

# The TALKING MACHINE WORLD



Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, February 15, 1912



**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*.

# 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.

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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.

**Universal Talking Machine Mfg. Co.**  
Fourth and Race Streets PHILADELPHIA, PA.

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

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Ft. Smith.....R. C. Bellinger, 704 Garrison Ave.

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Chicago.....W. H. Sajewski, 1011 Milwaukee Ave.  
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St. Louis.....D. K. Myers, 3839 Finney Ave.

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Hoboken.....Eclipse Phono. Co., 208 Washington St.

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New York.....Greater New York Phonograph Co.,  
310 Grand St.  
New York.....S. B. Davega Co., 128 University Place.

#### NORTH DAKOTA

Fargo.....Stone Piano Co., 614 First Ave., N.  
Grand Forks.....Stone Piano Company.

#### OHIO

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

#### PENNSYLVANIA

Allegheny.....H. A. Becker, 601 Ohio St.  
Harrisburg.....J. H. Troop Music House, 14 So.  
Market Sq.  
Philadelphia.....Harmonia Talking Machine Co., 1891  
Arch St.  
Philadelphia.....S. Nittinger, 1203 N. 8th St.  
Pittsburgh.....C. C. Mellor Co., Ltd., 319 Fifth Ave.

#### TEXAS

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

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Milwaukee.....G. H. Eichholz, 552 12th St.  
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ville St.  
Winnipeg, Man. Whaley, Royce & Co., Ltd.

# The Talking Machine World

Vol. 8. No. 2.

New York, February 15, 1912.

Price Ten Cents

## TALKING MACHINE CHEERS LEPER.

Mrs. Eldridge R. Johnson, Wife of President of Victor Talking Machine Co., Sends Machine and Big Supply of Records to Exiled Chinaman in Pennsylvania—Gift Proves a Revelation and Great Source of Pleasure.

Yee Sui, the Chinese leper, knelt in his little shack on the pesthouse reservation one day recently and poured forth to his new-found Christian God a prayer of thankfulness.

A little box rested on the bare table in the one room in which Yee Sui eats, sleeps and—lives, if life to him until now has been living. The little box was a present to Yee Sui, and there is a long story about it. As was his habit, Yee Sui had daily watched Yee Tang trudge up the hill. But last week a boy accompanied Yee Tang, and the boy bore a package. Yee Tang made greetings and spoke a word of comfort. Then he laid aside the wrappings of the package.

The little box with polished sides and glistening trimmings was revealed. Yee Sui wondered, for Yee Tang had not spoken of that which he brought. From a smaller package Yee Tang drew a black disc. Anyone but Yee Sui would have seen that it was a talking machine, but Yee Sui knew not of such things. With increasing wonderment he saw Yee Tang turn a handle.

The record was one made by the choir of Trinity Church of New York, and the famous old hymn was exquisitely rendered. Yee Tang said afterward that the beauty of the hymn had seemed to transform the bare, little room into a thing of beauty, for both had stood as in a trance, as men in a higher realm.

Yee Tang had the song sung again; he translated to Yee Sui, and Yee Sui chanted in his native tongue to the accompaniment of the singers. The next selection was one of Sousa's marches. To Yee Sui it was a sort of shift from the sublime, but it enraptured him. As the music would wax softer until there was scarcely a murmur, Yee Sui would look anxiously, child-like. As it flowed swiftly into a crescendo, finally ending in a magnificent crash, Yee Sui smiled: "It is like a beautiful flower suddenly bursting into bloom," he said to Yee Tang.

Though these two pieces were a superlative delight, there still was a climax waiting, thanks to Yee Tang and a new found friend of Yee Sui's. It was Mrs. Eldridge R. Johnson of "The Chimneys," Merion, Pa., and wife of the president of the Victor Talking Machine Co., who brought this sunshine into the life of the outcast Chinaman, says the Pittsburgh (Pa.) Gazette-Times.

Not only was there with it excellent variety of records—hymns such as "Oh Come, All Ye Faithful," "Joy to the World," "Praise Be the Father" and "Onward Christian Soldiers," and Sousa concerts, comic operas, quartets, duets, solos and the like—but there was a score of records in Chinese.

These records—though often they are kept in stock—were made specially for Yee Sui. They are chants and songs with stringed accompaniment. They arrived at the company's store last week and were turned over to Yee Tang.

It was one of these records that Yee Tang had saved for the climax of his entertainment. Suddenly he started the machine and there rolled out a song favorite with China's sons. Perhaps it brought memories of more happy days, days among loved ones in a faraway land, perhaps many things—but the shock was almost too much to be borne. Yee Sui cried; but Yee Tang's comforting finally prevailed. Yee Sui wanted it played again, and he seemed to grow wonderfully young. He danced about in delight as Yee Tang played the others to him. Then Yee Tang played them all over again. Afterward Yee Sui learned how to adjust the machine and then he played one all by himself.

## 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 Victor and Edison talking machines has just been organized in this city at a meeting held in the Parkway building, 119 North Broad street. A fair attendance 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 Falling 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 Bureau of Statistics of the Department of Commerce and Labor, the following interesting figures relating to talking machines and supplies are set forth:

The total exports of talking machines, records and supplies for December, 1911, amounted to \$215,262, as compared with \$254,085 for the same month of the previous year. The twelve months' exportation 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 formerly a Bishop. For the entertainment of his visitor, the Pope placed in a talking machine a record made from the sound of the bells when first they rang from the reconstructed Campanile of San Marco. "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 tinkling cowbells on the farm again; of the far-wandering mariner that longs 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 memory is more responsive to perfume 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 of poets bearing 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. FORCES.

(Special to The Talking Machine World.)

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

C. E. Gore, who for the past seven years has been manager of the wholesale talking machine department of the E. F. Droop & Sons Co., this city, has severed his connection with that company to

take over the management of the Victor department of O. J. DeMoll & Co. at Twelfth and G streets, N. W. Before becoming connected with the E. F. Droop & 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-Together" 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 cement between the blocks that makes the structure "stick together" and stand strong 'gainst the battering power that tests for good, for fair, for indifferent and weak! Team work must prevail in every line of work; the harmonious development of any project demands that "all-together spirit"—the faithful execution of each 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 "making 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 the mere doing of one's work—yes, indeed, millions more. It signifies the whole-hearted effort of the individual employe, a personal application of his or her efforts so as to leave no "bad taste" or "unpleasant after-effects"—it means the leaving of a clear, clean right-of-way to the fellow employe 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 superficial; the employe's attitude toward each other in the accomplishment of their work must be deep-seated, sincere, pleasant, with a realization that "the all-for-one and one-for-all spirit" brings all over the tape in a grand finish to the goal of mutual results! Team work must reflect action; every effort to each employe, representing a unit, must ring with that cheerfulness and good nature which alone can demonstrate 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 bone yard!

The spectacle of a team trying to make a steep grade, one horse pulling steadily and the other jerking indifferently, is distressing! Such lack of concerted 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" play leading parts in the drama of merchandising; the perfect performance of one must be supported by the keen exhibition 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 stops; their interlocking must be a perfect union to make for 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 employe in each department, from the doorman's agreeable "make-yourself-comfortable" greeting right down and up the line through the department salespeople, managers, officers and management! The customer must be able to sniff and be made to feel the team work and "make good" throughout the store; it must be in the air 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—Columbia 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 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 of 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 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 \$59, 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 Christ-

mas. He lodged one very serious complaint against the \$150 'Nonpareil,' 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 employes or by the dealers. Special attention is also called to the "misleading advertise-

ment" 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 dealer.

## 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 A. 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 sermons 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., VI. and VIII. :: :: ::

AND ABOVE ALL

**VICTOR**

Distributors  
Largest, Most Complete Stock  
East of the Factory

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

**EASTERN TALKING MACHINE COMPANY**

177 TREMONT STREET

BOSTON, MASS.

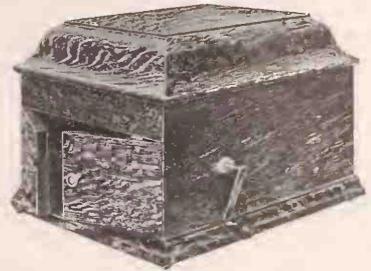
FOR SIXTEEN YEARS AN EXCLUSIVE TALKING MACHINE HOUSE



Victor-Victrola IV  
Oak, \$15.



Victor-Victrola VI  
Oak, \$25.



Victor-Victrola VIII  
Oak, \$40.



Victor-Victrola XIV  
Mahogany or Oak, \$150.

## The influence of the Victor-Victrola

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

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

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

It has injected new life into the musical instrument industry.

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



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



### Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors.

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

#### VICTOR DISTRIBUTORS

Albany, N. Y. . . . .	Finch & Hahn.	Elmira, N. Y. . . . .	Elmira Arms Co.	Oklahoma City, Okla	Schmelzer Arms Co.
Atlanta, Ga. . . . .	Elyea-Austell Co.	El Paso, Tex. . . . .	W. G. Walz Co.	Omaha, Neb. . . . .	A. Hospe Co. Nebraska Cycle Co.
	Phillips & Crew Co.	Galveston, Tex. . . . .	Thos. Goggan & Bros.	Peoria, Ill. . . . .	Putnam-Page Co., Inc.
Austin, Tex. . . . .	The Talking Machine Co. of Texas.	Grand Rapids, Mich	J. A. J. Friedrich.	Philadelphia, Pa. . . . .	The Talking Machine Co. Louis Buehn & Brother. C. J. Hepe & Son. Penn Phonograph Co., Inc. H. A. Weymann & Son, Inc.
Baltimore, Md. . . . .	Cohen & Hughes, Inc. E. F. Droop & Sons Co. H. R. Eisenbrandt Sons.	Honolulu, T. H. . . . .	Bergstrom Music Co., Ltd.		
Bangor, Me. . . . .	Andrews Music House Co.	Indianapolis, Ind. . . . .	Wulschner-Stewart Music Co.		
Birmingham, Ala. . . . .	E. E. Forbes Piano Co. Talking Machine Co.	Jacksonville, Fla. . . . .	Florida Talking Mach. Co.		
Boston, Mass. . . . .	Oliver Ditson Co. The Eastern Talking Machine Co. M. Steinert & Sons Co.	Kansas City, Mo. . . . .	J. W. Jenkins Sons Music Co. Schmelzer Arms Co.		
Brooklyn, N. Y. . . . .	American Talking Machine Co.	Lincoln, Neb. . . . .	Ross P. Curtice Co.	Pittsburg, Pa. . . . .	C. C. Mellor Co., Ltd. Standard Talking Machine Co.
Buffalo, N. Y. . . . .	W. D. Andrews. Neal, Clark & Neal Co.	Little Rock, Ark. . . . .	O. K. Houck Piano Co.	Portland, Me. . . . .	Cressey & Allen.
Burlington, Vt. . . . .	American Phonograph Co.	Los Angeles, Cal. . . . .	Sherman, Clay & Co.	Portland, Ore. . . . .	Sherman, Clay & Co.
Butte, Mont. . . . .	Orton Brothers.	Louisville, Ky. . . . .	Montenegro-Riehm Music Co.	Richmond, Va. . . . .	The Corley Co., Inc. W. D. Moses & Co.
Chicago, Ill. . . . .	Lyon & Healy. The Rudolph Wurlitzer Co. The Talking Machine Co.	Memphis, Tenn. . . . .	E. E. Forbes Piano Co. O. K. Houck Piano Co.	Rochester, N. Y. . . . .	E. J. Chapman. The Talking Machine Co.
Cincinnati, O. . . . .	The Rudolph Wurlitzer Co.	Milwaukee, Wis. . . . .	Wisconsin Talking Machine Co.	Salt Lake City, Utah	Consolidated Music Co.
Cleveland, O. . . . .	W. H. Buescher & Sons Co. Collister & Sayle Co. The Eclipse Musical Co.	Minneapolis, Minn.	Laurence H. Luckner.	San Antonio, Tex. . . . .	Thos. Goggan & Bros.
Columbus, O. . . . .	Perry B. Whitsett Co.	Mobile, Ala. . . . .	Wm. H. Reynolds.	San Francisco, Cal. . . . .	Sherman, Clay & Co.
Denver, Colo. . . . .	The Hext Music Co. The Knight-Campbell Music Co.	Montreal, Can. . . . .	Berliner Gramophone Co., Ltd.	Savannah, Ga. . . . .	Phillips & Crew Co.
		Nashville, Tenn. . . . .	O. K. Houck Piano Co.	Seattle, Wash. . . . .	Sherman, Clay & Co.
Des Moines, Ia. . . . .	Chase & West. Harger & Blish, Inc.	Newark, N. J. . . . .	Price Talking Machine Co.	Sioux Falls, S. D. . . . .	Talking Machine Exchange.
		New Haven, Conn. . . . .	Henry Horton.	Spokane, Wash. . . . .	Eiler's Music House. Sherman, Clay & Co.
Detroit, Mich. . . . .	Grinnell Bros.	New Orleans, La. . . . .	Nat'l Auto. Fire Alarm Co. Philip Werlein, Ltd.	St. Louis, Mo. . . . .	Koerber-Brenner Music Co. The Aeolian Company of Mo.
Dubuque, Iowa. . . . .	Harger & Blish, Inc.	New York, N. Y. . . . .	Blackman Talking Machine Co. Sol. Bloom, Inc. Emanuel Blout. C. Bruno & Son, Inc. I. Davega, Jr., Inc. S. B. Davega Co. Chas. H. Ditson & Co. Landy Brothers, Inc. New York Talking Machine Co. Silas E. Pearsall Co. Benj. Switky.	St. Paul, Minn. . . . .	W. J. Dyer & Bro. Koehler & Hinrichs.
Duluth, Minn. . . . .	French & Bassett.			Syracuse, N. Y. . . . .	W. D. Andrews.
				Toledo, O. . . . .	The Whitney & Currier Co.
				Washington, D. C. . . . .	E. F. Droop & Sons Co. Robert C. Rogers Co.

## 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 you, 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—some 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 their 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 window 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 vitascope, 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 used their 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 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 imaginations.

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

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

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

### International Correspondence Schools

Box 918, Scranton, Pa.



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.

Do those four things and you will 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—Edison Line for Department Store—Weekly Concerts Serve to Attract Business—Columbia Machines for Public Schools.

(Special to The Talking Machine World.)

Birmingham, Ala., Feb. 8, 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 in handsomely fitting up their demonstrating rooms and in generally equipping the store. The loss was about \$15,000, fully covered by insurance. Manager William Parks, who is in charge of this end of the Columbia business, nothing daunted by the set-back he had received, began over again. Splendid quarters in the heart of the retail section were secured, stock ordered out by express, and now 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 by 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 Drennen & 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.

Loveman Joseph & Loeb, 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 higher 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 department. Manager Broyles, an experienced talking machine man, is determined to set a sales mark for the older houses to shoot at.

The Columbia people have sold several machines to the public schools in Birmingham. Mov-

ing picture machines have also been secured by the schools, showing that both of these marvelous inventions are taking important places in educating the young folks of the country.

### SONGS AND LEGENDS OF THE INDIANS

Successfully Perpetuated by Means of Records, Which Are Now Being Used to Illustrate Lectures of 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 direct from the lips of the red men and subjected to artistic arrangement by a Boston musician, 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. Most 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 certain numbers, as in the prelude, Sitting Bull's war song, the Cheyenne sun dance, the music which accompanies the series 'On the Shore of the North Pacific,' and that of the 'Woman Dancer with the Skulls,' the Indian tune has been quoted verbatim. "Sitting Bull's war song is especially interesting. It was sung, or rather yelled, by Chief Sitting Bull when the mounted warriors sat awaiting the word to charge. Riding back and forth along the hill line, he would repeat the song in a high, shrill voice, concluding with these words rapidly spoken: 'Earth-all-over they name me, I am doing all I can; you must do your best.' In the 'Woman Dancer with the Skulls' I have simply used the original tune with which the Indians accompany the dance. I have not even harmonized it, in order that it might be heard in all its native barbarism."

A solemn Iroquois song opens and closes the series. It is typical of the sadness and pensive melancholy which come to an old man in reviewing his past life filled with glorious action. The warlike motive is taken from the Omaha invocation to the god of war. The religious motive is one of the ceremonial songs of the Sioux.

If the talking machine had done nothing else than perpetuated the songs and legends of the now rapidly disappearing Indian race it should occupy a place of distinction. These records cover the various tribes and form permanent and valuable records of the Indian races.

### TALKING MACHINES FOR CONVICTS.

(Special to the Talking Machine World.)

St. Paul, Minn., Feb. 3, 1912.

According to a local attorney who has just returned from a visit to the State prison at Marquette, 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

states that talking machines are freely distributed among such prisoners as desire them, each convict is supplied with an oil stove in his cell so that he can do light housekeeping, and that there is a co-operative store within the prison enclosure where the prisoners may make purchases with special money issued only for circulation in the prison.

### PREPARING FOR LARGE BURDENS.

Shouldering small burdens strengthens the bearer for larger ones. Many young men who are working in large establishments resent what they term the unloading of the bosses' burdens upon their shoulders, when in reality the cheerful shouldering of these burdens fits them for better things. Many lazy managers, who want to shirk their own work, do shift their duties to other shoulders, and this same thing is often done by the hardest working and most competent managers, who want to bring out the strong qualities in the young men under their charge, and see what they amount to when weighed in the balance.

### MOVING PICTURE SECRETS.

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 rapidly 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 remaining stationary on its thread. The picture thus obtained when produced gives a realistic representation of a monster airship rising rapidly in the clouds. If a picture is required of an airship falling to earth the roller is reversed to wind the sheet upward.

### 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 Cupid'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 h—." The Kansans took the hint and to-day are the greatest agriculturists in the world. Let the business man who complains about trade take this advice: "Advertise more and complain less," and the result will be the same as with Kansas.

You can't enlarge your business when you are carrying a needless burden.

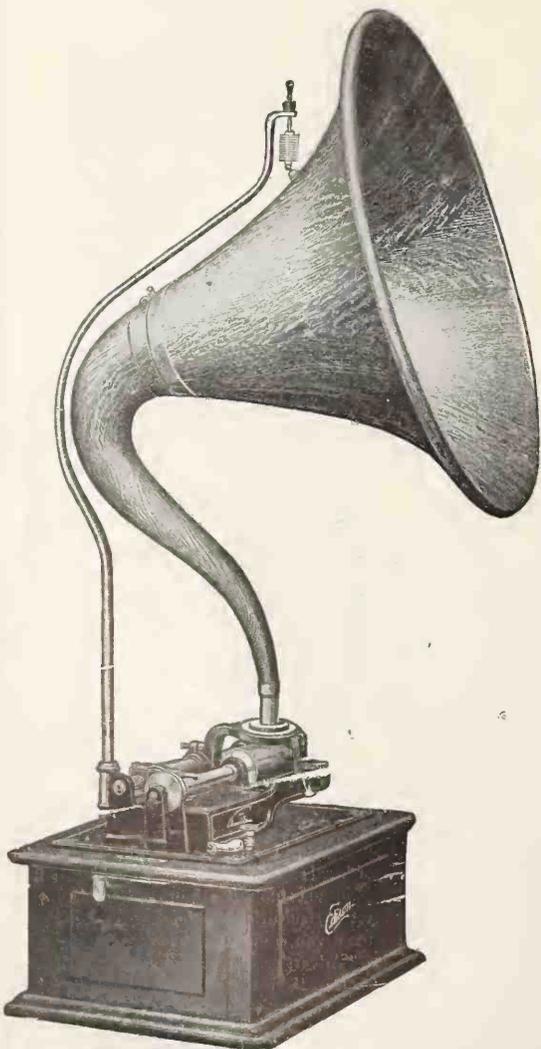
Pushing the  
**Edison Phonograph**  
 is like rolling a hoop down hill.  
 The hoop is already started—  
 all you have to do is to keep  
 it going in the right direction.

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 Slezak, 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.

*Thomas A Edison*  
INCORPORATED

59 Lakeside Avenue, Orange, N. J.





**The TALKING MACHINE WORLD**

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Cable Address: "Elbill," New York.

**NEW YORK, FEBRUARY 15, 1912.**

ADVICES 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 business men of the country have had so many problems to face for the past four years that such a thing as a Presidential election has been discounted.

Fundamental conditions to-day are sound throughout the country. There has been a very thorough readjustment of credits everywhere. Liquidation and retrenchment in every direction have strengthened the underpinning of nearly every industry and commercial enterprise. Merchants are practicing conservatism in their undertakings and the crop prospects are decidedly better than they were this time last year because of the great amount of moisture in the soil.

Moreover, the banks of the country have never been in a stronger position. Their funds are in such liquid shape that not only can they meet all emergencies in the way of demands for money to meet immediate needs, but they have been able to loan large amounts abroad, which can be recalled on short notice to encourage the awakening of business activity at the first sign of the dawn.

Viewed from any standpoint the situation is healthy.

The future is in the hands of the talking machine merchants themselves. They must not relax activity in any department of their business. They must force the issue at all times. Advertising, recitals, attractive windows, keeping after public schools, hotels, churches and other public institutions, must be ever kept in mind to the end that the talking machine business will show even a still greater record during the year just opened than it did during 1911.

TIME and time again we have referred in the columns of The Talking Machine World to the tendency, particularly of the writers, in the daily papers and in the magazines, to belittle, to cartoon and misconstrue the talking machine.

The policy of these people seems to be destructive rather than constructive—a desire to condemn without knowledge or understanding of the advancement and wonderful mission of the talking machine.

We hear little about the joy it brings into the home through the ability to hear the world's best artists, both vocal and instrumental, as well as the greatest orchestral organizations—of its tremendous educational influence in the school—of its uplifting influence in inculcating a love for the very best in music—of the pleasure derived from its use in the smaller towns, in the backwoods by people who never would hear or know anything of music or the famous operatic and concert singers, were it not for the talking machine—of how it has made the entire world akin by bringing within the home, even the humblest room, the music and songs of all nations—music that uplifts, stimulates and refines.

It is gratifying to chronicle within a recent date a more favorable attitude on the part of the writers in the daily press. Somebody is exercising intelligent supervision, and the ridiculous stories which have appeared in the past are becoming pleasingly few.

This change, however, has been brought about through the tremendous increase in the use of the talking machine in the homes, in the schools and in concert halls. Its very merits have forced a tardy recognition of its tremendous possibilities for good, and its mission in awakening the American public to a greater appreciation of the best in music.

This lampooning of the talking machine started many years ago when the machine was in its earliest stages—when it was never imagined that it would occupy such an important place in the musical world—when it was considered more of an amusement device than a stimulator of musical knowledge—before the great artists or great orchestral organizations made records.

It is a reflection certainly on those writers who still see only humor in the talking machine, that they should be connected with such a live institution as the press and yet not keep in touch with the wonderful progress made in the improvement of the talking machine and the talking machine records within recent years.

This phase of the situation should appeal to them, because ignorance of the merits of the modern talking machine is a reflection on their intelligence, and the wonder is that they could be connected with a newspaper or magazine, and write such nonsense as sometimes appears when discussing the talking machine.

It is only fair to state that there are some magazines and papers that appreciate the tremendous possibilities of the talking machine as an educator, as a means of disseminating a wider knowledge of real music, as well as its enjoyment in the homes, in the schools and in the public places generally.

The attitude of these publications emphasizes that they are wideawake and in touch with modern developments.

Talking machine dealers everywhere should watch their local papers and when blunders or absurd assertions are made regarding the talking machine, or talking machine records, they should make it their object to get in touch with the editors and set them right.

No dealer reading The Talking Machine World can be ignorant of the wonderful accomplishments of the talking machine, and its achievements in various lines of effort, and it should be the duty of such men to educate the managers of their local papers on this subject.

IN a recent issue of The Music Trade Review there appeared an interesting article on the growth of the talking machine business with those piano merchants who have taken on this adjunct to their line within recent years. It is worth reproducing because it furnishes an idea how the talking machine department can be made to pay a profit and work to the general advancement of the business in which a merchant is regularly engaged:

During the past year a great many piano merchants have taken on talking machines, and, fully realizing the importance of giving this branch of their business the closest attention in the matter of management and advertising, have realized a handsome profit.

