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

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

These famous artists—universally acknowledged the greatest, and commanding the highest salaries—make records only for the Victor because only the Victor brings out their voices as clear and true as life itself.
ZON-O-PHONE
MUSICAL INSTRUMENTS
List Price From $20.00 to $75.00

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

Double Record Discs

10 inch—65c.  12 inch—$1.00

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

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

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

Fourth and Race Streets

PHILADELPHIA, PA.

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

ARKANSAS
       Hot Springs..... Joe Bollinger, 216 Central Ave.
                   Ft. Smith ... E. C. Bellinger, 704 Garrison Ave.

CONNECTICUT
       Bridgeport..... F. E. Beach, 502 Main St.

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

ILLINOIS
       Chicago............. Joseph T. Egan, 1333 West 14th St.
                    Chicago......... W. H. Seeley, 1311 Milwaukee Ave.
                    Chicago............. Trench, Peirce & Co., 715 Fifth Ave.

KANSAS
       Topeka......... Emphriner-Spielman Piano Co., 417-419 Kansas Ave.

MARYLAND
       Annapolis..... Globe Never Fare Co.
                   Baltimore...... C. S. Smith & Co., 661 W. Baltimore St.

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

MINNESOTA

MICHIGAN
       Detroit............. J. E. Schmidt, 235 Gratiot Ave.

MISSOURI
       Springfield.... Morton Lines, 235 Bonneville St.
                    St. Louis...... Knight Mercantile Co., 231 N. 12th St.
                    St. Louis...... D. E. Myers, 2207 Pine Ave.

NEW JERSEY

NEW YORK
       Brooklyn........... R. G. Womersley, 1238 Bedford Ave.
                    New York...... S. B. Davey Co., 120 University Place.

NORTH DAKOTA
       Fargo............. Stone Piano Co., 214 First Ave. N.
                   Grand Forks..... Stone Piano Company.

OHIO
       Akron......... Geo. S. Dales Co., 100 S. Main St.
       Cincinnati.... J. E. Petersen Co., 619 Main St.

PENNSYLVANIA
       Altoona........... H. A. Banker, 401 Ohio St.
       Harrisburg..... H. H. Tymp Music House, 15 So. Market St.
       Philadelphia... Harmonia Talking Machine Co., 1811 Arch St.
       Philadelphia... S. Fittinger, 1318 N. 5th St.
       Pittsburgh.... C. C. Miller Co., Ltd., 315 Fifth Ave.

TEXAS
       Beaumont...... K. B. Pierce Music Co., 408 Pearl St.

WISCONSIN
       Milwaukee.... G. H. Eichholz, 545 10th St.
       Milwaukee..... Headley Music Co., 608 W. Water St.

CANADA
       Toronto....... Whaley, Royce & Co., Ltd., 297 Yonge St.
       Vancouver... B. C. M. W., Watt & Co., Ltd., 444 Granville St.
       Winnipeg..... Manz, Whaley, Royce & Co., Ltd.
PROVEN VALUE OF RECITALS TO THE DEALER.

Some Interesting Views of the Subject Set FORTH HEREWİTH—Recitals Tend to Lift the Tone of Commercialism and Should Be Conducted to Secure Best Results.

From the very earliest days of the talking machine business, The Talking Machine World has preached, consistently and persistently, on the value of recitals as a means of developing business. There is no more dignified, forcible and effective method of demonstrating the advantages of the talking machine than through recitals. It not only interests, instructs and broadens the intelligence of those invited to participate, but it develops the recital idea as an enlargement of a knowledge of his respective lines among the class of people who are well buys, because they are interested in music of some sort, whether it be popular or classical.

While a great many dealers have adopted the recital plan of publicity yet it is well to bear in mind that not all of them have done so, and some valuable and practical suggestions regarding this work are contained in the following views of O. A. Kellogg, who placed his experiences before the trade.

"Beyond a doubt, public recitals wherever tried have given the business an impetus and resulted in sales. However, the number of sales depends largely, if not entirely, on just how the recitals are conducted. This feature of the talking machine business, although showing some improvement, is still sadly neglected. This is an epoch of education, therefore it behooves the dealer to inform the public of the great artists through the 'talkers' and records. Whenever possible, give these recitals in your warerooms. Train the public to understand that your establishment is the abode of great artists' voices. If you rent a hall, aside from the extra expense, the surroundings are only usual, and you lose a valuable asset.

"My idea of the recital feature is to eliminate commercialism. Don't advertise that 'Smith & Brown Co. invite you to a recital; rather say the invitation of 'Grand Opera Hall,' "Victor Hall," "Edison Hall," or any other suggestive name, will present Caball veil, Farrar, Sisson's Band, etc. Do not add that the Victrola will do the work. You arouse curiosity by not doing so.

"The program must be arranged tactfully and tastefully. If you are not educated in music and have never studied the arrangement of programs, seek the advice of a musician to assist you, and you can also draw on local talent to aid you. In following this plan you secure gratuitous publicity through the society columns and music pages of the papers before and after the recitals. The Victrola advertisement should appear on the same page, and next to, if possible, the write-up of the recital.

"The attention of the machine should describe each record before it is played. Tell your audience where the number appears in the opera, or, if it is a ballad, give an outline of the composer; say when and where the prominent compositions of the author, and then recite the poem that you are about to demonstrate. Also, mention the artist who renders the selection. This plan is much more effective than merely methodically playing one record after another in a sort of a mechanical manner. As to the attendance—request the presence of teachers. A number of respectable school principals will come if you ask them to come.

