunct to its edu-

cational work.

The Scott & Jones Co. handled the lecture in an excellent way. The invitations were gotten up, most attractively and the entire affair reflected credit on its good judgment and management.

The science of all business is service. He profits who serves best.
HEAVY RECORD TRADE ON THE COAST

Sales of Many Machines During the Holidays
Result in Big Demand for Records During
Following Months—Rainy Weather Helps—
Curtaz & Son Department Moved to Main
Floor—Grande & Chase in Charge—
Increased Business Reported for All Wiley B. Allen
Stores—Installing Edison Business Phonographs—
E. W. Scott Buys Out Kohler & Chase Department—
General Trade News of the Month That Is Worth Mentioning.

(Special to The Talking Machine World.)

San Francisco, Cal., Jan. 9, 1912.

"This is the season of the year when we do our greatest business in talking machine records," says A. W. Potter, manager of the Pacific Phonograph Co. "This fact is due to the great number of new machines sold during the holidays. Naturally people who have machines want new records, as they do not usually buy a great many at the time they purchase a phonograph. Also, on account of the rainy season, folks stay indoors more and hence have need of this sort of amusement."

Extensive alterations are being made in the store of Benjamin Curtaz & Son on Kearny street, by reason of the fact that the talking machine department is to be moved from the mezzanine floor to the main floor. The talking machine business with this firm has grown considerably of late and it was found necessary to provide larger quarters. Five sound-proof rooms will be fitted up on the main floor at the rear, and the main offices will be shifted to allow room for the new department. Frank Sharp, formerly with the Columbia people, has for the last three months had charge of the Curtaz talking machine department.

The Wiley B. Allen Co. reports a big increase in its talking machine business for 1911. This increase extended to all its different stores on the Coast, namely: San Francisco, Oakland, San Jose, Los Angeles, San Diego and Portland, Ore. This company has completed its stocktaking and is now busy with plans for the new year. The record business is holding up well in spite of the rains, which have interfered somewhat with retail sales in this city.

A. G. McCarthy, secretary of Sherman, Clay & Co., says that he is surprised at the greatly increased sale of Victrolas. Though handicapped by inadequate supplies of Victor talking machines from the factory, yet this company cannot complain, for it has done a record business right along. Its sales of records are keeping pace with the sales of machines.

Several big deals for installing Edison business phonographs in local business establishments have been made by Peter Bacigalupi & Sons lately, and the regular talking machine business, while not as brisk as a month ago, is averaging well for the month.

Baldwin Bros., who depend mostly upon their mail order business in Edison phonographs, report a slight improvement in business for January, especially in records.

E. W. Scott, formerly manager of the San Francisco office of the Columbia Phonograph Co., has just acquired the talking machine department of the Kohler & Chase Piano Co. here. He bought out this department on January 1st and consequent-
ly replaced C. Wortley as manager. In order to comply with the growing requirements of this department new quarters are being fitted up on the mezzanine floor of the Kohler & Chase building, to which floor the talking machine department will be moved from its old quarters on the fifth floor. All the demonstration and machine rooms will be finished in mahogany and plate glass, and the ceilings will be carried out in keeping with the general decorative scheme of the main floor; that is, in ivory and gold leaf. All rooms will be rendered sound-proof. When completed, about the middle of February, it is expected, this talking machine department will be as handsome, if not more, than any similar department on the Coast. Mr. Scott says that he will make a strong bid for the best talking machine business of the city.

C. Wortley, until recently manager of the Kohler & Chase talking machine department, is now connected with the Dictaphone department of the Col-
umbia Phonograph Co. here.

W. S. Gray, Coast manager for the Columbia Phonograph Co., is making a trip through the Sacramento and San Joaquin valleys. James L. Clancy, formerly the Oakland manager of the Columbia Phonograph Co., and Mr. Le-
Claire, an employe of the Oakland house of Kohler & Chase, have taken over the talking machine de-
partment of Kohler & Chase in Oakland.