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 output of these instruments 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 ma-

chine industry has grown to such a degree that few, unless posted on the internal conditions, have any idea of its extent.

THE 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 classified. Pronunciation table of singers names and pronunciation table of operas and composers.

### BRINGS SUIT FOR INFRINGEMENT.

American Graphophone Co. Takes Action Against the Boston Talking Machine Co. for the Purpose of Protecting Its Rights to the Important "Graphophone Grand" Patent of Thomas H. Macdonald.

Always on the alert to protect its interests and patent rights, the American Graphophone Co. has filed 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 was 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.

### WHAT REAL SERVICE MEANS.

Merchant Should Study and Cater to the Requirements of His Particular Community.

Look into any retail business, large or small, and it will be found that it is governed by either one or the other of two basic ideas, "the bargain idea or the idea of service." The bargain idea is put first because it is so old historically. It goes back to dim centuries when the merchant was a peddler, selling from a pack at markets and fairs. His profits depended largely on the gaudiness and apparent cheapness of his goods and his skill at double-dealing. Of course, his methods were such that nothing but improvement was possible. Yet the merchant of to-day who is wedded to his bargain idea still underrates public intelligence. He assumes that penny-saving is the chief object of people purchasing goods. He centers effort on buying merchandise that will be tempting by reason of the bare prices he can mark upon it. Value and quality are taken into account last of all—sometimes never. This sort of merchant offers the public a disconnected string of "price sensations."

Everything is haphazard and stocks have little relation to the wide needs of the modern family.

But a merchant guided by the service idea, on the other hand, has a broad conception of the public's intelligence, sees his community's needs as a whole, and understands his own function in it. He knows that customers weigh points of value as well as prices—purity, durability, appearance, convenience, originality. Even though he has but a small establishment, his stocks will be complete, representative, adequate to meet the whole demand of the average family in his line, and they will be maintained with a view to progress in that line. Shopping is made agreeable. Growth and reputation come from customers' satisfaction after goods are in use and price forgotten.

There are just as many kinds of salesmanship as there are salesmen, just as many methods of buyings as there are buyers—the weak, strong, the bluffer or bulldog, the quick and alert—and the Rip Van Winkle. Some salesmen seem imbued with the idea that buyers are simply perfect; others, that they are perfectly simple.

## The DITSON Pledge

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

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

## The Fastest Victor Service

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

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

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

**OLIVER DITSON CO., Boston, Mass.**

# 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 \$200 Regent gramofonas.

## EDISON OUTFITS IN STRONG DEMAND.

(Special to The Talking Machine World.)

Orange, Mass., Feb. 7, 1912.

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 high favor.

Another Orange concern, E. B. Miller, had the pleasure of selling eleven Amberolas last season, a record of which he is immensely proud. He says that he is going to equal that in the successive sales of the new opera instrument.

## FINDS DEALERS OPTIMISTIC.

(Special to The Talking Machine World.)

Boston, Mass., Feb. 7, 1912.

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, canvasses 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 agent 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."

plaints are being heard from their customers. A number of the homes in this city are being equipped with Edison machines.

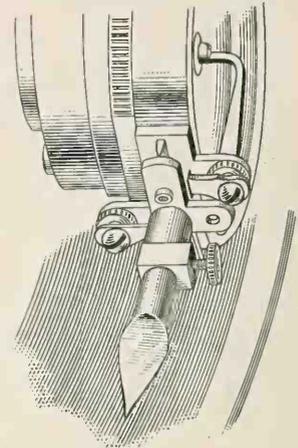
## "DUPLEXTONE" GREATLY IN FAVOR.

(Special to The Talking Machine World.)

Lowell, Mass., Feb. 10, 1912.

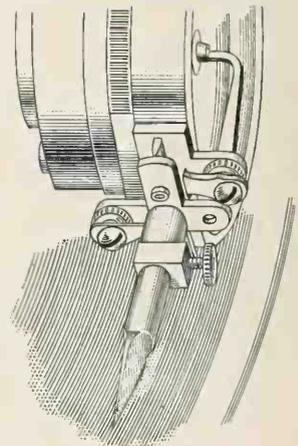
A talking machine needle that is destined for a glorious future is the "Duplextone," just introduced by W. H. Bagshaw, the long established needle manufacturer of this city. In existence only a short time, the early requests for information prompt a little prognosticating that the "Duplextone" will be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

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



LOUD.

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



SOFT.

Any dealer or jobber wishing a sample envelope may secure same by writing to W. H. Bagshaw, Lowell, Mass.

## 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.



# THE KEYSTONE

OF OUR

# BUSINESS 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 Battery March St.  
BOSTON, MASS.

96 State St.  
NEW HAVEN, CONN.

## WELL PLEASED WITH THEIR LINE.

(Special to The Talking Machine World.)

North Adams, Mass., Feb. 10, 1912.

Hunt Bros. are now handling the Edison machines exclusively, and they state that no com-

# FROM OUR BOSTON HEADQUARTERS

324 WASHINGTON STREET, JOHN H. WILSON, MANAGER.

(Special to The Talking Machine World.)

Boston, Mass., Feb. 10, 1912.

The Eastern Talking Machine Co. has lately been getting many inquiries from schools scattered throughout Greater Boston as to the merits and virtues of machines. This in a large measure is due to the active campaign which is now being carried on setting forth the educational possibilities of the talking machine in the schools.

Inquiries at the Eastern Co.'s Tremont street quarters have developed into actual sales, and recently, according to A. W. Chamberlain, who is quite an enthusiast over the idea, six separate outfits have been installed in schools in Brookline, Newton and other near-by places. In making a selection of records, for instance, great care is exercised, for the prime reason that due thought must be given to the grade of the school. In the lower grades catchy, simple pieces, such as are more or less familiar to the young, are desirable; but when it comes to high schools music of a more classical order is demanded. Marches in the lower grades are much sought after, for the children always respond to the inspiration of catchy, martial airs. Mr. Chamberlain sees a great chance of a logical development of the idea of installations of talking machines in schools, and believes that the company has a big business ahead in this particular field.

E. F. Taft, the secretary and general manager of the Eastern Talking Machine Co., has just returned from a most successful and enjoyable trip out West as far as Chicago. He returned to Boston by way of New York, where he paid a visit to the Victor and Edison factories and found business being rushed to the limit.

Business with the Eastern Talking Machine Co. from the first of January has been very big, and in the Victor line the present demand equals that of the holiday season, and as for records, there is a tremendous demand and goods can scarcely be shipped to Boston fast enough to supply the needs of the trade.

Honors Cardinal O'Connell.

The Columbia Phonograph Co. did honor to the arrival of His Eminence Cardinal William O'Connell January 31 by elaborately decorating the front of the store with the Stars and Stripes. The decorations were much admired by those in the procession which passed through Tremont street.

Dictaphones in Harvard University.

The Columbia Phonograph Co. has lately installed a number of dictaphones at Harvard University, where they daily are getting to be immensely popular with the professors, instructors and lecturers. The Boston & Maine Railroad has had shipped a large consignment of these machines to be especially used in the freight claims department. Officials at the railroad who have become acquainted with their extreme usefulness have been widely advising their use by their associates.

Some Resignations.

Much to the regret of his fellow associates, S. Harry Brown has severed his connection with the Eastern Talking Machine Co., having accepted a fine position with the Waltham Emery Wheel Co. He will travel for the concern, and while he will be missed by the customers of the house as well as those inside, everyone is glad that he has got a splendid position—one that may mean rapid advancement.

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 customers will not see quite as much of "Jack" Shaughnessy, 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-

ton, and Manager F. H. Silliman is getting all sorts of inquiries every day, some coming into the Batterymarch street store in person, some calling over the 'phone, and still others writing in for the literature of the concern. President W. O. Pardee of the company spent three days at the Boston headquarters the first of the month, and was well pleased at the business that is piling up.

The Pardee-Ellenberger Co. manufacture and sell a number of specialties for talking machine dealers and owners, including the Linoid recording horn and its system of keeping records.

Attracts Passers-by.

One of the exhibits in the windows of the Columbia Phonograph Co. is the revolving double-disc records which so aptly serve to inform the passers-by of the style of records carried by the house. The device is so ingenious that any number of people stop in front of it.

Mary Garden Compliments Miss White.

There is quite a demand locally for the first records made by Carolina White, who, as mentioned in a previous issue, is a Boston girl, and now connected with the Philadelphia-Chicago Opera Company. An interesting and unusual feature of her singing for the company is the high endorsement given her by Mary Garden, who has written the Columbia Co. as follows: "I am so delighted to know you have Miss Carolina White with the Columbia Phonograph Co. Her voice is so brilliant and her talent so immensely charming that she is becoming, very fast, one of the world's big artists."

Effective Victor Display at Millers.

Ubert Urquhart, in charge of the Victor department of the Henry F. Miller Piano Co., reports that business is far beyond normal, and that there is much difficulty experienced in getting a sufficient supply of goods. His staff of salesmen is kept busy all day with machines which, by the bye, are exhibited in most attractive quarters on the second floor of the Boylston street establishment. Just now the show window devoted to Victor goods is unusually well arranged, so as to quickly compel attention.

Oscar Junge in Charge at Providence.

Fred R. Erisman, after an absence of several week in Providence, whither he was called to

take charge of the Columbia's establishment in that city, is back at the Boston office, much to the delight of not only his brother, Arthur C. Erisman, the Boston manager, but all the staff as well, for he is popular with all the boys. In the meantime the Providence store has found a manager in the person of Oscar Junge, who has been brought east from Louisville, where he was in charge of the Columbia interests.

Manager Erisman reports that the January business of the Columbia Co. showed a seventy-five per cent. increase over the same month in 1911. There is every indication that the February business will be a very large one. During January Mr. Erisman was able to consummate several very large deals.

The Columbia Phonograph Co. gave a fine and most enjoyable exhibition of its machines for the benefit of the members of the National Shoe and Leather Association at the Hotel Lenox a short time ago. The dinner was tendered to the officers and delegates, and the Columbia feature was one of the most prominent of the program.

Expansion at Steinerts.

Herbert L. Royer, manager of the Arch street Victor department of the M. Steinert & Sons Co., says that wherever he goes he finds a difficulty in supplying the demand for both machines and records. This is particularly true of his own department, the growth of which has necessitated an increase in his office force and a rearrangement of his own private quarters to better facilitate the handling of business.

Good Demand for Edisons.

Chester J. Sylvester, who is in charge of the talking machine department of the C. E. Osgood Co., finds a good demand for the Edison machines ever since the first of the year. He had a very good January and the second month of the year has started off most promisingly.

"We are not sent into this world to do anything into which we cannot put our hearts. We have certain work to do for our bread and that is to be done strenuously; other work to do for delight and that is to be done heartily; neither is to be done by halves or shifts—but with a will, and what is not worth an effort is not to be done at all."—Ruskin.

## "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.

W. H. BAGSHAW, Lowell, Mass.

**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.

**Silverstone Talking Machine Co. to Become Edison Jobber in That Territory While Koerber-Brenner Music Co. Will Handle Victor Line Exclusively—Decide That Best Results Are Gained by Handling Only One Line of Goods—Some of Those Interested in the New Arrangement—Excellent Record Made by Columbia Co. Branch—Opera Season Helps Record Sales—News of the Dealers**

(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 and E. C. Rauth, the latter secretary 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., Conroy Piano Co. and O. K. Houck Piano Co., and he has bought part or all of the stocks of each of these as they retired from this 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 of the Victors. 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 of my 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 our big problem," said Harry Levy, manager of the talking machine department of the Aeolian Co. "The trade is running very heavy of VIIIs, IXs and XVIIs. 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 Jones' is still giving us problems in division and 'My Beautiful Doll' is almost simple subtraction. But I spotted 'Billy' on the first call and had 'Billy' records to run through the big demand when others were short. Business has picked up well since the after-holiday lull and I look for big things this spring."

Manager Ramsdell, 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 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 2, 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, Fremstad 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 Odeon. 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 whom he could see. 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 talking machine 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. Recently I saw a musician, who is in love with his talking machine, put 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 loud, 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 printed in the newspapers. He gave up the effort to make some towns and once, after being two days on a train with two engines, welcomed a carriage that came to the rescue by an upland road and carried the passengers the last five miles. He was on a train that took the first mail in five days to one Missouri town.

Spokesmen for St. Louis jobbers agree as to the rapid development of trade from this city in the southern Mississippi Valley and the Southwest. This field is being cultivated energetically by the local trade and is repaying the effort.

Manager Robinson, of the talking machine department of the Thiebes Piano Co., reports the demand for high class machines holding steadily to the high standard of the close of the year. "Piano Row," he said, "because of the large stock carried, sells a great part of the records in St. Louis. Our record stocks bring us in touch with almost all of the machine owners, so we need not worry much about small machine sales because, when the owner of the tiny machine becomes a convert and wants a better machine, we will likely be the ones to profit."

L. A. Cummins, who recently was moved to the Colorado and Utah territory for the Koerber-Brenner Co., because of Mrs. Cummins' health, is giving a good account of himself in his new field. He has opened a number of good accounts and reports excellent prospects. He is having his first experience with the small musical line, his experience having been that of a Victor specialist.



*U-S Junior—\$30  
Base, 8½x13¼ inches  
Height, over all, 30½ inches*



*U-S Banner—\$40 to \$50  
Base, 10x17 inches  
Height, over all, 32½ inches*



*U-S Royal—\$50  
Base, 18x20½ inches  
Height, 16½ inches*

## 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.



FIT ANY PHONOGRAPH

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

57 Union Square, West.....New York  
219-225 West Washington St.....Chicago  
338-340 Minnesota St.....St. Paul  
Portland and Chardon Sts.....Boston  
1106 Commerce St.....Dallas  
308-370 Broadway.....Albany  
58-60 W. Mitchell St.....Atlanta  
210-212 S. Broadway.....St. Louis



*U-S Opera—\$65 and \$75  
Base, 15x21½ inches  
Height, over all, 33¾ inches*



*U-S Grand—\$85  
Base, 20½x22½ inches  
Height, 18½ inches*



*U-S Peerless—\$200  
Base, 21½x22 inches  
Height, 48 inches*


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


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

### BANQUET FOR HAUSCHILDT 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 Haywards, 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.

of employer and his large army of employes.

One of the hits of the evening, because unexpected, was a clever talk by Miss Anna Metten, one of the office force. Two good closing addresses were made by Mr. and Mrs. Hauschildt, both of whom ably maintained the keynote of the evening, good-fellowship and mutual interests.

Among those who attended the banquet and who appear in the accompanying photograph are: 1, Henry Hauschildt, proprietor; 2, Mrs. Hauschildt; 3, Hugh Foley, San Francisco sales manager; 4, J. G. Ramer; 5, R. A. Leavitt, manager Oakland phonograph department; 6, Anna H. Metten; 7, Geo. Faulkner; 8, Irene Murphy; 9, W. A. Craven; 10, J. J. McBride, of Vallejo; 11, A. P. Cautua; 12, Wm. Ringen, San Francisco phonograph and music goods department manager; 13, Genevieve Conroy; 14, Clarence Moran; 15, Elmer Doidge; 16, Louis Schroeder; 17, Clarence Cuthbert; 18, Edgar

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., \$722; Berlin, 130 pkgs., \$5,300; Callao, 1 pkg., \$103; Cape Town, 135 pkgs., \$2,338; Cienfuegos, 3 pkgs., \$152; Corinto, 2 pkgs., \$184; Hamburg, 22 pkgs., \$512; London, 264 pkgs., \$7,139; Montevideo, 10 pkgs., \$520; Santo Domingo, 10 pkgs., \$136; Valparaiso, 3 pkgs., \$197.

January 20.

Berlin, 133 pkgs., \$1,220; Callao, 10 pkgs., \$117; 18 pkgs., \$1,000; Chemulpo, 9 pkgs., \$460; Cork, 2 pkgs., \$200; Grenada, 6 pkgs., \$337; Guayaquil, 3 pkgs., \$230; Hamburg, 11 pkgs., \$200; Havre, 17 pkgs., \$338; Kingston, 4 pkgs., \$121; La Guayra, 4 pkgs., \$135; London, 21 pkgs., \$1,350; 264 pkgs., \$3,212; Rio de Janeiro, 29 pkgs., \$4,299; Valparaiso, 27 pkgs., \$1,370; Vera Cruz, 21 pkgs., \$2,442; Yokohama, 30 pkgs., \$1,620.

January 27.

Antwerp, 16 pkgs., \$275; Berlin, 17 pkgs., \$339; Callao, 3 pkgs., \$147; 12 pkgs., \$620; Colon, 3 pkgs., \$107; 8 pkgs., \$267; Curacao, 2 pkgs., \$100; Guayaquil, 2 pkgs., \$105; Hamburg, 43 pkgs., \$2,347; Havana, 2 pkgs., \$535; 13 pkgs., \$143; 5 pkgs., \$179; La Guayra, 18 pkgs., \$1,018; Liverpool, 23 pkgs., \$1,760; London, 175 pkgs., \$5,105; Mäcoris, 5 pkgs., \$196; Para, 1 pkg., \$194; Rangon, 4 pkgs., \$228; Rio de Janeiro, 12 pkgs., \$521; Savanilla, 9 pkgs., \$1,000; Tampico, 11 pkgs., \$105; Vera Cruz, 80 pkgs., \$1,959; Vienna, 34 pkgs., \$1,082.

February 5.

Antwerp, 1 pkg., \$200; Bahia Blanca, 17 pkgs., \$1,760; Buenos Ayres, 734 pkgs., \$29,680; 1 pkg., \$175; Havana, 40 pkgs., \$1,647; Havre, 18 pkgs., \$1,136; London, 29 pkgs., \$4,742; 18 pkgs., \$530; Milan, 13 pkgs., \$497; Montevideo, 7 pkgs., \$841; Puerto Mexico, 9 pkgs., \$234; Rio de Janeiro, 4 pkgs., \$511; Santos, 20 pkgs., \$2,556; Savanilla, 3 pkgs., \$159; St. Petersburg, 8 pkgs., \$267; Sydney, 50 pkgs., \$715; Valparaiso, 24 pkgs., \$349; Vera Cruz, 263 pkgs., \$5,509.

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.



Most of the speeches were along business improvement lines, but the music of Prof. Damasus Gallur 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

Pomeroy; 19, Campbell Pomeroy, president Sonoma Valley Music Co., Santa Rosa; 20, George Sasashina; 21, Miles Walsh; 22, R. W. Campbell; 23, Cora Mitchell; 24, C. Leavitt; 25, Irene Schumacher; 26, Prof. D. G. Gallus; 27, J. C. Repp; 28, Mary Wahl, Haywards store; 29, G. H. Maxon; 30, Senor Anton Fodera; 31, John Swanson, of Crockett; 32, John Planalp, Oakland sales manager.

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 hoards his 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 galling most of all the men at the bottom of the business structure.

This survival of panic times has become engrafted upon our business system to such an extent that in some circles 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.

### PROMPT PAYMENT OF BILLS

A Habit That Should Be Cultivated—What Holding Back Payments Means in the Long Run—Undermines Credit Standing.

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, restrains trade and creates a long line of debtors who cannot pay. He is a brake upon prosperity, a drag upon humanity.

He has been a deterrent factor in business the past five years, ranking in depressive effect next to the financial flurry of 1907. The habit of deferring payment, contracted anew in 1907, has become chronic with individuals, firms and corporations

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 Outfit on Way Home from Theater—Frank Moreno Married—Personal Items of Interest—Fitzgerald Music Co. Carrying on Extensive Advertising Campaign.

(Special to The Talking Machine World.)

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 more 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.

Stubbs & Bohnert, 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 method 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 Columbia dealers on North Main street, of this city, gave a very wonderful example of their "stick-to-it-iveness" a few days ago. Closing 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 windows Mr. Schireson courteously asked him if he could show him anything, receiving a reply in the affirmative, the two entered the store and Mr. Schireson commenced 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 in his safe \$50 for the former and \$114 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 in Los Angeles. Miss 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. is having splendid results from special advertisements which it has been featuring in the last few days. Advertising principally the Columbia Favorite, with a certain quantity of records, putting the outfit out for three days' trial. The majority of the sales were replaced by the more expensive instruments.

The J. B. Brown Music Co. has been most successful in the sale of the new Grafonia Mignonette. Mr. Hinman, 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. Jaggard, of Lovin & Withler, 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. Houghton, 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 Orchestrelle, Orchestra and Colored Views from the Opera to Add to the General Effect.

(Special to The Talking Machine World.)

Davenport, Ia., Feb. 5, 1912.

The H. Schmidt & Son Co., the oldest piano and talking machine dealers in this city, and who maintain a large branch store in Muscatine, Ia., have been featuring strongly and with great success the Victor line of talking machines and Victrolas, which they handle exclusively. During the present season the house has been conducting a special series of "Faust" recitals, using the Victrola and records made by Geraldine Farrar, Enrico Caruso, Marcel Journet and Louise Homer for the purpose of illustrating the vocal numbers. The records are accompanied and incidental music furnished by the Schmidt Orchestra, composed of the following: Herman Schmidt, Sr., mellophone; Julius A. Schmidt, flute; Carl C. Schmidt, violin; Edward A. Schmidt, pianolist and operator; Herman Schmidt, orchestrelle and accompanist.

The thoroughness of the effort to make the recitals interesting and successful is best appreciated through a glance at the following program, the situations in the opera revolving around the various musical numbers being explained in the accompanying text:

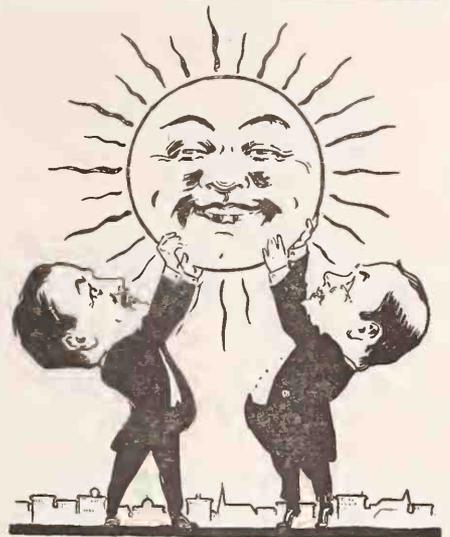
PROGRAM.

1. Faust Poupouri (Arr. by Ketterer).....Gounod  
Aeolian Orchestrelle-Pianola Piano—Duet  
Messrs. Edward and Herman Schmidt.
2. Heavenly Vision (French).....Caruso-Journet
3. Flower Song (Italian).....Homer  
Accomp. by "Schmidt" Orchestra.
4. All Hail, Thou Dwelling Pure and Lowly (English)  
Hamlin  
Accomp. by "Schmidt" Orchestra.
5. Jewel Song (French).....Melba  
Accomp. by "Schmidt" Orchestra.
6. But Why So Lonely?—Part II (French).....  
Farrar, Gilbert, Caruso and Journet
7. Forever Thine—Part II (French).....Farrar-Caruso
8. Let Me Gaze on Thy Beauty (Italian).....  
Neilsen-Constantino  
Accomp. by Orchestrelle, Violin and Flute.
9. Soldiers' Chorus (French).....  
New York Grand Opera Chorus
10. Serenade Mephistopheles (French).....Journet
11. Church Scene—Part I (French).....Farrar-Journet  
Accomp. by the Aeolian Orchestrelle.
12. This Is the Fair (French).....Farrar-Caruso
13. Then Leave Her (French).....Farrar, Caruso and Journet

Special interest and life is added to the recitals through throwing views of the various scenes in the opera on a large screen by means of a post card projector. It would seem as though this feature might be adopted with profit by talking machine dealers in other localities who make a practice of giving recitals of operatic music by means of talking machines. The post card projector may be purchased and operated at a fraction of the expense involved by a stereopticon, and in most ways is just as effective.

Be a live wire and you won't get stepped on. It is the dead ones that are used for door-mats.

The test comes with the lull—anyone can get business when trade is good.



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.

Anything you want in Victors, Victor-Victrolas, Victor Records, record cabinets, fibre needles, repair parts and the entire Victor line.

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

New York Talking Machine Co.

Successors to Victor Distributing and Export Co.,

83 Chambers Street

New York



## REVIEW OF THE TRADE SITUATION.

Excellent Summary of the Progress of the Development of the Talking Machine and the Patents That Cover the Principal Processes Published by the Scientific American Recently—The Five Great Patent Fights Interestingly and Technically Described.

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 worthy of reproduction herewith:

"The Berliner patent, which was granted February 19, 1895, and which the courts have upheld as valid and finally decided would not expire until the end of its full term of seventeen years, has had 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 first step in many other arts, was rather scientific than practically useful. Leon Scott in 1857 published his discovery that if sound waves be projected against a diaphragm having a hog's bristle glued thereto, and the end of the bristle be held against a moving paper covered with lampblack, so long as no sound is heard the bristle remains at rest and traces a straight line on the moving paper, but when a sound is heard the diaphragm and bristle 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 was taken by Mr. Edison, and is disclosed in his patent, No. 200,521. Mr. Edison utilized Leon Scott's scientific discovery of the fact that sound produced the undulatory motion of the diaphragm and bristle, and constructed an apparatus which consisted of a cylinder on a shaft, the cylinder being covered with tinfoil. A diaphragm having a needle fixed thereto was used to produce the undulatory lines. Mr. Edison found that when a reproducer needle, fastened to the diaphragm, was made to track along in the undulating line made by the needle it would reproduce the sound that produced the undulations.

"The third great step forward in the talking machine art is disclosed in the Bell and Tainter patent of May 4, 1886, wherein among other things the record instead of being indented, as by the Edison needle, cut the record groove with a cutting tool or recorder.

"Both in Edison and in Bell and Tainter the grooves are of different depths or what are called 'hill and dale' record grooves. One disadvantage of such a record is that the reproducer, in afterward tracking a 'hill and dale' record, when it passed over a 'hill' was liable to jump over into the next groove. Mr. Berliner in his fourth great step in the development of the talking machine kept the depth of his groove always the same, and caused his recording stylus to cut sidewise.

"This Berliner record groove obviates the liability of the reproducer jumping from one groove to another, and feeds the reproducer stylus along without the aid of a separate feed screw.

"Mr. Berliner called his machine a 'gramophone,' to distinguish it from the 'graphophone' or 'phonograph,' the marked difference between them being that in the 'gramophone' the reproducer is fed along by the groove itself, whereas in the 'graphophone' or 'phonograph,' the cut groove being a 'hill and dale' groove requires a separate feed screw.

"As in nearly all cases of patents for valuable improvements, the owners of the Berliner patent were soon compelled to go into the courts to maintain their monopoly, and in their first big fight it was alleged that because Berliner had exhibited his machine before the Franklin Institute in 1888, more than two years before he applied for his patent, this 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, which was free and not for gain, was a mere experimental use and did not invalidate the patent.

"Before the second big suit began Berliner had allowed his Canadian patent, granted 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 lapsed under R. S. 4,887, then in 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 (146 Fed. Rep., 534) 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 arm carrying the horn and which was at full tension when the reproducer was in the center of the record, untwisting as the record rotated, was an infringement of the Berliner patent, which in effect calls for a talking machine reproducer which is moved along the record by the sound grooves alone.

"It was held (177 Fed. Rep., 248) that the device claimed did infringe Berliner's 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 maker of the records 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 evidently intended to be used to so move a sound reproducer it was a 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, namely, February 11, 1911, but its owners raised the point that the Canadian patent was for a different invention from the United States patent and therefore should not limit the seventeen-year term of the United States patent.

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

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

"The Court of Appeals of the Second Circuit (not yet reported) held that although this question had been decided years before, it should not have been, since its decision was not necessary to the matter then before the court, and also held that the Canadian patent was for a different invention from the United States patent and therefore the United States patent would not expire until February 19, 1912, the end of its seventeen-year term.

"Besides the foregoing, 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 cleared up many legal points heretofore unsettled 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 rewards which result from the monopoly given inventors."

Know the important things in your business and concentrate on them. Leave the less important things to others.

## PROGRESS THE RULE IN BALTIMORE.

Dealers Report That Business Has Kept Up in Remarkable Shape During January and That Prospects Are Excellent—Handsome Window Display at Cohen & Hughes Store—W. C. Roberts Now in Charge of Talking Machine Departments of Both Stores of E. F. Droop & Sons Co.—General Review of the Situation in the Monumental City.

(Special to The Talking Machine World.)

Baltimore, Md., Feb. 9, 1912.

All of the talking machine dealers in this city are reporting progress for the month of January. In fact, the word progress seems to be the slogan right along here, for the dealers never fail to state, when questioned about trade conditions, that business in the talking machine world continues to increase. The smaller talking machines as well as the records seem to be more popular than ever with Baltimoreans and the dealers to a man declare that they have every reason to look forward to the year 1912 being the best ever. While similar reports have been recorded for many months past the dealers say that they are justified in saying that outside of December, January has gone the other periods one better from a sales standpoint.

Cohen & Hughes have a beautiful window display of talking machines. It consists of a huge clock formed from talking machines, the dial of which is composed of Victor records. The design is the work of M. Silverstein, who has charge of the talking machine department. Mr. Silverstein reports that he is swamped with orders and finds it hard to get hold of enough stock to keep up with the demand. The firm has just filled a large wholesale order for Victors which was sent in from New York.

Manager W. C. Roberts, of the local store of E. F. Droop & Sons Co., has been placed in full charge of the wholesale and retail departments of both the Washington and Baltimore stores of the company. One of Mr. Roberts' first official acts in his new capacity was to introduce into the Washington store the up-to-date stock system which has made his management of the local store so successful. With this system in vogue it will be possible for the firm to supply the wants of the customers in Washington with the same degree of promptitude as is the case here. It is also possible with this method for the salesmen and other employes to know within a moment just what records and styles of machines are in stock and all other information necessary in the government of the business.

Columbia business has been in excellent shape all during January both in regard to records and machines. Manager S. A. Denison of the local branch has placed a number of new agencies throughout the State and in parts of the South to handle the Columbias. A visitor at the local branch store was Marion Dorian, treasurer of the Columbia Phonograph Co., who has been looking over the accounts and investigating the conditions from a trade standpoint as prevail in this section. Mr. Denison declares that the holiday trade has had nothing on the January output and that indications are great for a fine showing during the present month.

Tommy Gordon and Joseph Fink, the hustling youngsters who operate the talking machine end of the Kraus-Smith Piano Co., are a happy pair this month and all because they have had such great results with the Victors since entering the business. While December was a dandy one for them, they declare, like the other local dealers, that January certainly held its own, indicating that the sale of talking machines is the coming business.

William Knabe & Co. report a good month with the Columbia machines, while Manager Albert Bowden, of Sanders & Stayman, makes similar statements regarding the Victor and Columbia trade of his firm.

At Hammann & Levins' it was stated that the January business with the Victors was such as to cause no complaint.

# A New Line of High Grade Cabinets

FROM THE HANOVER FACTORIES



D26. TOP, 23 x 19.



D53. TOP, 21 x 18.



FRONT.



D31. TOP, 20½ x 17½.  
Back Finished.



SIDE.

D31 MAY BE USED WITH ALL HORN MACHINES AND VICTROLAS No. 4 TO No. 9, INCLUSIVE

HANOVER QUALITY  
WILL BE  
MAINTAINED



D52. TOP, 24 x 20.

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—Recent Trade Visitors of Note—Victrola 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 rosy character exist in Cleveland talking machine circles. Dealers, both jobbers and retailers, with scarcely an exception, report trade thus far in the new year to have been unusually good. Some dealers claim that if they could have got shipments of goods as desired, and as ordered from the factories, the volume of their business in January would have been quite as large as it was in December. Many 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 National Committee on Prison Labor, was a recent visitor to the Cleveland Prison farm, where are to be assembled all the city prison and charitable institutions. The department owns two phonographs, and a citizen has just donated 200 records for the enjoyment of the city charges. Mr. James was favorably impressed with the policy of installing talking machines, and will commend it to other institutions in the country.

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. R. Madson, 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. H. Denslow, recently with the Eclipse Musical Co., of this city, and for a number of years engaged in the talking machine business, has accepted a position with W. C. DeForeest & Son, at Sharon, Pa., and is in charge of the talking machine department of that firm. Mr. Denslow is an enterprising, active young business man and will prove a valuable acquisition to his employers as well as to the city of Sharon.

Warren L. Kellogg, representative of the Victor Talking Machine Co., was in Cleveland interviewing dealers the first of the month. He stated business with talking machine dealers generally, was in a highly prosperous condition in all localities he had visited.

Ben. Feinberg, special wholesale representative of the Columbia Phonograph Co., was in this city February 2, a guest of the local manager of the company, Geo. R. Madson.

Frances Elliott Clark, of the Victor Educational Department, gave a lecture and Victrola recital at the Brownell School, February 5. A large audience was in attendance and both the lecture and recital were listened to with closest attention and highly appreciated.

The Eclipse Co. recently sold a XIV Victrola, and \$100 worth of records, to John D. Rockefeller, who made a present of them to the Euclid Avenue Baptist Church.

Norman H. Cook, manager of the talking machine department of the W. F. Frederick Piano Co., is a man of ideas. In a recent large display Victrola advertisement he advised people to "Buy a Theatre on easy payments," and that "in a few months, with less expenditure than you are now spending for pleasure each week, this magnificent theatre is yours, with the continuous right to such headliners as Caruso, Scotti, Melba, Tetrassini, Lauder, Sousa, Christie and many others of equal fame." The advertisement was attractive and has resulted in a number of additional theatres in the city.

Mr. Thomas, of Thomas & Co., Findley, O., Victor dealers, was a visitor at the Eclipse Musical Co.'s store a few days ago. He reported business was good and prospects bright.

A late and important development in motion picture projection is the Diamond Screen, which is being manufactured in Cleveland by the Craft Curtain Co. The great advantage claimed for this screen is its brilliancy, stereoscopic depth, sharpness of focus and clearness, and at the same time practically relieving all eye strain. A satisfactory picture is produced with all the lights in the theatre lit.

Professor Dayton Miller, of Case School of Applied Science, has perfected an instrument known as a phonodeik, which photographs sound. Recently he gave a lecture at the school and threw pictures of flute and trombone notes on a screen, and showed a fragment of a record made of a quartet's rendition of "Rigoletto." He is now working on an instrument to analyze tones, and thinks that the two instruments will eventually perfect the phonograph.

The Wickens Co., of Lorain, O., is doing some 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 Coshocton, D. W. Wile, of Ashland and J. E. Lightner, of Painsville, all of Ohio, have recently put in large Victor stocks, purchased of the Eclipse Musical Co., of this city.

Miss Blanche Hill, who, 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 customers, has endeared her with a host of friends.

Conditions with the Eclipse Musical Co. are of the most pleasing kind. Manager Towell, of the wholesale department, is very 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 Victrolas is especially large—in fact all types of Victrolas 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 to 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 was anticipated. There has been and still is, a great demand for records, and the only fault to find is the impossibility to get the goods needed." The company has had a specially designed automobile manufactured for its use.

Business is very good with the Collister & Sayle Co., Phil Doru, manager, said he could sell many more Victrolas, but that he couldn't get them. He stated the January wholesale trade was good, very much better, considering the inclement weather, than he had anticipated, and that the retail sales were very satisfactory. The company has a large record trade which is steadily increasing.

The talking machine department of the May Co. is a busy place. Miss Ethel M. Volk, who has had the management for several months past, has systematized and greatly improved the department. She said: "Business is fine and has been unusually good since last November. There is a great demand for Victor IX machines and our record trade is very satisfactory. The only trouble is in obtaining a sufficient supply of machines and records. Especially good are the sales of higher priced machines. There is also an excellent demand for Edison machines and records."

The W. H. Beuscher & Sons Co. says its volume of business is limited by reason of its inability to obtain the desired quantity of goods. Sales were said to be largely of the higher priced machines and records. Mr. Beuscher stated prospects were of the most encouraging character.

The Columbia Phonograph Co. had a remarkably fine run of business in January and it has kept up well into February. Geo. R. Madson, manager, said: "The year 1912 started in with a rush with us. Our elaborate advertising of the

Favorite Grafonola brought an astonishing number of sales, and all the Columbia dealers in the city, and in this territory, report that business is rushing. Our record sales are large, and cover the entire list, from the cheapest to the most expensive and in all the various languages. If the factory had been able to supply us with machines, our retail business during the past month would have been fully equal to the volume in December."

Under the efficient management of F. B. Guion, the talking machine department of the B. Dreher's Sons Co. is rapidly assuming proportions of considerable magnitude. Mr. Guion's long, practical experience in the business, coupled with his extensive acquaintance and popularity, make him a valuable Dreher asset. Speaking of conditions, Mr. Guion said: "Business is fine—away ahead of expectations—and it would be 100 per cent. better if we could obtain a sufficient supply of machines and records from the factory. Our present quarters are inadequate for the business, but when on April 1 we occupy our new location on Euclid avenue, one entire floor will be devoted exclusively to Victrolas. It is now being fitted up and finished in fine style and will be one of the finest talking machine stores in the country."

A. O. Peterson, of the Lucker Edison jobbing house, is pleased with conditions. He said: "Business is very satisfactory. The new Opera machine has created such a demand that we can't get a sufficient supply. There is also a good demand for the other types of machines as well as for records. Mr. Madison, of the legal department of the Edison Co., and W. H. Hay, traveling State representative, were visitors here on February 1. Mr. Hay reported the Edison business good throughout the State." Mr. Peterson attended the meeting of the Executive Committee of the Jobbers' Talking Machine Association at Chicago. He stated that all the jobbers who were present expressed themselves satisfied with present conditions and that the future looked very promising.

Business with the Caldwell Piano Co. continues unusually good, according to H. D. Scroxtan, manager of the talking machine department. We have several orders booked for Victrolas, 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.

The W. F. Frederick Piano Co. is doing well in the talking machine department and highly pleased with results. N. H. Cook, manager of the department, said: "Within the past few days I have had a number of fine Victrola sales—in fact, every day shows a good substantial growth in our department."

"Business is very good," said O. E. Kellogg, manager of the talking machine department of the H. E. McMillin & Son Co. "The great trouble with us at present," he said, "is how to get the goods, not how to sell them. The Victor and seal record business is way ahead of any previous year. There is a particularly gratifying demand for the \$100 Victrolas. Prospects for the rest of the Winter and Spring are good. H. E. McMillin & Son Co. has been incorporated, with a capital of \$100,000, and purchased the business of H. E. McMillin. The officers of the company are: H. E. McMillin, president; H. E. McMillin, Jr., vice-president; W. S. Hale, treasurer; O. E. Kellogg, secretary, and with George N. Papake, constitute the directors."

H. M. Brainard, of the Brainard Piano Co., which took a line of Columbia goods last month, said he was well pleased with the venture.

The Goodman Piano Co. is having a nice trade in Victrolas and Victrola records, and the business was constantly improving.

Charles I. Davis reports business is good and that he is having a very satisfactory trade in both Victor and Edison goods.

The Phonograph Record Exchange, 59 the Arcade, is a new venture, under the management of C. L. Goble. The concern deals in second-hand machines and records.

A company is known by the men it keeps.

**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 in 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 racks 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 \$4,000 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 bewildering. There is no musical instrument that does not have its records, most of them in great numbers, and, of course, there are endless 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.

Only a dozen 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 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 \$6 a record, and quintet, quartet, trios and duets at \$5, 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.

Camden, N. J., Feb. 1, 1912.

Talking Machine World, New York, N. Y.:

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 limplitude 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.

A NEW No. 20  
*Cleanrite*  
TRADE MARK  
RECORD BRUSH

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

FOR

**COLUMBIA**

**"DISC" MACHINES**

**IS NOW READY FOR DELIVERY**

To the Trade:—

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

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

List 25 Cents Each      Liberal Discounts      Prices Restricted

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

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

Manufactured by

**Blackman Talking Machine Co.**

97 CHAMBERS STREET, NEW YORK

J. NEWCOMB BLACKMAN, Pres.

"THE WHITE BLACKMAN"

**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. Geissler, 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 no 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 was not due in any way to any defective work, as I found that there was nothing the matter with the cabinet except that the varnish 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. Should we do so ourselves we practically admit the work defective; at the same time, it may not have been due to any carelessness on the dealer's part, but to the railroad company, and if we charged him for it, may be doing him an injustice.

"The materials and workmanship in these cabinets are first-class, and would live for a lifetime if the proper care were taken of this class of work. 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 if we are to 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, Supt."

"We never wished to enter into the manufacture of Vernis Martin cabinets, but the insistent demand therefor seemed to make it obligatory. The checking of the varnish 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 decorated by an artist of worldwide note, that would cost \$50,000 apiece (and there have been several such made), or a harp, made by the most noted French makers, who should naturally understand most perfectly this French style of decoration, at an expense of \$10,000, 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 in 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 finish.

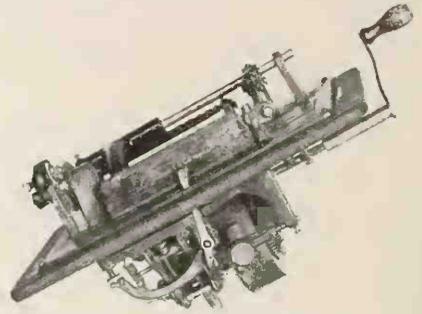
"If the case is plainly and honestly explained to your prospective customer (people who buy these goods are usually very intelligent people, who have

had experience with other expensive furniture and will admit the truth) a complaint will probably never be lodged."

**PHONOGRAPH SURVIVES FLOOD.**

Edison Machine Rescued from Ruins of Austin, Pa., Runs as Though Nothing Had Happened—Proof of Durability.

While calamities such as the flood in Austin, Pa., last fall result in untold suffering and financial loss to local interests, nevertheless they have the virtue in many cases of proving the quality of certain products that have survived the strenu-



PHONOGRAPH THAT WENT THROUGH FLOOD.

ous experience. In the case of the Austin flood, for instance, John W. Greenan, a resident of that town, lost all his personal and household effects in the flood, but later found his Edison phonograph in the ruins.

The machine later was shipped back to the factory, where it was wound up and ran as though it had never been in a flood. Thomas A. Edison, Inc., state that the machine offers rather eloquent testimony regarding Edison quality, despite the fact that the machines are not guaranteed to be calamity proof.



No. 600 (Patent Applied for)

**AN INNOVATION  
HOHNER'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, obelisk in shape, mounted on a metal disk connected by means of a cylindrical bar to a set of durably 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 HOHNER factories 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 HOHNER 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 per cent. in cash profit on your investment. This is the proposition:

**You Receive**

12 Assorted Harmonicas to retail for 25c. each	\$3.00
8 " " " " " 35c. "	2.80
4 " " " " " 50c. "	4.00
4 " " " " " 75c. "	3.00
4 " " " " " \$1 "	4.00
To Retail, \$16.80	

**Your Investment**

**\$12.50** { Per Stand and Harmonica Assortment.

**Your Gain**

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

ASK YOUR JOBBER

**M. HOHNER, 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 Annual 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, composed 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 interior was tastefully decorated with streamers of various colors and Japanese lanterns, and with the bright lights presented a most attractive appearance.

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 determined 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 Mme. 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 Mme. Calvert were more than successful in duets. Fred Bond, lately of the Quinlan International Agency, and John Smallman, Jr., of the Apollo Quartet, got extended 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 in their professional capacity as O'Neil and Story, got the audience into a high glee over their work, and Ralph Corey, trombone soloist of Sousa's Band, gave selections of an enjoyable character. Others included in the program were Edgar L. Davenport, the actor, a brother of the late Fanny Davenport, who gave selections; Frank E. Doyle, baritone soloist; Adolph Nagle, cellist of the Boston Symphony Orchestra, whose wife also was present; F. W. Kerr, baritone, and Elmer Crawford Adams, violinist, whose playing was a special feature. The program was continued until a late hour, but it was generally agreed it was the best entertainment the Associates ever have given. In the audience were a number of representatives from the other talking machine companies and agencies around the city, to whom invitations had been sent.

The committee having the arrangements in hand consisted of W. J. Fitzgerald, M. L. Reed, E. A. Welch and George A. Reece. The ladies' com-

mittee, which is an auxiliary to the Associates, and which lent valuable aid in making the function so successful, consisted of Miss C. L. Collins, Miss Florence Marble, Miss Mary Sheehan and Miss Anna Davis.

### BEECROFT'S NEW MOVE.

**Clement Beecroft Becomes Sales Manager for a Well-Known Cabinet Manufacturing Company—A New Line of Cabinets Which Will Interest the Talking Machine Trade.**

An announcement appearing in another part of The World will interest the many friends of Clement Beecroft, who, by the way, is a veteran in the talking machine trade, for it was about fifteen

years ago that the Hanover talking machine cabinets shall strictly maintain the standard established by this well-known manufacturing house.

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

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

Mr. Beecroft also handles talking machine needles made by W. H. Bagshaw, Lowell, Mass., and record envelopes made by Wolff Bros., of Philadelphia.

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

### NEW YORK JOBBERS ENTERTAINED

**By Landay Bros. at Dinner, Which Was Followed by Business Talk on Instalment 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, 48 West 54th street. After the good things provided had been done justice to several matters of importance were gone over and a resolution passed appointing a committee to confer with the Victor Talking Machine Co. in an endeavor to provide some suitable plan whereby the Victor Talking Machine Co. would control the matter of instalment and cash terms. J. Newcomb Blackman was made chairman of this committee. Max Landay presided with his accustomed *savoir faire*. Among those who attended were Charles Bobzin, of the Aeolian Co.; Louis J. Gerson, of John Wanamaker; Nathan Goldfinger, of the Greenhut-Siegel-Cooper Co.; S. B. Davega, of the S. B. Davega 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. Barkelew, of the Silas E. Pearsall Co.; James B. Landay and Max Landay, of Landay Bros., Inc.; Milton Goldsmith, of Sol Bloom; E. Paul Hamilton, of Frederick Loeser & Co.; I. Davega, Jr.; J. H. Dodin, of Gimbel Bros.; Benj. Switky, and J. Newcomb Blackman, of the Blackman Talking Machine Co.

### NEW MODEL CLEANRITE BRUSH POPULAR

J. Newcomb Blackman, in a chat with The Talking Machine World this week, stated that the new No. 20 Cleanrite record 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 to fit the Columbia concert grand sound box and clamps on the rim of same. It is a veritable *quadruple* to users of records.



CLEMENT BEECROFT.

years ago when he first became connected with this industry.

Mr. Beecroft has a wide acquaintance as well as a host of friends among talking machine men, for his business has brought him into the most intimate relations with the jobbing trade, where he is widely known and well liked. For a period of years he was connected with the manufacture of horns and horn supports, and has to his credit numerous patents, including one of the best-known horn inventions in Europe and America.

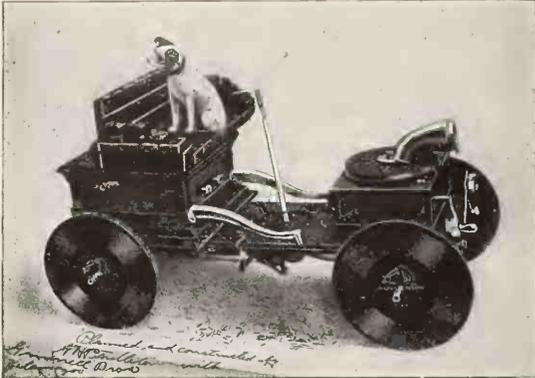
Inasmuch as the horn trade has diminished greatly owing to the steady increase in the manufacture of hornless machines, Mr. Beecroft has now turned his attention to the manufacture of cabinets, and he has made a business connection with the George A. Long Cabinet Co., Hanover, Pa.

The "Hanover" goods have a splendid quality reputation in the furniture trade, and it is pro-

**A VICTOR AUTOMOBILE.**

Model Made Entirely of Victor Machines, Records and Parts Attracts Much Attention in Show Window of Grinnell Bros.' Store in Kalamazoo, Mich.

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.

Such a man as stood 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 stool contaminates the whole. This salesman is the toadstool in the mushroom patch.