The Columbia Phonograph Co. announces that now it is without any retail interests on the Coast, but is devoting its energies entirely to the whole-
sale business.

R. B. Davis, the phonograph dealer of Stockton, Cal., was a recent visitor to the San Francisco job-
bers.

A. McDowell, in the talking machine business at Petaluma, Cal., was in the city a few days ago. E. E. Edstrom, the Vacaville (Cal.) phonograph dealer, paid a recent visit to San Francisco.

The Sturrock Music Co. at Fort Townsend, Wash., is a late firm to take up talking machines.

The Cloverdale Pharmacy, Cloverdale, Cal., has taken on a line of talking machines and records.

C. L. Barnum is a new dealer in talking machine goods at Forestville, Cal.

Mr. Schindler, of Schindler & Schuler, Chico, Cal., is a talking machine dealer who recently called on the jobbing trade in San Francisco.

William Temby, a talking machine dealer of Grass Valley, Cal., has filed a petition in bank-
ruptcy.

The only music at the funeral recently of Prof. W. M. Skinner, a vocalist, of Jackson, Mich., was a phonograph record of his own voice.

Some time before death he sang into the ma-
hine a musical arrangement of Tennyson's poem "Crossing the Bar," and this was heard at the funeral.

It's an easy thing to do a thing to-morrow,
It's a "snaf" for one to do it by and by.

But the man whose life is sunny,
(He's the chap that gets the money),
Is the man whose stunt is "do it now or die."
NEW COLUMBIA ARTISTS.

Interesting Quintet of Famous Artists Whose First Records Appear in March Record List.

The Columbia record list for March is especially interesting to both the trade and the public owing to the several prominent artists recently signed up by the Columbia Phonograph Co. and whose records appear for the first time in the March list. One of the best known of the new Columbia artists is Giovanni Zenatello, a tenor of great ability, who achieved popular favor in America through his work with Hammerstein's Manhattan Opera House Company and later as a member of the Boston Opera Company. The story of Zenatello's rise to a position among the world's greatest singers is one full of romance, for his talents as a singer were wasted in the entertainment of his fellow employees in a workshop in Verona until he was discovered by a French impresario and started on his way to success. Another important addition to the Columbia recording staff is Carolina White, the young American tenor with the Philadelphia-Chicago Opera Company, who in the course of two seasons has won an enviable reputation in grand opera circles, coming back to America with the unqualified endorsement of European critics. The records of his voice, which is a high dramatic soprano of wonderful quality, are said to be unusually good. Ellison Van Hoose, the noted American tenor, who has also arranged to sing exclusively for the Columbia Co., needs no introduction to the music lovers of the United States, for his popularity is widespread. The peculiar sweetness and purity of his voice is well illustrated in the two records made by him and which are included in the March list. The first violin records made by Jules Palk, one of the most popular of the violin soloists now in America, are also included in the new list, both the Ave Maria, by Schubert, and Trammerel, by Schumann, being interpreted with pleasing regard for tonal values. The last of the quintet of new Columbia artists whose records are announced for March is Charles W. Harrison, the well-known tenor, who has contributed in record form a rendering of "Pluck Not the Rose" from the successful Viennese operetta, "Miss Dudelsack."

CONDITIONS IN INDIANAPOLIS.

January Made a Remarkable Showing in Sales of Machines and Records—The Volume of Business Has Surprised Dealers—The Managers of the Leading Companies Make Very Interesting Reports Which Must Result in Great Activity at the Factories.

(Special to The Talking Machine World.)

Indianapolis, Ind., Feb. 3, 1912.

Talking machine dealers report that business for January was unusually good. Thus far they have not figured out just what was the cause of the remarkable increase. All of the companies, including the Columbia Co., the Wulschner-Stewart Music Co., which handles Victors; the Aeolian Co., which handles Victors, and the Kipp-Link Co., which handles the Edison line, reported good gains.