**SECURES THE EUFON CO.'S BUSINESS.**

The Metallwaren Fabrik-Aktiengesellschaft in Erzsebetfalva, near Budapest, has recently bought the factory of Eufon & Co., and is now manufacturing the hornless Eufon apparatus. The new owners will in the near future place some new models on the market, and are at present reorganizing the firm's agencies in all the countries where they have been working; they have arranged for the establishment of agents-general in Vienna, and have already opened an elegantly furnished

showroom in that city, on the Graben, for retail business. In Budapest the retail business has been taken over by the Harmonia A.-G., which has already started a separate department in its business situated in the In-City.

**PRODUCING TIN AND WOODEN HORNS.**

(Special to The Talking Machine World.)

Newark, N. J., Feb. 10, 1912.

A concern that is a factor in the talking machine supply industry is the Newark Tinware & Metal Works, maker of talking machine horns.

This corporation has a well-equipped plant at 28-32 Division place for the production of tin and wooden horns, which are furnished in any shade, plain color, or with an elaborate festoon of roses handpainted on the inside of the horn. The latter are known as Flower Horns, and the firm has been congratulated many times upon their beautiful appearance.

W. Miller, the head of the Newark Tin & Metal Works, is admirably assisted in the manufacturing and executive details of the business by his son, J. Miller, who is rapidly acquiring sufficient knowledge to even run the business alone. As far as the handling of tin is concerned, from which the greater number of their horns is made, W. Miller is regarded as an expert and his

skill is reflected in the appearance of the company's products.

**COPYRIGHT TREATY SIGNED.**

Envoy Kerens Signs Our First Direct Treaty with Hungary.

A copyright treaty between the United States and Hungary was signed at Budapest on January 30. The American Ambassador, Richard C. Kerens, by special authorization of President Taft, signed it for the United States.

This is the first direct treaty between the United States and Hungary, and it is hoped that it will remove the long-standing grievance of Hungarian authors and composers, who heretofore have been unprotected in America.

The shrewd advertiser will place himself in the position of the class of people most likely to buy his goods and direct his appeal to what he believes is their most susceptible point.

I have never seen the man yet that was as big at the job. The reason for this is that the bigger the man gets the bigger the job gets.

**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.

(Special 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, Oamuru 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 Brinsmead 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**

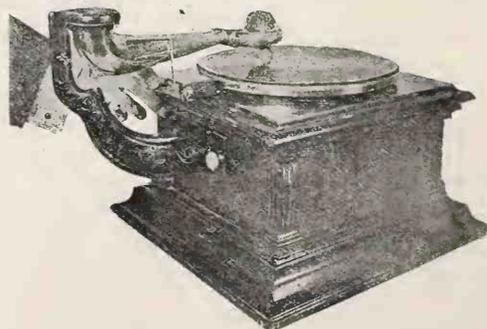
Mechanically Perfect.  
Perfectly Mechanical.  
Electrical.

Address

**THALHAMMER & HILES,**  
458 So. Flower St.,  
Los Angeles, Cal.

Easy to put on

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



Established 1856.

WURLITZER  
REGISTERED TRADE MARK

Fifty-sixth year.

Start the new year right by sending your Victor and Edison orders to Wurlitzer.

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

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

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

The Rudolph Wurlitzer Co.  
CINCINNATI :: :: CHICAGO

 TWO POINTS OF SUPPLY; ORDER FROM THE NEARER



**There is only one Mary Garden. Only one Nordica. Only one Fremstad. Only one Nielsen. Only one Hofmann. Only one Bispham. Only one of any of these great artists—and only through the Columbia can you supply their splendid records.**



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

### 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 that 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 some really characteristic hits 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 Edisons Contrasted—Interesting Data.

(Special to The Talking Machine World.)

Los Angeles, Cal., Feb. 4, 1912.

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 Tyrone, Pa., in 1878 by Dr. E. O. N. Haberacker. With this tinfoil record is displayed an enlarged photograph of Mr. Edison's original phonograph, of 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 twelve 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 curiosity. 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 smoke 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 having 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 Imposing 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 Grafonola-Victrola-Amberola Club. The first meeting was called at the lunch hour 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 out 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 topics 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 Needle.

(Special to The Talking Machine World.)

Marquette, Mich., Feb. 5, 1912.

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 grand 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 Tetrizzini, with Caruso as the duke and the celebrated baritone, Ruffo, as Rigoletto, while the famous quartet was sung by Bessie Abbott, 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 morning 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 89 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 & Gerts, Rudolf, and Laffargue lines of pianos in his music department.

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

## NEW VICTOR CATALOG ISSUED.

Imposing Volume Contains Many New and Improved Features of Value to Both the Dealer and the Public.

The new catalog of Victor records just sent out to the trade is especially interesting owing to the number of new features, all making for convenience in finding single records or groups of records, which have been incorporated in the substantial volume. The new catalog is up to date in every particular and indicates the amount of attention that was given to its compilation. In issuing the new catalog the Victor Co. might paraphrase the slogan of a well-known manufacturer of toilet requisites to read, "We couldn't improve the records, so we improved the catalog." Among the new and valuable features that will appeal alike to both dealers and the public are to be included:

Thumb indexes on each page, both right and left hand, to facilitate turning to any desired page.

Every record in alphabetical order under title of selection.

Every double-faced record in alphabetical order under title of both selections.

Every record in alphabetical order under name of singer or player.

Every record by standard author under name of composer, with date of birth and death of composer.

Every record under one or more subject headings for ready reference.

Every opera with place and date of first performance.

Every operatic record under title of the opera.

All selections, from opera grouped according to acts under title of opera.

All selections from opera in exact order they are sung or played in the opera.

Reference list of Victor singers and players.

List of subject headings.

Pronouncing table of composers and artists.

Pronouncing table of opera titles.

First aid list of fifty selected records for new Victor owners.

## SENSITIVENESS TO ATMOSPHERE.

A certain atmosphere characterizes every store. To this atmosphere all customers are more sensitive than employers or employes realize and the atmosphere itself is created entirely by the mental attitude of the clerks toward their customers.

The Columbia Phonograph Co. has filed a general denial in the \$20,000 damage suit filed in this city by Dr. Walter J. Courtney, a St. Paul dentist, who charges that he was falsely accused of the theft of a \$150 Grafonola-Mignon.

## HENRY EILERS EAST.

The Prominent Pacific Coast Piano and Talking Machine Man Speaks of Prosperity in His Section—Immense Business 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 talking machines, 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 \$3,050, making the total wealth of the State nearly fifty-five hundred millions; looks like this written out—\$5,500,000,000.00.

"The deposits and resources of the banks in California total \$842,969,880, out of which \$567,185,799 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 \$200 more than the State of Pennsylvania.

"The population of California put into New York would make this place look countrylike, for the entire State has 1,735,500, while New York, I believe, has about five millions.

"But now compare the average wage of the territory. California has 100,355 wage earners who earn \$64,656,686 every year. This means per worker \$644. New York State's average wage is \$502; Pennsylvania, \$482, with Illinois only \$549. I do not have to comment on this difference. The cost of living, which is the chief topic, is considerably lower in California.

"You will be interested in these publishing figures," 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 18,000,000 pounds.

"About 350,000 pupils are enrolled in the California public schools, and the cost of educating these pupils is about \$15,000,000. In electric and street car lines about \$265,000,000 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 \$650 in agriculture, \$1,100 in manufacture, and \$1,250 in commercialism. He added that in this territory the wealth production per family—averaging everything—is about \$1,500.

All the foregoing looks very tempting to the Easterner; even the writer came near departing, but by the use of observation and mathematics it is found that the distance from New York to San Francisco, for instance, is 3,230 miles. Walking at the average rate of 25 miles a day, it would take 129 days to return for a look at the bright lights. One hundred and twenty-nine days is over four months, and four months—while said quickly by judges—is nevertheless "some" long time.

In speaking of talking machine conditions on the Coast, Mr. Eilers said: "A large percentage of the business of the Eilers Music House for the past six months has been in talking machines. This industry is making marvelous strides on the Coast. That, together with the automobile business, is largely responsible for the slight laxity in the piano trade. It is my opinion that this condition is only temporary, however, and that the piano will eventually reassert itself. By this I do not infer that the automobile or talking machine trade will suffer, as they both have come to fill a definite place."

Mr. Eilers is emphatic in his belief that the 1915 trade conventions should be held in San Francisco. It is his impression that the exposition of 1915 will be the "greatest ever."

In conclusion, Mr. Eilers said: "The opening of the Panama Canal is going to re-establish the merchant marine of the United States, which has never really been abolished, but has been neglected owing to our concentration upon internal affairs."

## A VISITOR FROM LONDON.

John A. B. Cromelin, European Manager for Columbia Phonograph Co., Arrived at Headquarters This Week for Short Visit—Interesting Chat Regarding Business in Great Britain and on the Continent.

The Columbia Phonograph Co., General, New York, has as a guest for the coming two weeks John A. B. Cromelin, the European manager for the company, with headquarters at London, England. Mr. Cromelin arrived in New York February 10 and will devote his time while in this country to business entirely, spending a portion of it at Washington and at the factories in Bridgeport, Conn.

During a chat with The World relative to the industry on the Continent, Mr. Cromelin said: "General business is good. There seems to be a decided revulsion of feeling toward a better class of instruments and records, and the public is every day becoming more convinced as to the value of good machines. Practically all of the cheaper grades are of German manufacture. In England the retail trade is very largely transacted on the instalment basis, and, with the use of a little judgment in putting out goods, the collections are excellent. Sales between the manufacturers and jobbers are for cash, or for what England terms cash, being a settlement in 30 days. The Columbia Grafonola Favorite has made a big hit this season. Foreign trade wants to see a lot for their money, which accounts for the growing tendency toward hornless machines."

Regarding the past year's business Mr. Cromelin said: "We experienced a heavy increase over 1910, nearly doubled, in fact, in actual sales. The present outlook is certainly bright and augurs well for 1912. We have increased our factory facilities in London in anticipation of future needs."

"One feature of foreign business which is to be regretted is the ruinous price cutting methods indulged in by many of the Continental countries. This unclean 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.

"The dictaphone business," concluded Mr. Cromelin, "is gaining by leaps and bounds. The German nation is buying them extensively. In fact, the Germans are always ready to take up any mechanical contrivance which will prove an aid to efficiency."

Gauge your competitor by what he does rather than what he says and thereby save much worrying. If hot air was music some of the other fellows would be brass bands.

The "man from Missouri" says, "Show Me." but the man from Texas says, "You've got to put it in my hand." The free recital gives the Texan his chance.

## Recording Expert

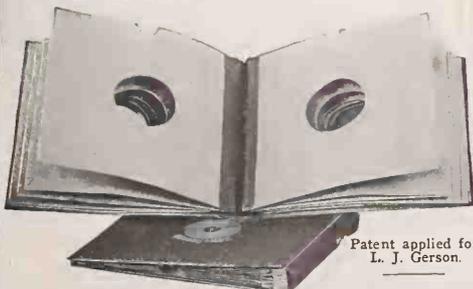
of ten years' experience in recording and manufacturing of matrices for disc records, will be open for engagement after March 1. Correspondence held confidential. For interview address, G. W. H., care Talking Machine World, 1 Madison avenue, New York.

## ELECTROTYPY

who can take charge of electrotyping foundry manufacturing matrices for disc records wants position. Expert in making duplicate matrices and backing up. Address C. D. E., c/o Talking Machine World, 1 Madison Ave., New York.

## Echo Record Albums

FITS DISC RECORDS  
EVERY MAKE AND SIZE



Patent applied for  
L. J. Gerson.

If you send your name and address, a sample 1911 Album Booklet, illustrating the latest style Echo Albums for both single and double-faced records, with discount sheet, will be mailed you. Echo Albums are indexed 1 to 16 with index in front and fit all record cabinets after slats are removed. Also, can be substituted for the old-style filing cases in Victrolas. If your jobber does not carry Echo Albums remit \$1.00 to us for a sample 10-inch Echo Album, mailed postpaid. Regular discounts to dealers.

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

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

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

No need to tell you much about it because you v  
the Saturday Evening Post—and the only reason why  
in the business yourself. We mention the announceme  
business-making for Columbia dealers is on.

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



Registered U. S. Patent Office

## CREATORE 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 Creatore records, not only because they are excellent examples of what can be done by the Columbia recording process, but also as interesting examples of Creatore'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 Creatore records present an interesting variety, offering one double-disc of standard sacred music, comprising Creatore'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

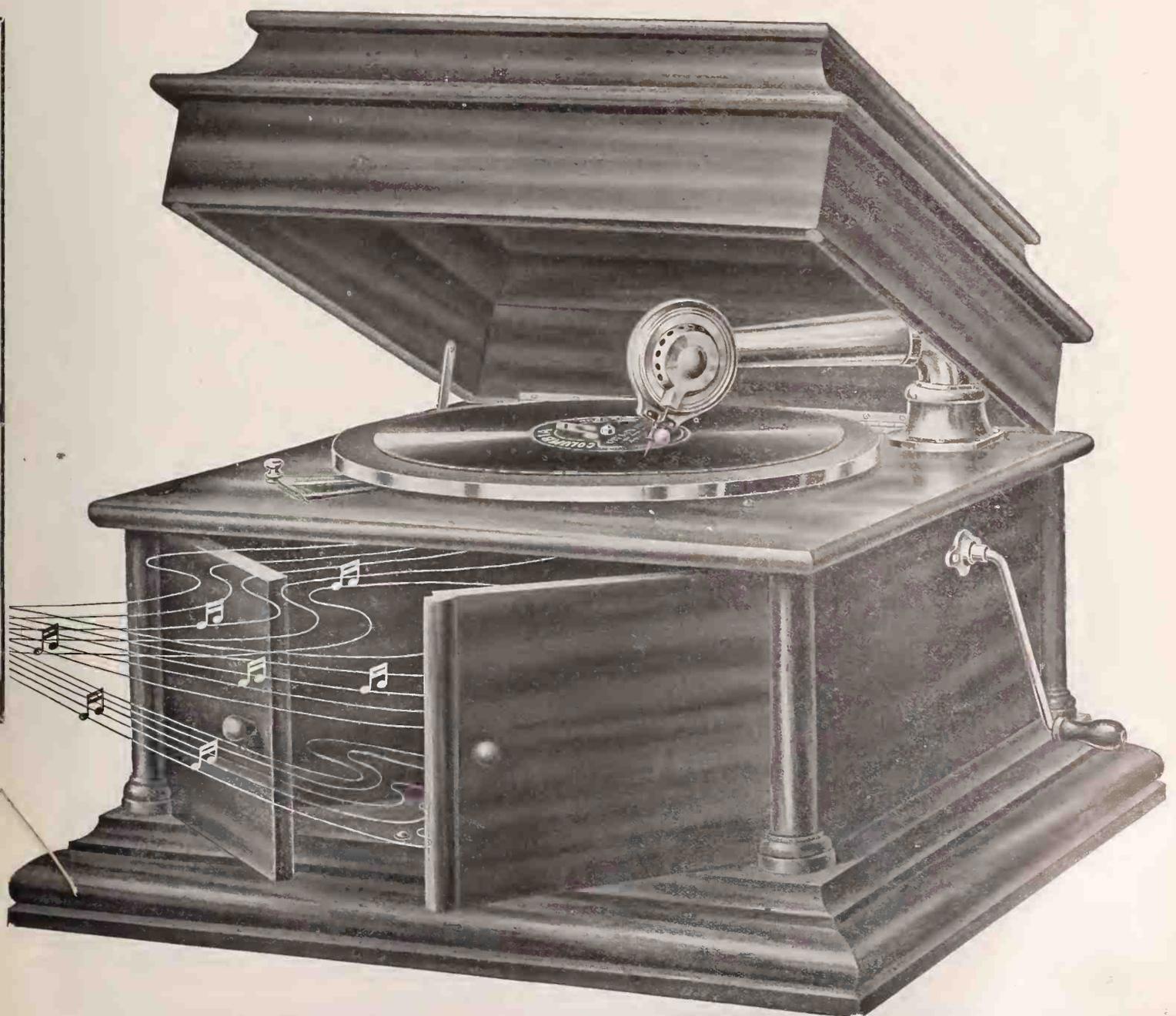
DEALERS WANTED—We expect to contract with an extraordinary number of new dealers during the next two weeks. There are Columbia distributors in every large city. Exclusive selling rights granted where we are not actively represented.

# of this Columbia Outfit Columbia Dealers This Week

bruary 15th) carries a double-page Columbia announce-  
nola "Favorite" with 10 ten-inch Double-Disc Records

ee 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

o 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

# FROM OUR EUROPEAN HEADQUARTERS

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

Trade for Past Month Has Exceeded Expectations—This Condition Exists Pretty Well Over the Country with Some Exceptions—Price Cutting Continues to Be One of the Great Questions of the Day—This Evil More Pronounced in London Than in the Provinces—Combined Action by Manufacturers to Relieve Trade of This Evil Looked For—Royalties to Be Paid Under New Copyright Law Now Subject to Discussion—An Edison Idea That Wins Favor—J. G. Murdoch & Co., Ltd., Acquire Selling Rights of Klingsor Instruments for United Kingdom and Colonies—News of Trade in Germany—L. Arnaud Resigns—Winner Syndicate Introduces New Specialties—News of the Month.

(Special to The Talking Machine World.)

London, E. C., Feb. 5, 1912.

My forecast last month that January record and machine sales would hold up satisfactorily was a little wrong, inasmuch as that sales are more than satisfactory; they are really unparalleled in the whole history of the trade. And this happy condition is pretty general among manufacturers, and with the exception of a few districts affected by labor troubles is prevalent throughout the kingdom. 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 term.

#### The Matter of Price Cutting.

Another matter which might have been 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 presently the season will be on the wane somewhat, 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-maintenance 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 act when it comes into force next July is not disturbing the minds of record manufacturers particularly. As a matter of fact, they are taking things very philosophically, even indifferently. When the time comes they will foot the bill—not before. There is apparently some little show of reluctance to fully disclose what tactics they will adopt, but as far as I am able to gather their camp is a divided one; more's the pity. Some are in favor of bearing the expense themselves, others favor charging a little more to the factor and dealer, but this much is certain, the public will not be called to pay it, except perhaps in the case of the 9d. cylinder. *Nous verrons!*

#### Valuable Edison Suggestions.

In view of the fact that many Edison enthusiasts are accustomed to play their records over either too fast or too slow, I notice that on looking through their advance March samples the National Phonograph Co., Ltd.—as concern representing Edison phonograph interests is still termed on this side—have hit upon a splendid idea by which they

cannot fail to come into contact with each and every user. The company has issued a little slip printed upon blue paper and have put one of these into every cylinder carton so that user's attention is attracted immediately he is about to play over the record. Upon this little slip is printed the following: Important notice—"Don't play Edison records too fast. To obtain perfect reproduction the mandrel must revolve at 160 revolutions per minute, the speed at which the records are made. Note—To determine accurately perfect adjustment the reproducer arm should travel from one of the circular rings on the back rod to the other in exactly one minute." This is certainly a brilliant idea to attract the attention of the user.

#### "Financial" Fun.

One does not expect a paper such as the Financial News to indulge in witticism. Such is usually left to periodicals like Punch. But the aforementioned newspaper, which, by the bye, is considered to be one of the leading "money" papers of this country, recently lent its columns to the following: "A newly registered concern, Long's Wholesale Talking Machine Co., Ltd., should have a vogue among politicians. They are the people who do 'wholesale talking.'"

#### More Politics.

Talking about politicians, there is a great hubbub in Belfast at the present moment. Winston Churchill, one of the most "liberal" Liberals, is due to speak there shortly on the subject of Home Rule. There seems to be much opposition to him be several "notorious" Tories, who mean to obstruct him tooth and nail. What the outcome of this will be does not exactly concern the talking machine trade in general, though in particular I am confident that Thomas Edens Osborne, the prominent Belfast factor, is bound to make the most out of "political" records which he so strongly featured in the last general election.

#### Murdoch's Klingsor Arrangement.

An important item of news reaches me from that colossal factoring firm, John G. Murdoch & Co., Ltd., of Farringdon road, E. C. These enterprising people have just acquired sole selling rights of the Klingsor instruments for the United Kingdom and for such British colonies and dependencies as Canada, Australasia, South Africa and India. Considering what a unique machine is the "Klingsor," with its hornless "wire" front, the instrument in the hands of Murdochs should have at least a fair chance to prove its sterling worth. I gather, too, that Messrs. Murdochs have in contemplation several modifications and even improvements in hand anent the machine which, considering its general excellence, is saying volumes.

#### Decapo's New Move.

Hitherto manufacturers of the Decapo record have confined their energies to turning out only 10-inch records, and with these they have been strikingly successful. No wonder then that they are about to turn their hands to the production of a 12-inch series. These are to be ready for the market in a very short while.

#### Adieu, Arnaud!

There is a general expression of regret in trade circles over here in consequence of the retirement from the trade of our genial friend L. Arnaud, who has just resigned his position with Messrs. Pathé Frères, Pathéphone, Ltd. Mr. Arnaud, who has occupied the position of sales manager with this company for the past four years, has earned the esteem of all with whom he has come into contact. Mr. Arnaud, who has taken up an important position in a different line of business altogether, will be succeeded by C. P. Sheard, who has been with Pathé's for some few years. To the man who has gone and to his successor I have on behalf of The World wished them both a hearty success. As joint manager with Mr. Sheard, S. P.

Turner remains as before, except that he seems to get busier and busier every day.

#### 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 innumerable testimonials as to its excellence. The accessory is known as Sanders' "Meltone," and selling at a half crown, offers a substantial and profitable line to all enterprising dealers the world over. The device consists of an apparatus 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 manufacturers, by the way, claim 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 Meltone Co., Ltd., 71-72 Strand, London, W. C.

#### 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 Camberwell, 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 make.

#### Copyright in Brazil.

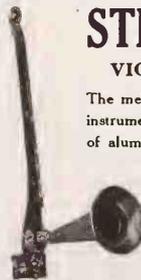
I learn that the Brazilian Senate has recently passed a bill, already assented to by the Chamber, whereby foreign authors are placed upon the same footing as are native authors.

#### An Amusing Story.

An amusing story anent the hostilities between Turkey and Italy came to light just recently. 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 gramophone or wind instrument, 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*.

One String Fiddle



**GEO. EVANS & CO.**  
94 Albany St.  
London, Eng.

OR

in U. S. A. to their sole representatives

**OLIVER DITSON Co.**  
150 Tremont Street  
BOSTON  
NEW YORK and PHILADELPHIA

Violin

## FROM OUR LONDON HEADQUARTERS—(Continued.)

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 Turkish dealer had to pay some fifty pounds, notwithstanding the fact that he went through each record severally and pointed out to the customs authorities that the goods came from Hannover. He could not, however, obtain a rebate, since Ottoman obstinacy precludes the possibility of error on the part of the Sultan's servants.

**Pronouncement of the Holy Russian Synod.**

Speaking of affairs in Turkey puts me in mind of the recent pronouncement by the Holy Russian Synod anent talking machine records. It appears that one of its bishops recently presented a plea to inhibit priests from assisting in the production of talking machine records of sacred chants, as it tended to lower the dignity of the church. The petitioner's plea, after much discussion, was adopted and a decree has been issued to the effect that the practice must cease. It seems strange that the Russian church, which is in so many features similar to the Latin, should be so widely different in its pronouncements in this direction. It was only some three or four years ago that Pius the Tenth encouraged the use of the talking machine and saw in it a powerful instrument whereby to further the teaching of the Gregorian chants.

**Trade in Germany.**

From Germany comes news that during the first eleven months of last year the exports in talking machine goods of the Fatherland amounted to over 16,000 marks, as against 14,000 odd during the same period for 1910. Our German friends are, by the way, rather violent in their attitude toward the new Australian tariff, which shows a preference to goods imported from Great Britain. Hitherto

"talkers" were duty free articles, but with the revised customs duty a tax of 30 per cent. ad valorem has been imposed upon such goods when coming from this country, but of 35 per cent. when from any other country.

**His Master's Voice Records.**

In the February list of "His Master's Voice" records special attention is directed to the orchestral selections by that famous combination of instrumentalists, 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), "Anitra's Dance" (Grieg); and "Peer Gynt" Suite (D), "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" (Souza), Souza's Band; "Drei Romanzen," No. 1 (Schumann), oboe, Arthur Foreman; "Andante Religioso" (Thomé), Renard Trio; "La Precieuse" (L. Couperin-Kreisler), and "La Chasse" (Cartier-Kreisler), violin, Fritz Kreisler; "A Song of Sleep" (Somerset), Mme. Kirkby Lunn; "Beauty's Eyes" (Tosti), with violin obligato, Evan Williams; "Beautiful Land of Nod" (Lehmann), Miss Caroline Hatchard; "Margharita" (Löhr), John Harrison; "I Know Where I'm Going" (arranged by Hughes), Percy Whitehead, and "Johneen" (Stanford), Percy Whitehead; "Mandalay" (Willeby), Stewart Gardner; "Pilgrim's Song" (Tschaiakowsky), Robert Radford; "Charge of the Light Brigade" (Tennyson), recitation, Lewis Waller; "Gems from Erminie" (Jakobowski), the Light Opera Co.; "Dear Little Jappy Girls" ("Mousmé") (Monckton and Talbot), Miss Cicely Courtneidge; "Tempt 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 reproducer probably needs some slight adjustment or repair. The company has therefore made arrangements 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 records, list price 2s. 6d. each—"Agnus Dei," Mme. Marie Rappold; "Meditation—Thais," Albert Spalding. Edison Amberol Records—"The Wanderer's Goal" (overture) (Suppe), National Military Band; "Come Sing to Me" (Thompson), David Brazell; "Strolling in the Gloaming, Dear" (Gaze), John Bardsley; "Mamie May" (Barrett and Darewski), Jack Charman; "The Gift" (Weatherley and Behrend), Miss Violet Oppenshaw; "I Don't Care" (Godfrey and Williams), Billy Williams; "I Never Knew I Loved You" (David and Penso), Albert Crawley; "Queen of My Heart" (from "Dorothy") (Cellier), Peter Dawson; "Memories of Mother" (Morris and Harkness), Wm. McEwan; "Sons of the Brave," march (Bidgood), National Military Band; "Extase—Reverie" (Ganne), Tollefson Trio; "Happy Days," Miss Elizabeth Spencer; "War March of the Priests," "Athalia" (Mendelssohn), Edison Concert Band; "Inflammatas," "Stabat Mater" (Rossini), Miss Agnes Kimball and chorus; "A Dream of Paradise" (H. Gray), R. Fishyr Davies; "Cradle Song" (K. Vannah), Miss Elsie Baker; "Funeral March of a Marionet" (Gounod), American Standard Orchestra; "Has Anybody Here



To T. M. the KING and QUEEN OF SPAIN



To H. M. the KING OF SWEDEN



To H. H. the KHEDIVE OF EGYPT



To H. M. the KING OF ITALY



To H. M. the SHAH OF PERSIA



BY APPOINTMENT To H. M. QUEEN ALEXANDRA

## ROYAL APPRECIATION. "HIS MASTER'S VOICE"

the whole world over stands for  
PERFECTION IN TALKING MACHINES

**Branch Addresses:**

FRANCE: Cie Francaise du Gramophone, 15 Rue Bleue, Paris.  
GERMANY: Deutsche Gramophon Aktien Gesellschaft, 36 Ritterstrasse, Berlin.  
ITALY: Compagnia Italiana del Gramofono, Via S. Propero 5, Milan.  
EGYPT: The Gramophone Co., Ltd., 13 Rue Stamboul, Alexandria.  
SCANDINAVIA: Skandinavisk Gramophon Aktieselskab Frihavnen Copenhagen, Appelbergsgatan 52, Stockholm.  
RUSSIA: The Gramophone Co., Ltd., Krasnaja Ploschjad; Mittlere Handels-Reihe, 312-322, Moscow, Fontanka 58, Petersburg; also branches at Riga, Kharkoff, Rostoff, Tiflis.  
SPAIN: Cie Francaise del Gramophone, 56 Balmes, Barcelona.  
INDIA: The Gramophone Co., Ltd., 139 Belliaghata Road, Calcutta, and 7 Bell Lane, Bombay.  
AUSTRALIA: S. Hoffnung & Co., Ltd., Gramophone Branch, Pitt Street, Sydney.  
EAST AFRICA: Bayley & Co., Lourenzo Marques.  
SOUTH AFRICA: Darter & Sons, Adderley St., Cape Town; Mackay Bros., Rissik St., Johannesburg.



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

Seen Kelly?" (instrumental parody, Sousa's Band; "Mine" (A. Solman), Irving Gillette; "Mandy, Come Out in the Pale Moonlight" (L. Marx), Walter Van Brunt; "Silver Star" (C. L. Johnson), Miss Ada Jones and Billy Murray, and "Pussy's in the Well" (G. B. Nevin), Manhattan Ladies' Quartet. Edison Standard Records—"Silver Star" (C. L. Johnson), New York Military Band; "La Paloma" (R. Iradier), Trio Instrumental "Arriaga"; "Top Dog"—"One Step" (Corelli Windiatt), National Military Band; "The Chocolate Major" (Mills and Scott), Jack Charman; "You Taught Me How to Love You" (Meyer), Albert Crawley; "Administration March" (concertina solo) (Sousa), Alex. Prince; "I Saw Peter Henry Home" (Bennett Scott), Miss Florrie Forde; "The Gospel Bells" (Martin), Wm. McEwan; "Santa Lucia March" (Lotter), H. M. Irish Guards Band; "I Wish I Were a Ladies' Man" (Godfrey and Williams), Billy Williams; "The Dear Irish Boy" (Irish bagpipes), W. N. Andrews; and "Giggling," polka march (Christine), National Military Band.

**Important Columbia Productions.**

The Columbia Co. rarely goes wrong in its forecasts as to the popularity of the records it "stars" above the rest, so that when it declares that the 12-inch record this month of vocal gems from "Florodora" will create a sensation, it will be well worth watching.

The issue of the music hall sketch, "The Coster's Christening," on Columbia-Rena this month provides a happy sequel to "The Coster's Courtship" on the last supplement. With this record is presented a printed story of the two sketches, and if there is any reader who (as it may accidentally have happened) has not received this "Story of the Play," he is invited to write to the Columbia advertising department, 81 City Road, E. C., for a copy.

Columbia-Rena records this month provide the completion of the great list of pantomime hits on this make, and enables the manufacturers to say, with justifiable pride, that they have the most complete list of panto songs of the year. A special Pantomime Supplement has been issued and can be had of any dealers or direct from the Columbia Co. In this is listed every big song of the moment in complete and handy form. It is worth getting as a useful reference list.

And it is highly significant of the enterprising policy of the Columbia Co. that they should announce the exclusive engagement of Walter Passmore, of Gilbert and Sullivan fame, for Columbia-Rena, and offer to the masses the singing of the talented artist at popular prices. The first record by Walter Passmore is issued this month.

Among the exclusive additions to the list of Columbia-Rena artists for this month, in addition to Walter Passmore, the famous Savoy comedian, are Billy Williams; Beth Tate, the popular "Californian Girl" whose "All Alone" and "Billy" are the rage of her audiences; George Bastow, the original singer of "Captain Gingham" (in that song); Harry Weldon, the inimitable exponent of the silly goalkeeper, "Stiffy"; the Poluskis, in more cross-talk, and Hector Gordon, the principal comedian in the Theater Royal, Bradford, pantomime, singing new Scotch comics.

**Reductions in Cable Rates.**

Important reductions in cable rates to the British Dominions and the United States were announced by Herbert Samuel, postmaster-general, in the House of Commons on December 5. The reductions apply to press messages and ordinary messages (not in cipher), which may be postponed for more urgent traffic. The alterations arranged for ordinary messages are: Public messages to Canada and United States "night letters" (for delivery on second morning after being handed in), quarter usual rates (minimum, 6s. for 20 words); "week-

end letters" (handed in Saturday for delivery on Tuesday), one-fifth usual rates (minimum, 6s. 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.)

Washington, D. C., Feb. 10, 1912.

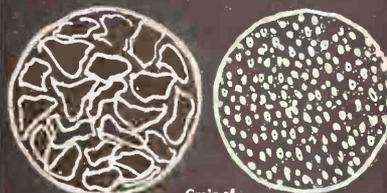
The distribution to the world of the billion dollars' worth of manufactures exported in the year just ended is the subject of much inquiry among the manufacturers of the United States. The Bureau of Statistics of the Department of Commerce and Labor recently announced that the value of manufactures sent 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 Hawaii 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 value of manufactures exported doubled, the increase, measured by percentages, is: To Asia, 36 per cent.; to Africa, 64 per cent.; to Europe, 70 per cent.; to North America, 158 per cent., and to South America, 248 per cent. The actual gains are as follows: To Africa in 1902, \$11,000,000, in 1911, \$18,000,000, an increase of \$7,000,000; to Asia in 1902, \$44,000,000, in 1911, \$60,000,000, an increase of \$16,000,000; to Oceania in 1902, \$29,000,000, in 1911, \$57,000,000, an increase of \$28,000,000; to South America in 1902, \$27,000,000, in 1911 \$94,000,000, an increase of \$67,000,000; to Europe in 1902, \$234,000,000, in 1911, \$397,000,000, an increase of \$163,000,000 and to North America in 1902, \$109,000,000, in 1911, \$281,000,000, an increase of \$172,000,000.

The share which manufactures formed of the total exports of merchandise to the various grand divisions at the two periods named was as follows: To Europe in 1902, 23 per cent, in 1911, 30 per cent.; to North America in 1902, 53 per cent., in 1911, 61 per cent.; to South America in 1902, 71 per cent, in 1911, 86 per cent.; to Asia in 1902, 69 per cent., in 1911, 71 per cent.; to Africa in 1902, 33 per cent., in 1911, 75 per cent., and to Oceania in 1902, 85 per cent., in 1911, 86 per cent. Of the manufactures exported in the last fiscal year, 43 per cent. went to Europe, 31 per cent. to North America, 11 per cent. to South America, 7 per cent. to Asia, 6 per cent. to Oceania, and 2 per cent. to Africa.

**Don't Buy Needles That Damage Records**



Grain of

Bad Needles

Cleopatra Needles

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

**Consequence:**

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

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

**Finest Reproduction, No Ruin of Record.**



Sole Manufacturer

**JOS. ZIMMERMANN**

Needle and Pin Works

AACHEN, GERMANY

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

**CREMISCHE FABRIK E. SAUERLANDT** **FLURSTEDT** bei Apolda i. Th., Germany

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

## 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 startling. It has been the general opinion 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 almost every case a gain of 25 to 50 per cent. is reported, while in several instances even greater gains are given 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 95 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 made the phenomenal gain of 300 per cent., followed by a gain of 200 per cent. during the month of January. While dealers and jobbers do not expect that similar gains will be made during 1912, they are confident that business will more than hold its own, despite municipal and presidential elections.

Wisconsin crops were good last season and farmers at the present time are receiving record-breaking prices for livestock and all kinds of produce, with the natural result that there is plenty of money in the smaller cities and towns of the State. This is evidenced by the fact that collections are reported as good in all sections of the State. Industrial conditions here in Milwaukee are improving slowly and the outlook is bright in most lines. A record amount of building has been planned for the coming spring, a sure indication that conditions are not as bad as they might be. Talking machine men believe that the year 1912 will at least hold its own with 1911.

A strong stand for the "one price" system of doing business has been taken by L. C. Parker, manager of the talking machine department at Gimbel Bros.' Milwaukee store. Mr. Parker, who has many original ideas as to how a talking machine business should be conducted, believes that price cutting would be done away with if dealers could be made to see the ultimate advantage of such an arrangement. Mr. Parker only recently lost a very good sale because he refused to reduce prices, even though the purchaser agreed to take several machines. Mr. Parker believes that a one price system may mean the loss of some business on the start, but that in the end customers will display

### Music Store for Sale.

Only music store in town of 8,000. Well established business. Best location in town, Victor, Edison and Columbia agencies. Pianos, sheet music, etc. Unusually clean stock. Easy terms can be arranged. Address "Splendid Opportunity," care Talking Machine World, 1 Madison Ave., New York.

### Position Wanted.

Position as manager, salesman or traveling salesman with a good talking machine house; ten years' experience in wholesale and retail; Columbia, Victor and Edison. Can give reference as manager, traveling or store salesman. Can speak four of the most wanted languages. U. S. and Foreign Dept., care Talking Machine World, New York.

### Electric Sign for Sale.

For Sale—A "Victor" V-shaped electric sign, each side two feet high, ten feet long, at a bargain. Musical Echo Co., Indianapolis, Ind.

FOR SALE—2,000 Edison 2-Minute Records; new, clean stock; 1,000 Disc Records; new stock. Deninger, 335 North street, Rochester, N. Y.

more confidence if they can see a machine marked in plain figures and know that no reductions are to be made.

Some good Victor sales are reported by Manager Parker. During 1911 Mr. Parker says that his department made a gain of 94.75 per cent. as compared with the previous year.

Charles F. Baer, Chicago manager of the Columbia Phonograph Co., was in Milwaukee on business recently as the guest of Mr. and Mrs. A. G. Kunde, proprietors of the downtown Columbia store at 516 Grand avenue.

That his retail Columbia business during the month of December, 1911, increased 300 per cent. as compared with the previous period of a year ago is the startling declaration made by A. G. Kunde, Columbia jobber and retailer. Trade during January increased 200 per cent., and Mr. Kunde has hopes of making still more records.

Lawrence McGreal, Edison jobber for Wisconsin, and president of the National Association of Talking Machine Jobbers, has been re-elected a privileged member of the Milwaukee Press Club, one of the oldest and most famous organizations of its kind in the United States. Mr. McGreal has always been a good friend of the Press Club and on special occasions loans some of his machines and a generous supply of records for the entertainment of the newspaper men and their friends. Mr. McGreal, who visits the club regularly, reports that the jobbing trade is showing decidedly more life than at this time a year ago.

William F. Hope, traveling representative in Wisconsin and upper Michigan for the Thomas A. Edison Co., Inc., was in Milwaukee recently, accompanied by Mrs. Hope. Mr. Hope says that the prospects all point to an excellent year, that dealers are optimistic, and that collections are good.

Florian F. Flanner, son of Joseph Flanner, well known publisher, who is now in charge of the talking machine and musical merchandise departments of the Flanner music house, reports some good Victrola sales.

Otto F. Leidel, manager of the new Victrola department opened by Em'l O. Schmidt, prominent piano dealer, a couple of months ago, reports that the business of his department has increased nearly 100 per cent. for the month of January.

Among the out-of-town visitors who called upon the Milwaukee talking machine trade recently were Roy J. Keith, with the Talking Machine Co., of Chicago, and Mr. Taylor, of the Victor Talking Machine Co.

## OPENS NEW STORE IN MILWAUKEE.

J. H. Becker, Jr., Well-Known Talking Machine Man and Formerly Manager of That Department for the Hoeffler Manufacturing Co., Now Head of His Own Establishment—Lady Manager for Hoeffler Department.

J. H. Becker, Jr., one of Milwaukee's best known and enterprising young talking machine men, has resigned as manager of the talker department of the Hoeffler Manufacturing Co., 306-308 West Water street, and is in charge of a new retail store which has been opened at 1120 Walnut street. The new establishment is located in an excellent business location on the North Side and Mr. Becker is meeting with a brisk trade from the very start. He had been connected with the Hoeffler Manufacturing Co. for five years and during that period has made hosts of friends. The entire Victor line is carried and Mr. Becker is offering an exceptionally large stock to his trade. Neither money nor time has been spared in making the store one of the finest retail establishments of its kind in the city. Soundproof booths and the entire furnishings of the store are of mahogany. While with the Hoeffler Manufacturing Co. Mr. Becker established a reputation for having the finest window displays in Milwaukee, and judging from the exhibit in the windows of the new Walnut street store he will maintain his reputation.

Miss Elsie Meiser, a capable young talking machine woman, who has acted as assistant manager to Mr. Becker for the past two years, is now in charge of the talking machine department of the

Hoeffler Manufacturing Co., assisted by Mr. Hoeffler. Miss Meiser is a well-known vocalist, is prominent musically, and is well fitted for her new position.

## EDISON'S SIXTY-FIFTH 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 eve "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 paddled 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 small cement house—the "house of the future" Mr. Edison calls it—had a place in the fairy-like scene. There was music.

"Oh, yes, I s'pose I'm sixty-five," said the host, "but why remind a man that he is growing old—why congratulate him?" Then he smiled, and added that he has no more sentiment about birthdays than he has about kilowatts or amperes or any of the other strange things that link his life to the electrical energy of the world. He said he was 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 well 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 and at it again about 4.30 this morning. I don't have to use any alarm clock either, like some of you younger fellows. Six flights of stairs don't mean any more to me than to you.

"Retire, did you say? Nothing of the kind in my mind. It wouldn't do for me to lay aside any of the work that I am on now. There's a lot of inventions that need my attention. There is plenty for me to do."

Robert T. Lozier, of this city, was toastmaster at the dinner. A testimonial was presented to Mr. Edison by T. Comerford Martin, and Edward H. Johnson gave the inventor a silver loving cup. The souvenirs were inscribed bronze paper weights on which were pictures of Mr. Edison. Menlo Park and a storage battery. Also on the souvenir was the Edison motto:

"Everything comes to him who hustles while he waits."

Samuel Insull, of Chicago, responded for Mr. Edison to the congratulatory speeches that were made. The host appeared in the best of health and spirits.

The testimonial from his business associates extended greetings to Mr. Edison on the thirty-third anniversary of the founding of his electrical industries, and stated that the givers felt there could be no higher tribute to Mr. Edison's genius than a simple statement of the facts of his achievements.

Among those present were Schuyler F. Wheeler, of Newark; Charles L. Edgar, president of the Boston Edison Co.; John W. Lieb, Jr., vice-president of the New York Edison Co.; T. B. Shaw, of Williamsport, Pa.; Frank L. Eyer, president of the Edison West Orange Works Co.; Frank J. Sprague, of New York; Arthur Williams of the New York Edison Co.; Mrs. Edison, the inventor's wife, his daughter, Miss Madaline Edison, and his son, Charles.

## THE DICTAPHONE MOUTHPIECE.

The Dictaphone Mouthpiece is the title of a new house organ issued by the Dictaphone department of the Columbia Phonograph Co., General, New York. It is in the form of a newspaper, one sheet printed on both sides, and embodies all of the latest Dictaphone news of interest to Dictaphone dealers,

## LOOK FOR BIG COLUMBIA YEAR.

Last Year Was Phenomenal but It Is Claimed That This Year Will Surpass Everything; 40 Per Cent. Increase Already—Even 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 even surpass our own expectations. We are confronted by an unprecedented demand for Columbia graphophones and Grafonolas 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 overtime twelve months in the year—including February 29. Yes, 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 letting people know it. 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 corps of artists singing and playing exclusively for 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 Fremstad, Mary Garden, Alice Nielsen, Carolina White, Olizka, Margaret Keyes, Zenatello, 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

Creators' 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 may be gathered 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 hope 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 establishments that caught their eye was the beautiful talking machine store of Landay Bros., Inc., at 563 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 of Connaught were confined 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.

Max Landay, by the way, returned the latter part of January from a three weeks' pleasure trip to Bermuda, which put him in splendid trim for an active business campaign during 1912.

## AN ALWAYS BUSY BOSTON HOUSE.

(Special to The Talking Machine World.)

Boston, Miss., Feb. 6, 1912.

The Oliver Ditson Co., by Henry A. Winkelman, manager of the Victor 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. Winkelman, and in response to "How's business?" Mr. Winkelman replied: "Good! we cannot get machines and records fast enough." Since then the writer and Henry Winkelman have met, year in 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 condition of Victor business with the Ditson organization stayed at the "Good! cannot get machines and records fast enough" temperature. This shows hard work by someone.

H. Nathanson, who handles Columbia phonographs exclusively in connection with his line of pianos at 180 Broadway, Newburgh, N. Y., announces that on or about March 1 he will move to larger and more handsome quarters at 74 Broad-

## 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, February 11. The party was held Saturday evening, the 10th, at their home in Llewellyn Park, Orange, N. J. A dinner to which was invited about 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 Buehn and Edmund E. Buehn, composing the firm of L. Buehn & Bro., Edison jobbers, Pittsburgh, Pa., were seen at the Edison factory wondering what had become of their orders for Edison goods. E. E. Buehn, 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.

H. C. Hinkley, Edison traveler through Iowa, resigned on February 7. His future plans are unknown.

Thos. K. Dolbeer, 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.

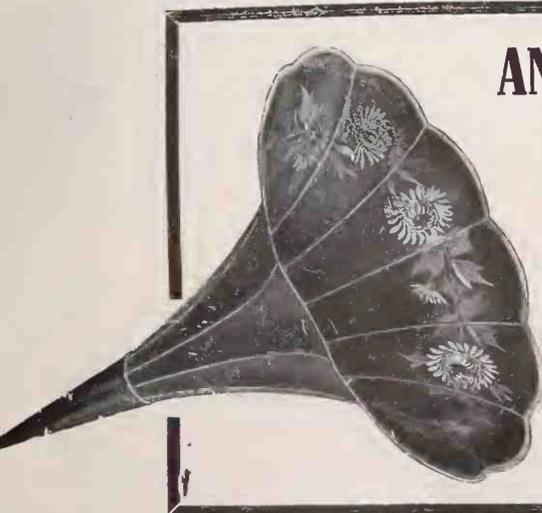
L. W. McChesney, assistant advertising manager, was taken suddenly ill last week and an operation for appendicitis was performed. This was successful in every way and the patient is rapidly improving. His many friends at the factory and in the trade wish a speedy convalescence.

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

C. 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 union working hours for managers 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.



## 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 handsomest 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

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



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

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 Competition of His Fellows—No Man the Only Oyster in the Soup.

No man in a responsible mercantile or manufacturing position should be without an understudy. 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 individual interests of the man.

In a well-regulated establishment there is a continuous 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 become 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 assistant capable of doing his work in an emergency. If No. 18 is doing good work, such as justifies his engagement and retention in that work, there is no reason why he should be afraid that 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 bringing 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 go for naught.

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

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

PLEASE 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 difference.

NEW FORM OF COLUMBIA RECORD CATALOG.

Semi-Annual Catalog of Columbia Double-Disc Records Shows Several Changes in Style That Facilitate the Finding of Desired Records—A Special Display of Grafonolas and Graphophones—How the New Catalog Is Divided and Arranged—A Handsome Cover.

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 several changes of style which add greatly to the rapidity in finding some 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 200 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 appreciated and immediately noted by record buyers. A most excellent display of graphophones

INSTRUMENTAL TRIOS Page 153  
INSTRUMENTAL QUARTETTES, ETC. Page 153

VOCAL RECORDS Page 153 to 170

POPULAR SONGS Page 153 to 159

Solos—Sentimental Page 153 to 154 Solos—Negro Shouts Page 156  
Solos—Coon Songs Page 154 to 155 Duets Page 157 to 158  
Solos—Comic Songs Page 155 to 156 Trios Page 158  
Solos—Miscellaneous Page 156 Quartettes Page 158 to 159  
Solos and duets with chorus. Page 159

STANDARD SONGS Page 159 to 161  
and Familiar Melodies Page 159 to 160

and grafonolas has been added, which will prove profitable to many dealers in making exchanges that will be stimulated by such a comprehensive showing. The last page is given over entirely to the demonstration record, which is one of the ablest collectors of customers for Columbia dealers that has ever been devised. The accompanying illustrations show the comprehensive manner in which the Columbia Co. have arranged their catalogue pages. An index of classifications on page 145 enables the prospective buyer to immediately turn to the section of the catalog where is listed the style and kind of record desired. For instance, under the classification of instrumental records are the sub-classifications of band records, orchestra records; instrumental solos, etc., with the index of pages on which they are listed in full. The same method is followed with vocal records, sub-classified into the departments of popular songs, standard songs, sacred, oratorio, etc.; talking records, whistling records, grand opera selections, grand opera and concert selections, all sub-classified in a way that is at once plain and easy of access.

The covers of the catalogue are after the usual Columbia design. Printed in colors and illustrating by means of miniature figures the people of all countries, and bearing out the company's slogan of "All the music of all the world."