"If the month of January is any criterion of the volume of business to be done in 1912," said Thomas Devine, manager of the Columbia Co., "this year is going to be the greatest in the history of the city. It has really been an extraordinary month for the Columbia Co. We have done far and away greater business than was ever done in any other one month of the history of the company in Indianapolis." Mr. Devine says he attributes this increase in a very great measure to the effective advertising done by the company, but in a greater measure to the unusually attractive line of machines and records and in a still greater measure to the fact that he has been able to get and carry in stock full lines in representative quantities of the machines and records made by the company.

W. E. Ludlow, secretary of the Wulschner-Stewart Co., said that the business of his company in the talking machine line had been 50 per cent. over that of January of the previous year, and February had opened up just as well, he said. The greatest trouble is, he says, that the demand for machines and records is so great that it cannot be filled. "I think," said Mr. Ludlow, "that we are going to have to find more room for our Victor department, but I don't know just where we are going to find it. As a matter of fact, we need all of the talking machine space we have now for the playing of machines for the customers." The Wulschner-Stewart Co., in addition to its display rooms in its main store in North Pennsylvania street, has large storage capacity at another place in the city.

THE TALKING MACHINE WORLD.

With "the one complete line" and Columbia exclusive selling rights you can tune the talking machine business in your district up to any keynote you like the sound of.

Columbia Phonograph Co., Company, Gen'l., Tribune Building, New York
The invention further consists of pivotally connecting the portion of the sound pipe 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 elements which carries the diaphragm and needle support.

The invention further consists in pivotally connecting the portion of the sound pipe 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 elements which carries the diaphragm and needle support.

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The invention further consists in pivotally connecting the portion of the sound pipe 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 elements which carries the diaphragm and needle support.

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 dia-
The present invention has for its object to provide a sound-box for talking machines, having a diaphragm and cover, both of which are secured to a position by the same means, and which cover is provided with openings which are so arranged in the cover that any sharp-pointed instrument or other projection entering through the openings cannot come into contact with or injure the diaphragm.

With this object in view, the invention consists in a suitable sound-box frame having a diaphragm retained through two suitable gaskets, preferably of rubber, a sound-box cover resting upon the outer gasket, and an elastic expansion ring for retaining the parts in position by the action of the ring with an undercut groove formed in the inner wall of the sound-box chamber.

Figure 1 is a perspective view of a sound box with the cover in position; Fig. 2 is a vertical central section through such box; Fig. 3 is a plan view of the diaphragm, with the stylus bar in position thereon, and Fig. 4 shows the cover and the ring for retaining the parts in their assembled position.

The main objects of this invention are: to provide a compact, inclosed talking machine; to provide a talking machine in which the amplifier, the record support, and the actuating mechanism for the record support are inclosed in a cabinet provided with a movable cover, and in which the amplifier is located above the record support and is movable vertically independent of the cover, and in which the sound-box is supported by a bracket secured to the outer end of the cabinet and communicates with the major portion of the amplifier through an elbow, projecting outside and at the rear end of the cover.

In the drawings, Figure 1 is a fragmentary side elevation, partly in vertical longitudinal section of a talking machine as heretofore constructed, these openings have been such that any sharp pointed instrument projecting through the openings could extend in a right line into contact with and injure the diaphragm.

In the latter use of talking machines it is essential and necessary that the articulation and pronunciation be very clearly reproduced without regard to the volume, although it is, of course, required to have the volume or intensity of the words reproduced sufficiently great to be easily heard.

This result the present invention accomplishes in a most successful and efficient manner.

Figure 1 represents a side elevation of a talking machine having improvements applied thereto. Fig. 2 is a plan view partly in section of the hollow sound arm and its supporting pivot or trunnion, and Fig. 3, an enlarged elevation, partly in section, of the sound tube at its point of support, and showing improved damper or acoustical filter in position therein.

This invention relates to phonographs, being particularly concerned with the provision of means for improving the quality of the sound reproduced by such instruments.