In this, the last issue of the Columbia semi-annual catalogue of double-disc records the com-

COLUMBIA DOUBLE-DISC RECORDS 171

Index of Records Arranged Under Names of Artists

No.	Pgs.	No.	Pgs.	No.	Pgs.	No.	Pgs.	No.	Pgs.	No.	Pgs.	No.	Pgs.
<b>Ables</b>	A482	39	A887	41									
<b>Adams</b>	A754	21	A735	44	A773	73							
<b>Alexander</b>													
A236	5	A335	10	A258	27	A578	34	A249	45	A325	54	A263	63
A248	6	A332	11	A888	28	A262	35	A666	46	A455	56	A269	65
A336	7	A442	11	A5034	34	A495	41	A312	50	A235	61	A311	78
A739	7	A469	20	A5035	34	A240	44	A328	51	A237	63	A326	79

pany presents to its patrons throughout the land and other lands a list for selection which is fully

eminence in operatic recording. Mary Garden's records have an actual human quality that seems to transcend anything before accomplished in the art of recording.

Double-Disc Numbers	Twelve-Inch: Double, \$3; Single, \$2.	Single-Disc Numbers
	LA TRAVIATA. (Verdi.) "Quel est donc ce trouble charmant." (Ahl fors e lui.) (What can be this feeling?) In French, with orchestra . . . . .	30695
A5284	LA TRAVIATA. (Verdi.) "Four jamais ta destinée." (Sempre libera deggio.) (The round of pleasure I'll enjoy.) In French, with orchestra . . . . .	30696
	LE JOUJLEUR DE NOTRE DAME. (Massenet.) "Liberte!" (Oh, Liberty, my life and love!) In French, with orchestra . . . . .	30699
A5289	HEROINES . . . . .	

in keeping with the prestige of the famous artists which are necessary adjuncts in making such an

GRAND OPERA SELECTIONS

Page	Page
Acis and Galatea. "O Ruddier than the Cherry." (Bispham.) (A5095).111	Barbieri Di Siviglia. "Una voce poco fa." (Bronskaja.) (A5209). 115
Africana. "Adamastor re dell' onde profonda." (Parvis.) (A715). 5	Boheme. "Addio di Mimi." (Nielsen.) (A5246). 105
Africana. "O Paradiso." (Constantino.) (A5109). 102	Boheme. "Ahl Mimi, tu piu non torni." (Constantino and Blanchart.) (A5185). 133
"Odete Aida." (Constantino.) (A679). 103	Boheme. "Che gelida manina." (Constantino.) (A5110). 105
"Aida mia." (Bonini.) . . . . .	Boheme. "Che gelida manina." . . . . .

extensive repertoire possible. The company is to be congratulated upon the appearance and completeness of the book in general.

Nothing that a merchant can possibly do to interest the women of his community in his store will appeal to them so forcibly as little attentions shown their children. And then the children soon grow up and it's well that they themselves should learn to know him and his store.

Salesmanship is the fine art of making the other fellow feel as you do about the thing you have for sale.

## GENERAL ACTIVITY IN DETROIT.

Max Strasburg Co. to Open Another Store—  
Business Growing Rapidly—Big Record  
Sales—Medium Priced Outfits Favorites—  
Grinnell Bros. Place Many Victrola  
Agencies in Michigan—Auxetophone Illus-  
trates Program of Wagnerian Music.

(Special to The Talking Machine World.)

Detroit, Mich., Feb. 7, 1912.

There will be another new talking machine store presently in the heart of the retail district, which shows that Detroiters are waking up to the vast possibilities of the talking machine trade here. The Max Strasburg Co. will establish "The Victrola Shop," but the location is not announced because the lease has not been signed.

The Strasburg Co. was established only five months ago, but already has so far outgrown its quarters that twice as much space is needed as is available. Mr. Strasburg tried to lease the adjoining store, but was balked after the negotiations were well under way. He has a ten years' lease on his present quarters, so he will have to stay where he is. But the present store will probably become a branch store when the new one is established, for the new one will be larger and more centrally located.

One fault (if it is a fault) of the talking machine business in Detroit, and with the music trade in general, is that it is too greatly concentrated in one district. The Columbia branch store, the Strasburg Co., Grinnell's (who are State agents for the Victor), the American Phonograph Co., the Ludwig Music House and the Cable Piano Co., all talking machine stores, and the Bayley Piano House, J. Henry Ling, the Melville Clark Piano Co., the Starr Piano Co., and the Bush & Lane Piano Co. are all within a scant fifty rods square close to Grand Circus Park. The only phonograph store near Cadillac Square, which is the center of everything, is the Doran Phonograph Co. It reaps the full value of its location, too, doing a good cash business in records. The new Strasburg store will be down near the square.

The sale of talking machine records would make a very respectable sized business all by itself. One firm, the manager preferring not to be quoted, 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 chronic scarcity in the fifty dollar grades and the would-be purchasers do not have to be urged greatly to buy a higher priced machine.

"I could have sold 25 Victrola number nines last week, if I could have obtained them," said Max Strasburg. "I couldn't get them, so I pushed 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 discoursed upon. He would take the numbers piecemeal, playing and explaining alternately their different parts. He had a crowded house. The Victor records lend themselves aptly to such a program, for they give the artists' own renditions.

W. S. Barringer, manager of the talking machine department of the Wulschner-Steward Music

Co., of Indianapolis, was in the city this week on combined business and pleasure. He is a brother-in-law of Max Strasburg. He formerly was with the talking machine department of Grinnell Brothers when Mr. Strasburg was manager there.

## 1912 WILL ECLIPSE 1911

Says Louis F. Geissler in Discussing Business Accomplishments for the Past Year and the Outlook for 1912—Is Very Optimistic.

Louis F. Geissler, general manager of the Victor Talking Machine Co., has just sent out the following "appreciation" to customers of the house, in which he says:

"Our sales books 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 increase our capacity by almost 1,000,000 records a month.

"Our motor buildings will have substantial additions, and throughout our entire organization every effort will be made to take care of our dealers' orders during this year.

"Advertising appropriations have again been increased.

"Increased cost of labor and materials has been only partially offset by operating economies and scientific management. The company would be justified in advancing prices, which have continuously remained unchanged, or reduced, but have re-

(Continued on page 38.)

## Demons of Discord in Every Record's Rim

**B**ECAUSE of the screeching, scratching and scraping at every record's end, much of the enjoyment of talking machines has been marred. The discordant, raucous conclusion of every selection has been a matter of deep concern to the manufacturers of the disk record machines.

It has been the problem of every talking machine owner. And each owner has appointed himself to watch the record and lift the needle just at the precise moment of the selection's conclusion. Or he has stationed his mechanically inclined son to keep watch. Then the cure has been more disastrous than the problem. For the mechanically inclined boy has not been satisfied with merely doing his father's bidding, but has done a little experimenting on his own account.

The scratching and scraping have not only puzzled the manufacturer, embarrassed the talking machine owner, but have annoyed audiences. The perplexity, embarrassment and the annoyance are unnecessary now. The Condon-Autostop banishes the discord.

It brings the talking machine to a dead stop at the moment of the conclusion of the record. And the spell of the music lingers.

The Condon Auto-stop is a simple device

which, when once attached, becomes a permanent part of the talking machine. It is guaranteed for life.

All talking machines vary somewhat in size, and the Condon-Autostop has been regulated for a standard size of every type. It is only necessary to make a slight adjustment when the record is attached.

Mr. Dealer:

Why not follow up your sales of talking machines by writing to your customers and asking them to equip their machines with the CONDON-Autostop? No talking machine is really complete without this device, which prevents discord at the conclusion of every record. With this attachment there is no screeching or scraping or scratching.

Your old customers will thank you for your interest in their enjoyment of their purchases and will eagerly accept your advice.

The CONDON-Autostop is a great aid to your salesman. He doesn't have to dash madly away from one demonstration to stop other machines that have reached the conclusion of the record. IT STOPS THE MACHINE RIGHT THERE.

Don't sell a machine that is incomplete to your new customers. And no machine is complete without a CONDON-Autostop. Write to us for particulars.

**Condon-Autostop Company**  
26 Front Street, NEW YORK CITY, N. Y.

frained 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 the energy and enterprise that you may put behind our wares in 1912."

### EDISON'S HOST ON HOW TO SUCCEED

Henry M. Byllesby Offers Some Vigorous and Interesting Opinions in an Interview in the Chicago Tribune—Advice Based on Actual Experience—Constant Development Necessary to Success—The Value of Cheerfulness—Edison's Message to Young Men Worth Remembering Says the Speaker.

Henry M. Byllesby, the prominent Chicagoan who recently entertained Thos. A. Edison at a banquet 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 with millionaires—How to Succeed. He said in part:

"The individual who works simply to achieve wealth is not liable to accomplish his object, and is very likely to fail in all the essential features 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 scientist and investigator of the twentieth century is and has been for an appreciable period to 'follow 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 really worth while in life accomplished through any other avenue than that of continuous, persistent effort combined with an indomitable perseverance; and my experience leads me to the further conclusion that where this path and 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, or a combination of any or all of these. But none of these results can be achieved without following the plan and the methods outlined. Granted in any given case the possession of normal intellect and normal 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 bear an ever-increasing wisdom resulting from the application of lessons learned. The individual who does not progress in ability and in breadth of vision is not profiting from his opportunities and will not reach a large success.

"Every incident of our daily toil should be made an educational incident. The daily successes and mistakes should be regarded as valuable glints of light illuminating our future pathway, and will be necessarily invaluable if properly considered, because they form that marvelous equipment called experience.

"Another characteristic of all who have qualified as winners is that they throw their entire heart and energy and faith into the task, the duty, the pursuit of the hour. Indifference or a disposition not to put forth one's best efforts at all times is a fatal error. Whatever is worth doing at all is worth doing well, or in more impressive words, 'Whatsoever thy hand findeth to do, do it with thy might.' These principles observed along with the

practice of uniform fairness and justness and with high integrity will insure the proper reward—success.

#### No Luck in Success.

"It is often said by those who have not been fully industrious and entirely persevering that the opportunities to-day are less than they were a few years or a few generations back. It is also frequently stated by those who have not qualified under the somewhat drastic requirements of the rules I have spoken of that this or that man succeeded by luck. My experience justifies the unqualified statement that luck has very little to do with success in life; that success in life, be it great or small, depends principally upon the capacity of the individual to be consistently industrious and persevering and to exercise those other qualities which everyone knows in his own heart are a necessary part of success in any undertaking.

"In the calling—that of public utilities—to which I have devoted thirty-five years of toil, there are to-day greater opportunities for advancement than there ever have been. The great 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 to the head of enterprises recognizes what it was that put him there, and also recognizes why others apparently as well or better equipped have failed of that distinction.

#### Toil Insures Happiness.

"There are certain lessons which one learns in going through the turmoil and conflict of life which, unfortunately, however, are often not thoroughly appreciated until perhaps 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 is 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 each advancement in command, in power, in wealth, there goes a corresponding and increasing responsibility.

"Referring 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 anything in the world can be if in a manly and serious minded fashion he recognizes the things which perhaps at tiresome length have been stated herein.

#### Cheerfulness an Asset.

"It is not necessary for the young man to go around with a long face, to be sour, to be unsober—in fact, these are very bad things to cultivate or practice; but it is necessary, along with cheerfulness, with hopefulness and with unending 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 conduct in that 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, or the emergencies which he encountered. Every stroke of good, honest work, every hour of serious, conscientious thought on any given problem, every victory over the temptations which would lead to a sacrifice of 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 meet successfully or unsuccessfully 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, not to be carried aside chasing hither and yon one

or another rainbow, but to everlastingly and persistently keep at and master the task of the time being.'

"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 faltered or failed in the duties of the hour, said: 'Work is your great text, work is your sermon, and work, and still more work. In this engrossed, entangled life, second only to the great gospel of the golden rule, the gospel of labor—painstaking, self-forgetting work—is that which makes for greater manhood, for happiness and for the highest citizenship. And guided by judgment and vitalized by consciousness, it is the only patent for honorable and permanent success.' No living men have more fully justified these rules than Mr. Edison and Mr. Coffin.

"The leading men of the city of Chicago 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. All I have spoken of is at least a 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.

Under date of January 23 the Columbia Phonograph Co., General, New York, sent to its dealers announcement of the publication of the first advertisement opening the elaborate and 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 announcements, is striking and forceful 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 "Favorite" in a manner calculated to impress the public and create immediate interest. The opening display lines, in bold-face type, read as follows: "7,000 Columbia dealers are ready to deliver this new Grafonola with twelve double-disc records (twenty-four selections), subject to three days' free trial, for \$59 cash—or for the same price at \$7 down and \$5 a month; no interest, no extras." Two half-tone reproductions, one of the Grafonola and one of twelve double disc records and record album, follow, with general details regarding the offer. Another proof enclosed, on pink paper, shows a newspaper advertisement worked up to enable the dealer to supplement the Saturday Evening Post announcement by running an advertisement in the local newspapers. This advertisement, which is very much like the one appearing in the Post in make-up, will do much to concentrate the effort of the Post advertisement.

Still another suggestion, on blue paper, accompanied the letter, completing the chain. This, in the form of a window display to be used in conjunction with both advertisements, the design being almost identical with the illustrations in the magazine and newspaper ads. The idea is this: The readers of the Saturday Evening Post, considerably over 1,800,000 in number, see the Columbia pages in the magazines and note the illustrations; in their local newspapers they find a duplicate, and in passing the local dealers' window, still another duplicate is on view. It's a grand idea and promises far reaching results and is thoroughly in keeping with the usual Columbia progressiveness.

Mrs. Nextdore.—I've been thinking of having my daughter's voice cultivated. Would you?

Mrs. Knox.—By all means, if you have tried every other remedy.—Philadelphia Ledger.

# FROM OUR CHICAGO HEADQUARTERS

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

**Business Showing in the Talking Machine Field in Chicago for January Was Most Satisfactory—Sales of Machines and Records Exceeded Expectations—Flower Horns Still in Favor—Columbia Changes in Denver and Little Rock—Meeting of Chicago Talking Machine Dealers—Managers of the Leading Jobbing Houses Optimistically Inclined—Victor Records by Elis Olson-Ellis, the Swedish Actor and Singer, Who Is Extremely Popular in the West—Interesting Budget of News for Month from Western Capital.**

(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 overcrowded factories in time to fill holiday orders, but jobbers also say that there has been ever since the first of the year any 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 "horn" types are 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, rambunxiously 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 Victor 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 graded.

**With the Talking Machine Co.**

Arthur D. Geissler, 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 Victrola eights, nines, tens and elevens.

**Important Columbia Deals.**

W. C. Fuhri, 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, employes 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 505 Sixteenth street, buy the fixtures, furniture, stock on hand, etc., and have also placed a big initial order for new goods. They are also opening a branch store in Denver and will represent the Columbia Co. in a jobbing way for the States of Colorado, New Mexico and part of Wyoming. The Delzell Bros. have for eight years represented the Conklin fountain pen for a large expanse of territory, with headquarters 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. Fuhri 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 Stout, Mahoney, Duckwold Co., which is devoted entirely to manufacturing Grafonola cabinets and record cabinets for the Columbia Co.

**Distinguished Visitors.**

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 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 proposition on the favorable \$50 Grafonola. 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. The dealers' record 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 on account of shortage, 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 1912 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 R. 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 Louisville, Ky., returning Wednesday of this week.

H. H. Gibbs, traveler for the Wurlitzer Co.'s Chicago branch, was married January 16 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 P. Gibbs, the well-known music publisher. They are at home to friends at Oak Park, a suburb of Chicago.

M. H. Lowry, manager for Lawrence Lucker at Minneapolis, Minn., was married on January 24 at the Carlton Club, Milwaukee, Wis., to Miss Lizette Pollak.

**Outlook Most Encouraging.**

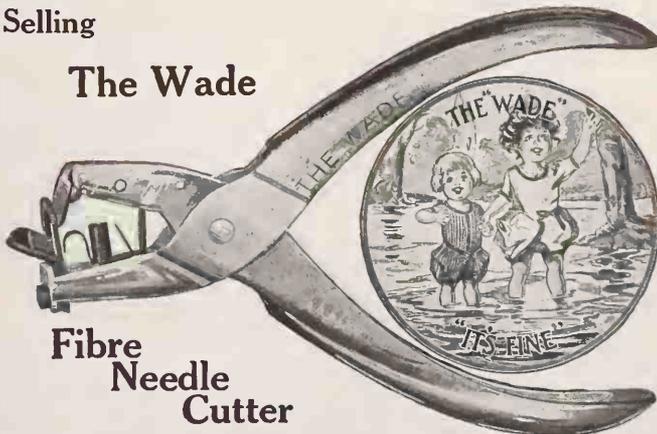
F. A. Siemon, assistant manager at Wurlitzer's, says January was a good month—would have been simply great in point of actual shipments could factories have filled orders for records. This condition is now mending rapidly and the next two

(Continued on page 40.)

## EVERYBODY'S DOIN' IT! DOIN' WHAT?

Selling

The Wade



Fibre  
Needle  
Cutter

Why?

Because it gives universal satisfaction  
Is the simplest Fibre Needle Cutter made  
Gives greatest number of perfect new points  
Increases Fibre Needle and Record sales.

Dealers are respectfully referred to their regular Distributors  
We sell to DISTRIBUTORS ONLY

LIST PRICE, \$1.50—REGULAR DISCOUNTS

WADE & WADE, 1227 East 46th Street  
CHICAGO

## FROM OUR CHICAGO HEADQUARTERS—(Continued from Page 39.)

months should be remarkable. This is especially encouraging for the future, because of the large number of 40 and 10 per cent. dealers being established, and of forty dealers increasing to forty and ten.

**Coming and Going.**

Mr. Sellman, of the Edison Co., the well-known Edison jobbers and Victor dealers of Newark, N. J., was here recently for the purpose of buying pianos. Lorin Leeds, of the Boston Talking Machine Co., was another visitor with the object of interesting local dealers in the company's new product.

Roy J. Keith, sales manager of the Talking Machine Co., recently visited Detroit dealers with Traveler George P. Cheattle.

E. C. Plume, president of the E. C. Plume Co., of Pyro sign fame, recently returned from a trip during which he established a Southern branch at Atlanta, Ga., in the Candler building, which will be in charge of N. S. Baughn. January was a big month for the company and there were many direct results from previous advertising in *The World*.

**A. D. Herriman Returns to Chicago.**

Albert D. Herriman, who has been temporarily in charge of the Columbia branch at Little Rock, Ark., has returned to Chicago and resumed his position as sales manager of the local business. He



ALBERT D. HERRIMAN

has been with the Columbia Co. continuously for eight years, and prior to that was manager of the talking machine departments in prominent stores. He formerly managed the Milwaukee and Davenport Columbia branches, and this is the third time that he resumed his present position. He is a valued member of the Columbia forces and with a host of friends.

**Busy Times with Salter.**

The Salter Mfg. Co. closed a very excellent January business. The company reports an increasing demand and a steadily growing appreciation for their line of cabinets throughout the country. The present line of cabinets which this company is offering to the trade is most attractive in every respect and represents values which are evidently winning the consideration of talking machine dealers.

**Chicago Talking Machine Dealers' Meeting.**

At the annual regular meeting of the Chicago Talking Machine Dealers' Association, held on the afternoon of February 12, matters of timely interest were discussed. It was decided to hold a special meeting on Sunday afternoon, February 25, at the warerooms of the H. Reichardt Piano Co., 321-323 North Clark street, when a large attendance both of members and non-members among dealers outside the Loop is expected and desired. It was decided to engage a paid organizer to visit the dealers and expound the objects of the association. R. T. Carlson was selected for this position and will commence his duties March 4.

**Busy Times with U-S Phonograph Co.**

The Chicago office of the U-S Phonograph Co. is most enthusiastic over recent sales both in machines and records. Several salesmen who are working adjoining territory have been visiting headquarters this week and all report expanding business, with improved collections.

Makes Records for the Victor Co.  
Ellis Olson-Ellis, the well-known Swedish actor and singer, and a new member of the army of



ELIS OLSON-ELLIS.

Victor artists, has been spending some weeks in Chicago, where he has aroused tremendous enthusiasm among Swedish residents by his superb histrionic ability, appearing in various roles for which he has long been famous in Sweden. He has also appeared in numerous song recitals here, singing largely his own music set to Swedish folk lyrics, or small songs by modern Swedish poets. He has made twenty records for the Victor Co., some of which appeared in the January and February lists. Swedish papers have devoted columns to Ellis and his work. His records portray his wonderful interpretative abilities, as well as vocal attainments, and are destined to have an immense sale among the Scandinavian population of America. He is accompanied by his beautiful wife, who is a countess. They will return to Sweden next month.

**The Mystery of "Three Six Zero."**

"Thank you," says the person who calls 360 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 tele-

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 time 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 360 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 to-day and gives some idea of the working of it. There is also a humorous sid 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 in on a special transmitter, arranged to give out the fire locations, and told her I would call her up. At that she was sure it was a real human voice, but would not stop talking to the voice on the record until I had the connection traced and secured her number. Calling her up I explained that she was talking to a phonograph, and thereafter she called for the time in silence. The majority of people

(Continued on page 42.)



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.



VICTROLA X "OUTFIT"

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.

*W. S. Seissler.*

*Manager*

**The TALKING MACHINE CO.**

137 N. WABASH AVENUE - CHICAGO



VICTROLA XI "OUTFIT"

## FROM OUR CHICAGO HEADQUARTERS—(Continued from Page 40.)

who call for time at present say 'Thank you' or 'Much obliged,' and they have a smile coming when the system is given publicity."

**Wurlitzer Expansion.**

Under a ninety-nine-year lease, closed for the property at 615-617 South Wabash avenue, the Rudolph Wurlitzer Co. figure in their second transaction in Wabash avenue real estate within a couple of months and disclose plans for segregating its wholesale and retail business. Two floors of the building at 615-617 will be used for the wholesale business of the firm, while the entire building at 329 South Wabash avenue, their present location, will be devoted to the retail branch of the business. Work of remodeling both buildings will be commenced within the next two months. The lease signed dates from January 1, 1912. The lot is 40 x 171 feet, occupied by an old five-story building.

**Aeolian Affairs.**

O. C. Searles, of the Aeolian Co., is at present, like many others, complaining about a shortage of Victor machines. His salesroom is nearly bare of stock. Mr. Searles has just bought a new Ford "Torpedo." He's an expert. The Victor Co. is working its full capacity, but he says they cannot keep everyone supplied. Record sales are very good.

**Busy "Van."**

E. T. VanDeMark, 305 East 43d street, has not been idle lately, either in the selling or advertising end of his business. Records have been going at a good rate, and the higher-priced machines have given no ground for complaint.

While the patrons at the Willard Theater, on 51st street, and those of the Indiana, on 43d street, wait for the second show of the evening to start they may sit in a room off the foyer and listen to the music of a talking machine furnished by "Van" and operated by a young lady in "Van's" employ. "Van" says it helps the theater and also the business, and he expects to have the same arrangement with more theaters in the near future. In the demonstrating rooms you may pick out any machine you wish, push the button and tell the attendant what record you wish to play. You are bothered by no one until you wish to be, and then you only "push the button." A small, black, square record case, which holds from fifteen to twenty records and is as convenient to carry as a suit case, is another of Mr. Van DeMark's ideas. It sells at \$1.

**Miller's Grafonola Shop.**

Miller's Grafonola Shop, 1126 East 63d street, is doing its usual good business and expects things to liven up more as soon as the general advertising campaign planned by the Columbia Phonograph Co. gets in its perfect work. Mr. Miller will inaugurate a campaign of his own, at the same time, covering the territory through the Englewood newspapers and with the "Columbia" booklet, on the back of which he has stamped his own name and address in "catchy" manner. Up to the present time Mr. Miller has done largely a cash business, but as installment payments will be a feature of the "Columbia's" new advertising, he will encourage that trade in the future.

**TALKING MACHINE JOBBERS MEET.**

Reports of Officers and Business of Interest Transacted at Executive Session—Convention to Be Held at Atlantic City July 1 to 3 at The Hotel Chalfonte.

(Special to The Talking Machine World.)

Chicago, Ill., Feb. 7, 1912.

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 reports 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 McGreal, Milwaukee, Wis., president; E. F. Taft, Boston,

Mass., vice-president; J. B. Miller, Philadelphia, Pa., treasurer; J. C. Roush, Pittsburgh, Pa., secretary; Perry B. Whitist, Columbus, O.; Rudolph Wurlitzer, Cincinnati, O.; G. E. Mickel, Omaha, Neb.; H. H. Blish, Des Moines, Ia.; Lawrence Lucker, Minneapolis, Minn.; A. O. Peterson, Cleveland; J. Lowry, Minneapolis, Minn.; L. C. Wiswell, Fred Siemon 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 last summer was made a permanent committee, 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 and Tuesday, the 1st and 2d, will be the official meeting days, and the 3d will be devoted to the meeting of the executive committee. The convention will be held in the Chalfonte Hotel. The association banquet will be held on Tuesday night, the 2d.

**TO MAKE THE KLINGSOR IN CHICAGO.**

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

(Special to The Talking Machine World.)

Chicago, Ill., Feb. 13, 1912.

Theodore Isaac, 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. Isaac 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 by William 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 in on them so attractively that they'll want to go to school. You'll have to lick '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 it, 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 boys and girls will remember that country and its customs and its products? Why, 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 sheep, the shearing, the washing of the

wool, putting it in bales, freighting it down to the sea, loading it in 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, basting, 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 put 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 156-1,000 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 231 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

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.

*Victrola* *Manager*  
**The TALKING MACHINE CO.**  
137 N. WABASH AVENUE - CHICAGO

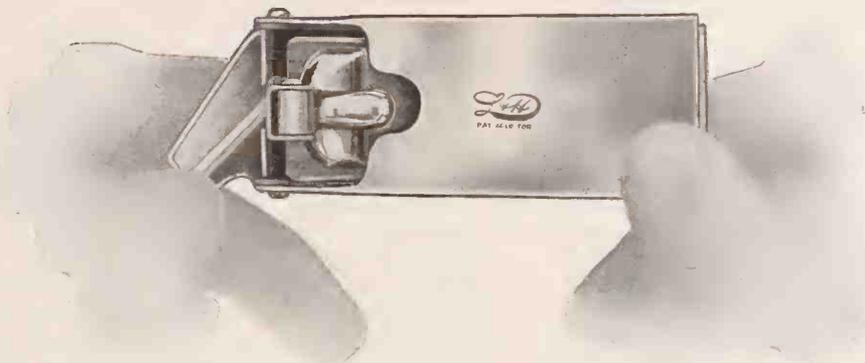


reproduction in little of the current advertisement of the company in The Talking Machine World. It's a unique idea and one calculated not only to work greatly to the good of these exclusively wholesale Victor distributors, but also to furnish dealers with A No. 1 quality blotters, warranted even to blot out one's sins if properly applied.

If your batting average is high enough, you need not worry for fear the big leagues won't hear about it.

# THE LYON & HEALY FIBRE NEEDLE-CUTTER

SIMPLE  
AND  
EASY  
TO  
OPERATE

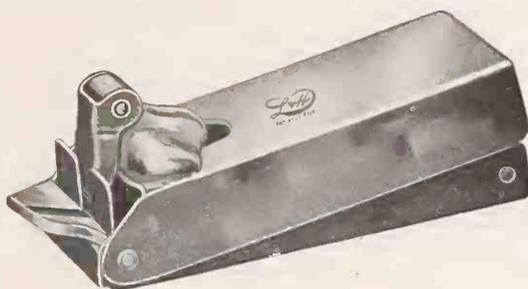


CORRECT  
LEVERAGE  
FOR A  
PERFECT  
CUT

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 Malacanang Palace, Manila—Victrolas 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



VICTROLA FOR GOVERNOR-GENERAL OF PHILIPPINES.

note that one of those handsome instruments has recently been placed in the music room of the Malacanang 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 Gilbert and Commissioner Arenata also have Victrolas in their homes and are enthusiastic over the instruments.

## CONDITIONS IN LOUISVILLE.

Talking Machine Men Pleased with January Showing—No Reaction After the Holidays—New Manager for Baldwin Piano Co.'s Department—Montenegro-Riehm Music Co. to Move to New Quarters—How Ray Bros. Get Business—The News of the Month.

(Special to The Talking Machine World.)

Louisville, Ky., Feb. 10, 1912.

The mere word "Satisfaction" is hardly adequate to express the feelings of Louisville talking machine men in regard to business which was experienced in the month of January. Unlike the advent of previous years, the opening of 1912 was marked by a steady trade and a strong demand for the instruments and the records. As a general rule a strong reaction is usually felt after the close of the holiday season and dealers are often forced to live on what they term prospects. However, in the present instance, the annual slouch has been conspicuous only by its absence and reports as to trade are exceedingly favorable.

During the past month the talking machine department of the Baldwin Piano Co. experienced a change in managership. O. J. Junge, who for the past three years had charge of the Columbia trade in the Gateway City, was transferred by that company to Providence, R. I., where he will take

charge of a store. E. B. Walthall, formerly of St. Louis, Mo., one of the oldest employes of the Columbia Co., has taken charge of the local store and business, and will be associated with the Baldwin Co. as was formerly the case. Mr. Walthall is known all over the country as an able manager and handler of talking machines and was welcomed by the other tradesmen of the city as a strong addition to the local field. He immediately entered upon an extensive advertising campaign and is doing everything possible to double the business of the Columbia instrument in this city.

When the Montenegro-Riehm Music Co. of this city moves to its new quarters on Fourth avenue, Louisville will be graced by one of the most beautiful and best equipped talking machine stores south of the Mason and Dixon line. This section of the business, although operated in direct connection with the piano trade of which the concern makes a specialty, will have more than half of the space on the main floor. A large part of this will be used as display room and the remainder will be divided up into three small demonstration parlors. At present the phonograph department is cramped up into a small corner of the store and looks as though it did not get its share of the space. However, in the new store ample room will be provided for the exploitation of the instruments and the clerks will be able 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 unimpressive and the clerks will be able to take customers separately into a large increase in the number of visits by prospective customers. In addition to the demonstration rooms the department will be given a private record room where one of the full-

est lines of records in the city will be handled. S. M. Frankel, manager of the department, which handles Victor instruments exclusively, said that he was more than pleased with the trade which had been experienced during the past month and that he was confident that when safely anchored in the new store the business would double.

One of the features of the talking machine trade of the Gateway City during the past fortnight can better be expressed by a slang phrase than otherwise, "It is little but it is loud." 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, inviting the addressed to come in and hear them played or to let them send him a few of them on approval. C. A. Ray, of the concern, said that he was surprised at the number of replies which he received from the first set of cards and that people were actually looking forward for the time when they would arrive. He said that it has proven to be the source of a great deal of business for the concern and that they were daily increasing their mailing list. Mr. Ray reports that they have experienced a very satisfactory trade during the past month and that they are well pleased with present conditions and the prospects for a big business in the spring season.

"Oh, dear," she said, after the musicale, "I'm so mortified that I don't know what to do. I can't imagine what caused my voice to break as it did. It never happened before. What must Mrs. Waddington's guests think of me? How can I ever explain it?"

"Don't mention it," her friend advised. "They were all so busy talking while you sang that probably nobody noticed it."—Chicago Record-Herald.

## SUCCESS NO ACCIDENT.

Envy and Lack of Ambition Do Not Get Anyone Anywhere—Not All Men Equal According to Their Gifts, but Each Is Capable of a Certain Degree of Success.

Success does not come by accident. Some men go through life full of envy at the attainments of others who would not make an effort to get what they may desire themselves. They wear shabby garments because they will not work hard enough to get better ones. Sometimes the individual is not to be censured for what he terms hard luck. Possibly his parents may have neglected him in childhood, or may not have been able to give him the education that would prepare him for a business career. Even this handicap has been overcome by many persons.

Most men look at success entirely from the financial standpoint. They fail to note that there are other things that may be better than a large fortune to hand down to posterity. President McKinley failed in business and was heavily in debt, but it was not through his own mismanagement, it was on account of his helping out others, yet he could not have become President of the United States had not friends come to his relief and raised the money to pay his debts; yet no one could justly say that he had not made a success of his life.

There are divers gifts; some attain high standing in literature, while others excel in oratory. There are Raphaels, who paint Madonnas that make them celebrated long after the hand that wielded the brush has moulded in the dust, and Michael Angelos, 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 those 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.

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, but each person must make for himself that which alone is immortal: character. Set a standard for success and strive to attain it.

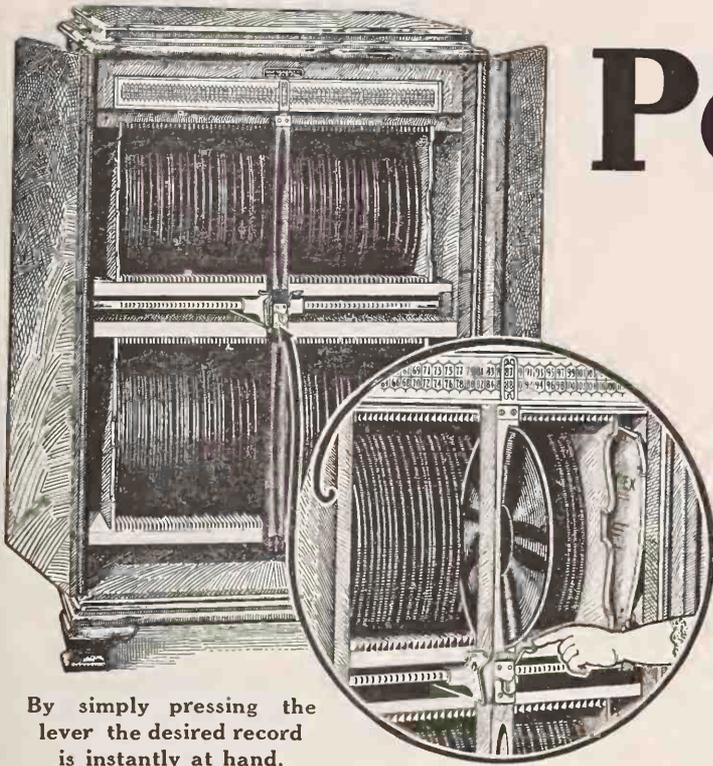
Money is desirable for the purchase of many things that make for happiness, but wealth alone will not give happiness. He who has done something for humanity that will carry his name down to generations yet unborn, and which will cause him to be an example of rectitude to others, has won true success, though he may not leave a dollar for his children. But to do this it is imperative that his life shall be moulded upon a high and noble purpose; such results are not accidental and never will be.

## SECURE NEW QUARTERS AFTER FIRE.

The Birmingham, Ala., branch of the Columbia Phonograph Co., which recently suffered a total loss by fire, has been moved to handsome quarters at 2025 Second avenue, and Manager William Parks and his staff have worked hard to get a fresh stock of machines and records in place.

## DICTAPHONES FOR PEABODY CO.

O. Brushaber, dictaphone manager for New York, with headquarters at the Columbia Phonograph Co. retail store at 89 Chambers street, reports an excellent volume of January business. January, 1912, has already eclipsed the sales record for the corresponding month in 1911, with indications of even better things to come. One of the recent orders for dictaphones was for eleven machines for the H. W. Peabody Co., New York, making a total of sixteen machines now in use by that firm.



# Pooley Record Cabinets

have proven a big success  
wherever they have been  
demonstrated.

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

## 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.



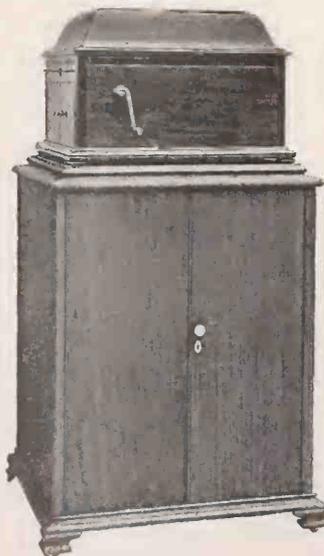
### POOLEY FURNITURE CO.

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.**



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

### SALESMANSHIP 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."

(Special to The Talking Machine World.)

Boston, Mass., Feb. 4, 1912.

The familiar figure 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. Taft 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. Freeman, 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," equal applause greeted the selections. In the delight of listening to Caruso's marvelous tenor, or the wonderful voice of Madame Schumann-Heink, the audience quite forgot the skilful details of salesmanship responsible for the resulting sale.

The "customers" were chosen for their quickness of wit and their ability to play the part successfully. Mrs. Winship, wife of Addison L. Winship, 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 Billerica, also acted as "customers."

### TO REDUCE SIZE OF MONTHLY LIST.

The following announcement was sent recently to Victor distributors and dealers by Louis F. Geissler, 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 smile 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 final 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 1911 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 jobbers is Delzell 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 that 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 of regular dealers are also general music dealers of high repute. Business in the talking machine

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



COLUMBIA STORE AT PORTLAND, ME.

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.

### 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.

IN LIGHTER VEIN.

Spin Yarns to Your Customers, Mr. Dealer, and Watch Your Business Grow—Some Suggestions Worth Adopting.

Mr. Talker Man, are you a humorist? When your patrons call, do you treat them to the latest talker story, or lead them along the paths of phonographic anecdote?

There is a certain talking machine dealer in the City of Brotherly Love who makes a specialty of humor. He assures me that his patrons appreciate good tales, and that by exercising his ability as a story teller he is able to stimulate business very materially. Why not acquire the habit? Of course, the fact that he is built along humorous lines helps some, he being rotund of paunch and bald of head, while his eyes glow with the fires of mirth the day long.

"Have you heard the latest?" he asked as I sauntered in upon him, his face assuming the spherical proportions of a harvest moon.

"No, but I would very much like to have that pleasure," I answered, scenting the savory odor of a tale worth telling.

"Ever since the return from abroad of the father of the talking machine industry, the renowned Thomas A.," he continued, smiling at my eagerness, "there have been stories galore going the rounds of the talker shops which are supposed to have emanated from his fertile brain. Here is one that is too good to keep. Listen:

"A delegation of foreign noblemen had assembled at the plant of what was then the National Phonograph Company at East Orange, N. J., for the purpose of making a tour of inspection under the personal guidance of Mr. Edison. It was their desire upon returning to their several countries to be in a position to judge with accuracy the greatness of the wizard of Menlo Park. They passed from one department to another, becoming more interested at every step, and when at last they arrived at the recording rooms of the phonograph laboratory their enthusiasm reached a climax. Vocal and instrumental soloists, a military band, and a symphony orchestra were all doing duty in their respective booths, engraving upon cylinders of wax the world's greatest melodies for the musical education of future generations.

"A babel of complimentary shouts arose, but as there was not a mob scene booked for that day, Mr. Edison brought order out of chaos by relating this story:

"Gentlemen, when I was making my first experiments with the phonograph, the most popular form

of instrument then before the public was known as the nickel in the slot machine. Instead of the horn which is in use to-day, rubber tubes conveyed the sound to the ears of the listener. Several of these machines were installed in a store on Broadway, New York City, and a huge and gaily painted sign announced to the world that for the insignificant sum of five cents the melodious strains of Sousa's Band could be heard within.

"Down the street, perched upon his load of timothy hay, driving a team of fat and sleek-coated mules, came Ezra Hoskins, en route to the hay market from his farm near Hickory Corners. Coming abreast of the sign, he halted his trusty steeds with an emphatic 'Whoa!' and hurried into the store, remarking, 'Gol ding it! I've been a-waitin' ten years to hear Souse, an' now I've got the chance I sure ain't a-goin' to let her slip.'

"Placing the tubes to his ears, and dropping the necessary coin in the slot, he drank in the harmonious blending of reeds and brasses ravenously,



"SHE REVELED IN EVERYTHING MELODIOUS."

his cowhide boots shuffling an obligato. The concert had not proceeded far, however, before Ezra dropped the tubes and ran from the shop at his best speed. Reaching the street, he dashed to where his mules were peacefully dreaming of clover fields down Hickory Corners way, and clutched their bridles frantically.

"What's the trouble, Rub?" inquired a policeman solicitously.

"My mules is feared of music, that's what."

"There were representatives of almost every nation among the listeners to this tale, and they all laughed uproariously with the exception of Lord Elsen, an Englishman, who maintained a most dignified mien. A few hours later, over an elaborate luncheon, amid the clinking of glasses and the exchange of repartee, and while the conversation was

drifting in an entirely different channel from that of the Ezra Hoskins episode, Lord Elsen began to laugh.

"By Jove!" he cried, the tears of mirth coursing down his ruddy cheeks, while he deftly fished for his monocle in the consommé. "A deuced good joke on the mules. My word!"

Before I could adequately express appreciation for my merry friend's ability as a raconteur, he launched forth again as follows:

"It seems there was, once upon a time, as they say in story books, a young woman who was very fond of music. In fact, she reveled in everything melodious. Her husband knew of her desires, but being a clerk on a moderate salary, he was not in a position to treat her to the concerts, operas, oratorios, recitals, etc., for which her soul craved.

"It was the eve of Christmas, and he had not yet decided upon a gift for her. It must be something musical; she demanded that, but he knew of no one instrument that would suffice. She longed for symphonies played by the great music masters, and golden-voiced renditions of famous songs. How to satisfy her was the question, and a most serious one. Just then the waitress—he was in a restaurant—asked demurely, 'What will you have this evening, sir?'

"His mind was upon his wife and her gift, and he answered absently, 'A little bit of everything, please.'

"She nodded understandingly and gave the order thus: 'Hash one!'

"While eating the hash he wrestled further with the gift problem. 'If,' thought he, 'I can get a little bit of everything in a restaurant for a modest sum, perhaps I may meet with similar success in a music store.' So there he journeyed forthwith and made known his desires.

"I want everything musical, and I want it cheap," he cried. "Can you accommodate me?"

"That's easy," the salesman answered. "You want a phonograph."

How about establishing a bureau of fun in your talker shop, Mr. Dealer? One member of your glorious fraternity has profited by it. It's your turn next.

L'ENVOI A LA DAFFYDIL.

It was 2 p. m. of a stormy day in the magnificently appointed show rooms of the Penn Co. Frank Osmun, phonographic expert, was explaining to a beautiful young widow, whose husband had recently been talked to death by a talking machine salesman, the operation of an Edison Triumph. Placing a record of Chopin's Funeral March upon the mandrel, he asked sympathetically. "If the Philadelphia office of the Columbia Phonograph Co. had an important message to transmit to their Bridgeport factory, and the telegraph wires were down, could Grapho 'phone?"

HOWARD TAYLOR MIDDLETON.

RECORDS OF HAWAIIAN MUSIC

Now Being Issued by the Columbia Phonograph Co.—Original Masters Made in Honolulu at Columbia Laboratory.

The Columbia Phonograph Co., General, New York, is announcing the release of the first double-disc records of Hawaiian music for the Pacific Coast trade, where considerable interest exists in that kind of music. In offering these first Columbia records of Hawaiian music the company is making an important addition to its already comprehensive repertory of records of "all the music of all the world," and that it will be appreciated by its many Hawaiian friends and also of considerable interest to its patrons in general, goes without saying.

Hawaiian music corresponds well with the beauty and romance for which the "Pearls of the Pacific" are noted, and these records, made under the supervision of the best Columbia recording experts from New York in the Columbia laboratory at Honolulu from selections rendered by a number of native glee clubs and singers, are such extraordinarily perfect reproductions that none of the characteristic beauty and peculiar charm of these typical Hawaiian melodies has been lost.

BUEHN SERVICE EXCELS

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.

BUEHN SERVICE EXCELS

BUEHN SERVICE EXCELS

BUEHN SERVICE EXCELS

# SALTER MFG. COMPANY

337-343 North Oakley Avenue

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Exclusive Manufacturers of

**Salter's Patent Felt  
Lined Shelf**

**Cabinets**

Our latest Catalogue showing  
our entire line will be sent on  
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No. 788.



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

## BUSINESS GOOD IN PHILADELPHIA.

Demand During January Very Satisfactory to the Dealers, but Shortage of Goods Reported—Substantial Increase Over Last Year's Record—What the Different Managers Have to Say—Recent Visitors of Record—Old Talking Machine Houses Increase Facilities—Louis Buehn & Bro. Make Encouraging Report—Other News of the Month.

(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 men are unable to fill orders and in every other line the same condition exists.

The manager of the talking machine department at Wanamaker's informs me that he has been surprised the way the business has been keeping up, and added: "Our business for January has been very much larger than it was last year." There is no contemplated change in the Wanamaker arrangement of the talking machine department at present, but it is quite likely that the large room which is built within the department and which was on exhibition at the St. Louis Exposition will be removed or the inside will be converted into a series of salesrooms.

Manager Elwell, of the talking machine department at the Heppie store, says that January business has been excellent and that the only drawback experienced is the inability to get machines and records from the Victor Co. The Heppies are very short on the 8, 9, 10 and 11 Victrolas. Frank Schaller has been doing very well on the road for the firm. Among the out-of-town visitors to the Heppie house this week were Harry Cake, the Pottsville dealer, who reports that business is very good with him; and J. Harry Holt, of Mt. Holly, N. J.

The Columbia Phonograph Co. reports an excel-

lent 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 warerooms and heard for the first time the records he had made for the company, which have been selling very well.

The Columbia Co. 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 Dorian stopped in Philadelphia for a couple of days last week on his way to Washington and Baltimore. Among the popular records recently gotten out by the Columbia are the operatic numbers made by Bernice de Pasquali, including numbers from "Hamlet," "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 Columbia Co. has recently given a number of fine recitals at various churches and clubs and a great many are scheduled for the rest of the winter and this spring.

No new talking machine retailers have opened in Philadelphia during the month of January, but several of the old firms have largely increased their capacity for handling the instrument.

Louis Buehn & Bro. have found their business in January considerably better than last year, and if circumstances in the way of getting stock had been favorable it would have been tremendous. He does not look for any change for the betterment in this direction for the next two months. The Buehn people pulled off a couple of big deals during January which he believes are going to be excellent customers. Mr. Louis Buehn was in Pittsburgh several days last week and reports that business out there is very good. They only started the store last May and consequently there is as yet no comparison, but thus far it has been running ahead each month and is considerably better than he had anticipated. His brother, who conducts the Pittsburgh store, likes that city very much and says he never thinks of Philadelphia as home any longer.

The business in January of the Gimbel Bros.' talking machine department, Manager Stewart

says, was better than last January by at least fifty per cent. and probably more. They have already made plans for the erection of four new salesrooms, and their system of stocking will be entirely changed and a new and up-to-date plan devised. The Market street front of the department, which is now used as buyers' offices, will be torn out, thus giving them a larger auditorium in which it is contemplated to give recitals when the new monthly records come out. Their January sales equal the December business in 1910, which is showing a remarkable growth.

## 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 advantages of the Victor talking machine was given by Mrs. Frances E. Clark, formerly supervisor 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 to 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 personality and who is, 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 important 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 public schools of this city will ere long include this very interesting and important adjunct to its educational 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 most 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—Frank Sharp 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. 26, 1912.

"This is the season of the year when we do our greatest business in talking machine records," says A. R. Pommer, 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 the larger sizes 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.

Babson 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 15 and consequently 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 so, 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 con-



SOLID WOOD (NOT VENEERED)

Mr. Dealer:

Beware  
of  
Imitations



MUSIC  
MASTER  
Solid Wood Horn

This Trade Mark Placed On Every Horn  
All Others Imitations

SPECIAL NOTICE:—Imitations of the *Music Master Wood Horn* are on the market to resemble the **MUSIC MASTER**, but are veneered, the joints overlap, and a layer of glue between the veneers. *Look for the Music Master Trade Mark Solid Wood Horn* before purchasing, which are by far *superior* to any *Horn* or *Hornless Machine* on the market.

DON'T let the other man pick all the ripe plums. Get a few yourself.

The *Trade Mark* you see marked *Music Master* is your *safeguard*. It is the **ONLY** Horn Guaranteed.

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

**SHEIP & VANDEGRIFT, Inc.**  
PHILADELPHIA, PA.

nected with the Dictaphone department of the Columbia 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 department 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 wholesale business.

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

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 Port 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 bankruptcy.

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

Some time before death he sang into the machine 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 "cinch" for one to do it bye and bye.

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."

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



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

### 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



Photo Copyright Mishkin.  
ZENATELLO.