The invention relates to sound-boxes for talking machines and has more particular reference to the means provided for protecting the diaphragms of such sound-boxes from injury. It has heretofore been proposed to provide a cover for the exposed side of the diaphragm in such sound-boxes, which cover was arranged to slip over the exterior portion of the sound-box frame, or was provided with means for securing such cover in position on the frame independent of the means for securing the diaphragm in position in the frame. It has been deemed desirable to have openings through which the said cover, and as heretofore constructed, these openings have been such that any sharp pointed instrument projecting through the openings.

The Talking Machine World.
CREATOR'S MUSIC IS REPRODUCED.

Bandmaster Delighted with Strains of His Pieces on the Columbia Phonograph.

Signor Giuseppe Creatore, the vivacious band conductor, spent a few hours from rural pursuits on his farm near Hartsville, Bucks County, yesterday, and came to the headquarters of the Columbia Phonograph Co., at 1100 Chestnut street, to hear the first phonograph reproductions of his band selections on the Columbia phonograph, for which instrument he has contracted to play exclusively.

The fiery and spectacular wielder of the baton sank back in a chair before a Columbia machine and Games' "La Victorie," followed, completing the concert of the great conductor to himself. Creatore was highly pleased with the work of the Columbia machine in reproducing the music of his band.

The Columbia Co. has been endeavoring for some time to obtain records of Creatore's Band, and it was only last month that he consented to his music being copied. A representative of the company said yesterday that Creatore is being paid a higher price for the privilege than has ever been given a band conductor for this purpose.

Machine Carefully Studied.

The Columbia Phonograph Co. says Creatore merits the consideration, because before he accepted the contract from the company he made

CREATOR LISTENING TO PLAYING OF COLUMBIA RECORDS OF HIS BAND.

A study of the instrument for the purpose of satisfying himself that the machine was capable of reproducing his music in an accurate manner.

Through the Columbia machine the selections of Creatore's Band will be heard with many new and beautiful effects, and it is the intention of the conductor, to have his entire repertoire preserved on Columbia records. Much of this work will be accomplished this winter before he takes his band on a tour of the South and the Pacific Coast.

Starting on February 97 - Philadelphia Press.

JANUARY TRADE AHEAD

Of the Same Month Last Year as Far as the Sales of Victor Talking Machines Are Concerned - This is the Report Made by G. T. Williams, General Manager of the New York Talking Machine Co., Victor Jobbers.

G. T. Williams, general manager of the New York Talking Machine Co., Victor Jobbers and distributors, 83 Chambers street, New York, in a chat with The World this week expressed himself as well pleased with the 1912 outlook. Regarding the general business for the month past, Mr. Williams said: "January's closing days find us substantially balanced for the month. The demand has not been confined to any one style of instrument, but rather has been strong and healthy for the entire product of the Victor factories. We have enjoyed a phenomenal sale of records of all classes, the demand being so great as to almost cause a shortage. This condition appears to be general throughout the trade and is certainly an encouraging omen for the future. Personally," concluded Mr. Williams, "I am optimistic concerning the prospects for a new year of brisk trade. Victrola types are gaining in favor every day, with other Victor styles a close second. The great demand for records indicates a growing sentiment for high-grade music, and the talking machine business on the whole is making tremendous strides in the quality of its products."

Leading Jobbers of Talking Machines in America
Leading Jobbers of Talking Machines in America

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It's worth while knowing we never substitute a record. If it's in the catalog we've got it.
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Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the March List.

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Every time you order new Edison Records keep in mind the individual tastes of the people to whom you have sold Edison Phonographs, and to a certain extent make your selections particularly for them.

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And when the new stock arrives, don't forget to invite Mrs. Brown and Mr. Harrison into your store to hear the Records you have ordered especially for them.

A little more personality and enthusiasm—and a lot more profits.

Thomas A. Edison

59 Lakeside Avenue, Orange, N. J.