CAROLINA WHITE.

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 employes 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 Co-



ELLISON VAN HOOSE.

lumbia 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 her 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



CHAS. W. HARRISON.

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 Falk, 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 Traümerei, 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 of late 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.

O. A. Gressing, of the Aeolian Co., reported that

business had been good since the first of the year and that there had been a remarkable demand for records, which he attributed to the great number of machines sold during the holidays.

The closing of the store of the Musical Echo Co. has led to some comment as to just how well the talking machine field is covered in Indianapolis. Dealers of experience believe there is not much room in the city for anything more in the way of wholesale business, but it is admitted that there is room for more retail dealers. Koehring Bros., who owned the Musical Echo Co., closed out, it was understood, that they might devote all of their time to their hardware business in Indianapolis, which they had been carrying along with the talking machine business. The wholesale stock of the Musical Echo Co. was sold to the Wulschner-Stewart Co. and other of the stock was sold at Chicago. The Musical Echo Co. had a well equipped store in North Pennsylvania street, handling the Victor line.

Some excellent sales of Victors to the public schools, both in the city and outside, is reported. This is a line of talking machine business which is growing in Indiana.

E. P. Van Harlingen, manager of the Chicago office of The Talking Machine World, called on Indianapolis dealers last week. He made a short stay at Martinsville, a health resort near Indianapolis.

Miss Ada Willsey, who was the manager of the Musical Echo Co., now has charge of the talking machine department of the Aeolian Co. Miss Willsey is probably the most experienced talking machine woman in Indianapolis, as she has been connected with the business in an executive way for several years.

The Columbia Grafonola Baby Regent has made a great hit in Indianapolis, and has been an immense seller for the Columbia Co. store. "The design of the machine," said Manager Devine, "its finish and the beautiful tone qualities are such as to appeal to every artistic and practical housekeeper. In the less expensive machines Manager Devine is strong for the "Favorite." He says this is the best selling and the best money value machine ever manufactured by any company anywhere at any time.

Cal Stewart, who has made many phonograph records, was on the bill at B. F. Keith's Grand last week for a monologue and he was one of the hits of the bill. He came to take the place of Ed Morton, who could not fill his engagement. The newspapers in speaking of Stewart's part on the program said: "If Ed Morton, who was to have appeared instead, is any better than Cal Stewart then for goodness sake send him along next week instead of Eva Tanguay, for Cal Stewart is certainly a gem of the first water."

The Olive Mead Quartet and Charles Hackett, tenor, have recently made their first Edison records, some of which will appear shortly upon the lists of that company.

There isn't a man connected with your institution who hasn't an idea or two that will do your business good. Do you offer all your assistants opportunity for expressing their ideas?

**LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS**

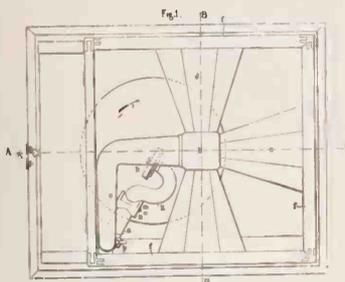
(Special to The Talking Machine World.)

Washington, D. C., Feb. 7, 1912.

SOUND REPRODUCING AND RECORDING INSTRUMENT. Henry George Wieder, London, England. Patent No. 1,013,247.

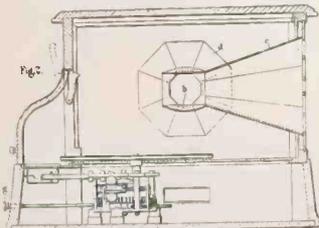
This invention relates to improvements in sound reproducing and recording devices, and one object is to obtain without a long trumpet the intensification of sound which is usually produced by a long trumpet at the same time to increase the mellowness of reproduction. In this connection the inventor provides the instrument with a plurality of short trumpets branching from the sound pipe, said trumpets being provided at or near their ends with sounding boxes, which form walls of an inclosing cabinet. By this arrangement the sounding boxes may be arranged to form a plurality of the sides of a cabinet which incloses the entire instrument, including the trumpets, and since the trumpets for a given size of instrument are very much shorter than the trumpet usually employed for such an instrument, the overall dimensions of the entire cabinet may be kept small without any parts protruding from the cabinet.

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



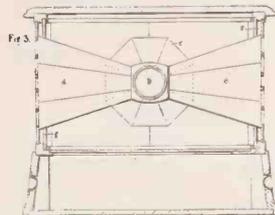
The invention further consists in pivotally connecting the portion of the sound pipe which carries the sound box to the rest of the sound pipe in such a manner that the two portions of said sound pipe are coaxial in the joint in their normal working position, and whereby the gradual taper of the sound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

According to another part of the invention the needle carrier and diaphragm arm are mounted on a bar having two projecting knife edged arms bearing in suitable grooves formed one on a pin extending from the sound box, and the other on a pin carried by a bracket attached to said sound box, said knife edges and their corresponding grooves being oppositely turned with respect to



phragm carrier out of its proper plane, as occurs in apparatus of this character at present in use.

The invention further consists of an improved diaphragm for sound reproducing and recording instruments consisting of a thin disc of wood,



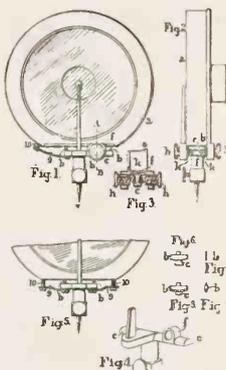
composition or the like with a circular flange or ridge some distance within the periphery, the portion of the diaphragm within this flange or ridge being thickened.

Figure 1 is a plan view showing a gramophone constructed according to the present invention. Fig. 2 is a section on the line A-A of Fig. 1, with sound pipe and diaphragm carrying element removed. Fig. 3 is a section on the line B-B of Fig. 1, showing the arrangement of the funnels and sounding boxes. Fig. 4 is an elevation of the sound pipe having a continual taper. Fig. 5 is a partly sectional view of the mechanism shown in Fig. 4, and illustrating my improved swivel joint. Fig. 6 shows an enlarged view of improved needle mounting. Fig. 7 is an elevation of improved diaphragm carrying element with part of the back cover removed. Fig. 8 is a sectional view of the parts shown in Fig. 7; Fig. 9 is a section through improved diaphragm.

SOUND BOX FOR TALKING MACHINES. Alex Fischer, Kensington, London, England. Patent No. 1,013,145.

This invention relates to sound boxes for talking and like machines and has for its object to improve the connections between the stylus bar and sound box disclosed in his patent No. 904,523, November 24, 1908.

Referring to the accompanying drawings forming a part of this specification in which like letters refer to like parts in all the views: Figure 1 is an elevational view of a sound box made in accordance with this invention; Fig. 2 is a side view of the same; Fig. 3 is a sectional detail view of certain parts; Fig. 4 is a perspective view of the spindle and connecting parts; Fig. 5 is a view of a modified form of the invention; and Figs. 6, 7, 8 and 9 are views of the bearings for the spindle.



TALKING MACHINE SOUND BOX. Alex Fischer, Kensington, London, Eng. Patent No. 1,013,146.

This invention relates to talking machine sound boxes and refers to an arrangement by means of which an extremely sensitive springing of the stylus bar and its associated parts may be effected.

The improvement is applicable to any sound box which has a rocking plate, a spindle or the like in connection with the stylus holder, and the essential principle of the invention is to so adapt a spring or springs in connection with the said rocking plate, spindle or the like that such spring or springs keep the rocking plate, spindle or the like pressed upon its seating, without a tendency to tilt the plate or spindle upon such seating.

Figure 1 is a plan view of one form of the invention; Fig. 2 is a like view of a slightly modified form of the invention; Fig. 3 is a view similar to Fig. 1, but employing two springs; and Fig. 4 is a view similar to Fig. 2, but also employing two springs.

SOUND BOX FOR TALKING MACHINES. Bentley L. Rinehart, Camden, N. J., assignor to Victor Talking Machine Co., same place. Patent No. 1,013,314.

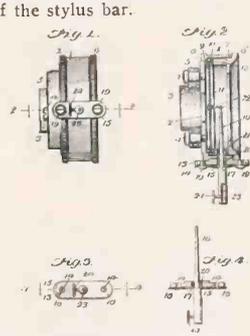
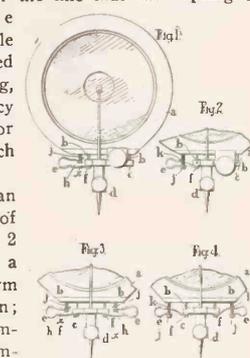
This invention relates to certain improvements in sound boxes for talking machines and particularly to the yielding support on which the stylus bar is mounted and to the means for adjusting and holding the diaphragm.

Briefly this invention consists in mounting the stylus bar on a flat spring which in turn is secured to a suitable supporting plate, the said spring between its points of support being buckled or slightly sprung away from the supporting plate and having its longitudinal axis perpendicular to the plane of the diaphragm and lying within the plane of the oscillation of the stylus bar.

In the accompanying drawings forming a part of this specification, Figure 1 shows a sound box having improved stylus spring secured thereto; Fig. 2 is a longitudinal section of a sound box containing my invention, taken on the line 2-2, and Figs. 3 and 4 are detail views showing the stylus bar and its support detached from the sound box casing.

Sound-conveying Device for Talking Machines. Eldridge R. Johnson, Philadelphia, Pa., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,015,921.

The object of this invention is to provide such a construction in connection with sound tubes of talking machines that the sounds produced may be modified and purified, thereby particularly adapting said machines for the reproduction of speech and conversation, and is particularly adapted to those machines where the sound tubes are placed



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-

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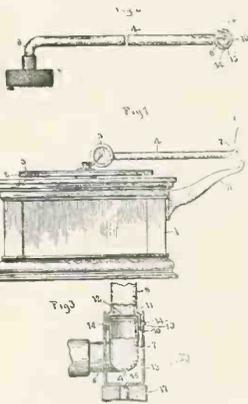
As a side line for Talking Machine Dealers they are unequalled. They mean easy money and big profits. We will send the arguments that will convince you and your customers.

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directly in or at the ear of the person listening to the sounds produced by said machine.

The sound produced by the disc type of talking machine is of such a volume and character when conveyed directly to the ear through the usual ear tube that it is necessary to reduce the volume and purify the tone to prevent the annoying and undesirable vibrations from being objectionable. This is accomplished by providing means for selecting the desirable and useful vibrations required, and allowing only such to be conveyed to the ear. In this instance the means comprise a damper or what may be called an "acoustic filter," which is inserted at a suitable point in the sound conveying means, such point being preferably that at which the hollow sound box carrying arm is pivoted to its support. Machines having this feature of construction are particularly adapted for the reproduction of conversation or speech which is required in teaching foreign languages by means of records having distinct lessons in such language or languages recorded hereon. 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, 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 acoustic filter in position therein.

PHONOGRAPH. Josiah B. Millet, Boston, Mass., Patent No. 1,013,421.

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

In the drawings Fig. 1 is a side elevation of the reproducing mechanism of a phonograph equipped with one form of the invention. Fig. 2 is a detail in enlarged section showing the stylus support, and Fig. 3 is a modified form showing a stylus support suitable for use in connection with records provided with grooves having lateral undulations.

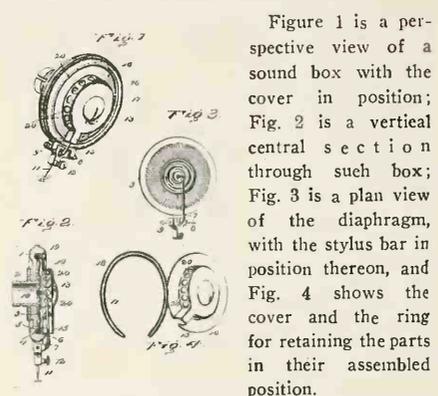
Sound Box for Talking Machines. Thomas H. Macdonald, Bridgeport, Conn., assignor to American Graphophone Co., same place. Patent No. 1,014,240.

This 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 could extend in a right line into contact with and injure the diaphragm.

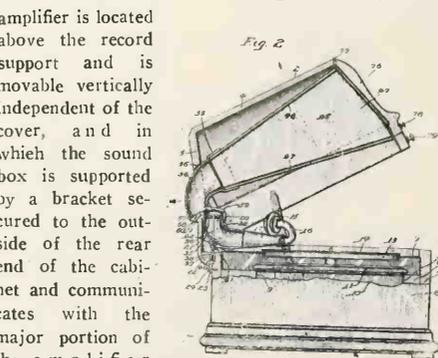
The present invention has for its object to provide a sound-box for talking machines, having a diaphragm and cover, both of which are secured in a position by the same means, and which cover is provided with openings which are so arranged in the cover that any sharp-pointed instrument or other projection entering through the openings cannot come in 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 engagement of the ring with an undercut groove formed in the inner wall of the sound-box chamber.



Talking Machine. Eldridge R. Johnson, Merion, Pa., and John C. English, Camden, N. J., assignors to the Victor Talking Machine Co. Camden, N. J. Patent No. 1,015,322.

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 outside of the rear end of the cabinet and communicates with the major portion of the amplifier

through an elbow projecting outwardly through 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 constructed in ac-

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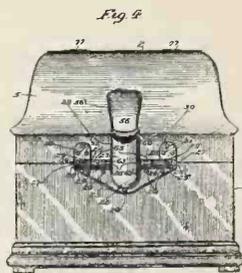
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Figure 1 is a perspective view of a sound box with the cover in position; Fig. 2 is a vertical central section through such box; Fig. 3 is a plan view of the diaphragm, with the stylus bar in position thereon, and Fig. 4 shows the cover and the ring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



cordance with this invention, the parts of the machine being shown in operative position; Fig. 2 is a similar fragmentary side elevation, partially in longitudinal vertical section of the same, but showing the parts in operative position; Fig. 3, a front elevation of the same showing the cabinet closed; Fig. 4 a rear elevation of the same.

## COLUMBIA BRIEFLETS.

E. B. Walthall is now in charge of the Columbia Phonograph Co., General, store at Louisville, succeeding O. J. Junge, who has gone to the Columbia store in Providence, R. I. Mr. Walthall is a thoroughly capable talking machine man, and he was for some time manager of the company's store at 1008 Olive street, St. Louis.

J. G. Widener, popular and well known among the trade throughout the country, has cast his fortunes with the Columbia sales staff as special traveling representative.

C. A. Malliet, who for some time past has been New York City salesman for the wholesale and retail Columbia branch store at 89 Chambers street, has gone to Wilkes-Barre, Pa., to take charge of the Columbia headquarters in that city. Louis C. Zeigler succeeds Mr. Malliet in New York and is on familiar ground, having previously held the position for several years.

The man who looks after only the big leaks will wonder why the boat sinks so rapidly. The man who watches only the little leaks will drown while he watches. Look after all the leaks.

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# PATENTS

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RECORD BULLETINS FOR MARCH, 1912

VICTOR TALKING MACHINE CO.

Table listing record titles and artists under 'BLACK LABEL RECORDS' and 'NEW RED SEAL RECORDS'. Includes titles like 'National Airs of All Nations' and 'Louisiana Minstrels'.

Table listing record titles and artists under '12-INCH SYMPHONY DISC RECORDS' and '10-INCH BLUE-LABEL HUNGARIAN DOUBLE-DISC RECORDS'. Includes titles like 'Ottello' and 'The Quaker Girl'.

Table listing record titles and artists under '10-INCH BLUE-LABEL GERMAN DOUBLE-DISC RECORD' and '12-INCH BLUE-LABEL HEBREW DOUBLE-DISC RECORD'. Includes titles like 'Muss I Denn Zum Stadtelle' and 'Yehi Ruzein'.

THOMAS A. EDISON. INC.

Table listing record titles and artists under 'EDISON AMBEROL CONCERT RECORDS' and 'EDISON AMBEROL RECORDS'. Includes titles like 'Agnus Dei' and 'War March of the Priests'.

COLUMBIA PHONOGRAPH CO., GEN'L.

Table listing record titles and artists under '12-INCH SYMPHONY DISC RECORDS' and '10-INCH DOUBLE-DISC BLUE-LABEL RECORDS'. Includes titles like 'Ottello' and 'I Want to Be a Janitor's Child'.

Advertisement for UDELL Line of GUARANTEED Disc Record Cabinets. Features an image of a cabinet and text describing its features and availability.

RECORD BULLETINS FOR MARCH.

(Continued from page 53.)

- 939 Hula Hula Medley—Two-Step..... National Promenade Band
- 940 Silver Star.....Ada Jones and Billy Murray
- 941 Pussy's in the Well.....Manhattan Ladies' Quartet
- 942 Elizabeth Ann.....Campbell and Gillette
- 943 Coronation March—"Die Folkunger".....Edison Concert Band
- 944 Driving Home the Cows from Pasture.....Walter Van Brunt and Chorus
- 945 Crucifix.....Reed Miller and Frank Croxton
- 946 Baby's Eyes.....Harry Anthony
- 947 In the Golden Afterwhile.....Peerless Quartet
- 948 I Want to Be Down Home in Dixie.....Collins and Harlan
- 949 Marry a Yiddisher Boy.....Premier Quartet
- EDISON STANDARD RECORDS.
- 10541 Silver Star—Intermezzo.....New York Military Band
- 10542 That Railroad Rag.....Edward Meeker
- 10543 Waiting Down by the Mississippi Shore.....Campbell and Gillette
- 10544 La Paloma.....Trio Instrumental "Arriaga"
- 10545 Oh, You Beautiful Doll.....Premier Quartet

U. S. PHONOGRAPH CO.

FOUR-MINUTE RECORDS.

- 1413 Caprice the Charmer (La Lisopera L'Enpolnese).....U-S Symphony Orch.
- 1415 Come to the Ball, from "The Quaker Girl".....Jas. F. Harrison
- 1432 Huckleberry Pie.....Ada Jones and Walter Van Brunt
- 1430 Mary (Kind, Kind and Gentle Is She).....John Young
- 1417 The Sweetest Story Ever Told.....U-S Instrumental Trio
- 1401 Let Me Dream Again.....Elsie West Baker
- 1399 The Arkansas Traveler.....Len Spencer and C. D. Almaine
- 1326 Norah Acushla.....Will Oakland
- 1219 The Song That Reaches Irish Hearts (The Wearing of the Green).....J. W. Myers
- 1425 Ballet Music, from "Faust".....U-S Symphony Orch.
- 1371 Ben Holt.....Francis J. Sadlier
- 1410 The Irish Emigrant.....W. H. Thompson
- 1352 Two Dark Town Poets.....Billy Golden and J. C. Hughes
- 1403 Sweet Miss Mary.....Martha May Hathaway
- 1426 L'Esprit Francaise Polka (Xylophone Solo).....Albert Benzler
- 1428 Sunset.....John Barnes Wells
- 1429 I Want a Regular Pal for a Gal.....Walter Van Brunt
- 1366 Just Like You Are, Love, To-day.....Peerless Quartet, Accom. by Orch.
- 1419 That Ragtime Goblin Man.....Arthur Collins
- 1331 Wilhelmina Waltzes.....Military Band

TWO-MINUTE RECORDS.

- 438 Carnival Bingo (March, Two-Step).....U-S Symphony Orch.
- 454 Come Kiss the Blarney, Mary Darling.....N. W. Hindermeyer
- 455 Another Rag (A Raggy Rag).....Burr and Campbell
- 456 The Little Irish Girl.....W. H. Thompson
- 418 Samland March (Accordion Solo).....John J. Kimmel
- 453 I'm Going Back to Dixie.....Collins and Harlan
- 458 I Live Up Town.....Ada Jones and Walter Van Brunt
- 460 From the Land of the Sky Blue Water.....Louise MacMahau
- 441 The Gallant Black Watch (A March and Two-Step in Scotch Style).....U-S Military Band
- FOUR-MINUTE GRAND OPERA RECORDS.
- In Italian.
- 33025 Infelice—Ernani.....Henri Scott
- 33027 Credo di Iago—Otello.....Cesare Alessandrini
- TWO-MINUTE GRAND OPERA RECORDS.
- In German.
- 7500 Das Koenig's Gebet—Lohengrin.....Allen Hinckley
- TWO-MINUTE FOREIGN RECORDS.
- In Italian.
- 21135 Maria Mari (Neapolitan Song).....P. Lega and Chorus
- In German.
- 21252 Es Hat Nicht Sollen Sein (Aus Der Trompeter von Sakkingen).....Francis J. Sadlier
- In Latin.
- 22100 Ave Maria (Accomp. by Organ, Piano, Violin and Cello).....Mme. Roma Devonne

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- Zon-o-Phone Concert Band.
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- B—A Toi (To Thee)—Waltz.....E. Waldeufel
- 5860 A—Yesterday.....Victor Herbert
- B—Frühlings Einzug (The Coming of Spring).....Franz von Blon
- Zon-o-Phone Orchestra.
- 5861 A—Gipsy Life—Valse.....Lillian Raymond
- B—The Coon's Wedding—March.....Hermann Darewski
- 5862 A—African Dreamland—Intermezzo—Two-Step.....George Atwater
- B—Soft and Sneaky—Eccentric Dance.....Jerome Shay
- VOCAL SELECTIONS.
- With Orchestra Accompaniment.
- 5863 A—How Enthralling the Music's Soulful Greeting, from "The Rose of Panama" (Elsie Baker).....Heinrich Berte
- B—As My Dear Old Mother (Henry Burr).....Antonin Dvorak
- 5864 A—Ring, Ting-a-Ling, from "Over the River" (Ada Jones).....Jerome and Schwartz
- B—Norine (Harry Anthony).....H. C. Verner
- 5865 A—When I Was Twenty-one and You Were Sweet Sixteen (Harvey Hindermeyer).....Egbert Van Alstyne
- B—My Very Own (Helen Clark).....Clare Kummer
- 5866 A—Take a Little Tip from Father (Billy Murray).....Berlin and Snyder
- B—Croon, Baby, Croon (Inez Barbour).....F. Wynne-Jones
- 5867 A—The Skeleton Rag (Arthur Collins).....Percy Weinrich
- B—Down in Gossip Row (Ada Jones).....Edward Harrigan and Dave Brahm
- 5868 A—One O'clock in the Morning I Get Lonesome (Walter Van Brunt).....Irving Berlin
- B—No One to Love (Frank Coombs).....C. Everets
- 5869 A—Way Down East Where I Belong—Descriptive (Byron G. Harlan).....Wm. McKenna
- B—Roll on, Silver Moon (Pete La Mar).....Hermann Löhr
- 5870 A—The Little Irish Girl (Wm. H. Tompson).....Arthur Foote
- B—An Irish Folk Song (Beulah G. Young).....Arthur Collins and Byron G. Harlan
- 5871 A—Brass Band Ephraim Jones—Descriptive (Arthur Collins and Byron G. Harlan).....Geo. W. Meyer
- B—Nicodemus (Arthur Collins).....Egbert Van Alstyne
- 5872 A—Lingering Love (Ada Jones and Billy Murray).....Dave Reed and Harry Armstrong
- B—Tomorrow (William Wheeler).....G. Palloni
- 5873 A—By Gift of Love, from "Victory Divine" (Alice C. Stevenson and Henry Burr).....J. Christ, Marks
- B—Israfel (James F. Harrison).....Oliver King

CREATORE'S MUSIC IS REPRODUCED.

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

Signor Guiseppe Creatore, the vivacious band conductor, spared 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 1109 Chestnut street, to hear the first phonographic 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 Gannes' "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. declares that Creatore merits the consideration, because before he accepted the contract from the company he made



CREATORE LISTENING TO PLAYING OF COLUMBIA RECORDS OF HIS BAND.

and the record of his adaption of Suppe's "Poet and Peasant Overture" was run off. Creatore listened with wrapt attention, and at times forgetting himself, raised his hands in characteristic gestures, as if leading his band, whose music issued in faultless reproduction from the instrument.

Band Master Highly Pleased.

Creatore's own arrangement of "Nearer, My God, to Thee," which his band has played with so much success, was played and his own adaptation of "The Hallelujah Chorus," from "The Messiah,"

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 27.—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 general business for the month past, Mr. Williams said: "January's closing days find us substantially ahead of the same month in 1911. Just how heavy the increase will prove we can't say until the books

are 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 the products."

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