"The exhibit was in charge of W. H. Ives, head of the educational department of the Edison Co. and well known to the educators as originator of many such programs, and the Ives reputation for dependable maintenance of the proper good name. The exhibit was an interesting and convincing manner.

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COLUMBIA AGENCY IN BROOKLYN.

House of F. G. Smith to Give That Company's Products Live Representation—Handsome New Quarters in Flatbush Avenue—Other Big Deals Closed or Pending.

The Columbia Phonograph Co. has recently completed a big deal in Brooklyn, N. Y., whereby the great piano house of F. G. Smith, manufacturers and retailers of the Bradbury piano, of which there are thousands in Brooklyn homes, has made arrangements to handle the talking machines and phonographs and phonograph records of the new four-story F. G. Smith building on Flatbush avenue. The new deal provides for what will be one of the most representative talking machine establishments in the borough, the trade up to the present being handled chiefly by a number of small dealers. With the new company, the Columbia Co. look for a rapid development of its trade on the other side of the bridge.

George W. Lyle, general manager of the Columbia Co., announces that the company has recently sold its business in Denver, Colo., and turned over the exclusive jobbing rights for that territory to Dalrell Bros. & Scheler, who, upon completion of the new arrangement, placed an initial order for $20,000 worth of Columbia products.

"This transaction," added Mr. Lyle, "is in accordance with the policy which we have already announced of turning over our own business to dealers at such time as suitable arrangements can be made to take care of the territory effectively. In the same way our store in Little Rock, Ark., has been sold to J. C. Nielsen, and our store in Oak-land, Cal., has been taken over by L. O. Clancy. In each case a healthy, flourishing business was developed before these stores were purchased, and we are, of course, satisfied that in each case our interests will be properly taken care of." Mr. Lyle added "that negotiations are pending for similar transfers in other cities."

PHONOGRAPHY FOR LECTURING.

To Be Used in Future on the Sightseeing Auto-mobiles in San Diego, Calif.—Economy and Accuracy Given as the Reason.

According to a dispatch from San Diego, Calif., the phonographs will replace the human lecturer on the sight-seeing automobiles operated in that city. It is planned to put into service new double-decked cars carrying the phonographs. All of the phonographs have been decided upon from the viewpoint of both economy and accuracy. If the experiment proves a success there is a strong possibility that phonographs will be used on sight-seeing cars in other cities.

NAME OF FIRM CHANGED.

In order to standardize its office work the firm is therefore known as "The Telegraph Co. of Provence, R. I.;" hereafter will be hereafter be consolidated with "The Minute Shine Co." The Dust Off Record Cleaner products will be marketed under this latter firm style.
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 Victorolas IV., VI. and VIII. :: :: :: AND ABOVE ALL

YOU SHOULD KNOW ALL ABOUT OUR

"Grand Opera" NEEDLES

EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET

BOSTON, MASS.

FOR SIXTEEN YEARS AN EXCLUSIVE TALKING MACHINE HOUSE
Victor - Victrola

The leader in the world of music

The perfect rendition of all the masterpieces—unequaled richness of tone—has made the Victor-Victrola the unapproachable leader in the world of music.

And in wending its way to the exalted position it occupies today, it has made its influence felt and elevated every branch of the musical industry.

On the principal avenues of the great cities of the world, luxurious salesrooms have been established where the Victor line is sold exclusively. In some instances rentals of twenty thousand dollars and thirty thousand dollars per year are justified because of the immense value of the Victor-Victrola as a business bringer and a money maker.

It has brought to him not only a steady stream of customers, but a steady stream of dollars and ever-increasing prestige that makes the success of the past seem insignificant in comparison to the golden future that is still before it.


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 & Haas.
Atlanta, Ga. . Eyles-Avels, Co.
Austin, Tex. . Phillips & Crow Co.
Baltimore, Md. . Cohen & Hughes, Inc.

Butte, Mont. . Orion Brothers.
Chicago, Ill. . Lynn & Healy.
Cincinnati, O. . The Rudolph Wurlitzer Co.
Cleveland, O. . W. H. Brownell & Sons Co.
Columbus, O. . Perry & White Co.
Denver, Colo. . The Music Company.
Des Moines, la. . Chase & West.

Duluth, Minn. . French & Rohe.
Elmira, N. Y. . Elmira Arms Co.

Honolulu, T. H. . Bergstrom Music Co. Ltd.

Indianapolis, Ind. . Wischer-Stuart Music Co.
Kansas City, Mo. . J. W. Jenkins Sonic Music Co.
Lincoln, Neb. . Schaefer Arms Co.
Little Rock, Ark. . O. K. Horn Piano Co.
Los Angeles, Cal. . Sherman, Clay & Co.
Louisville, Ky. . Montgomery-Stimson Music Co.
Memphis, Tenn. . E. E. Forbes Piano Co.

Milwaukee, Wis. . Wisconsin Talking Machine Co.
Minneapolis, Minn. . Laurence H. Luckey.
Mobile, Ala. . Wm. Reynolds.
Montreal, Can. . Berliner Gramophone Co., Ltd.
Nashville, Tenn. . O. K. Horn Piano Co.
New Haven, Conn. . Henry Hotton.

New York, N. Y. . Emanuel B. Stein.

Oklahoma City, Okla. M. Steinert & Sons Co.
Omaha, Neb. . A. Hoge Co.
Pittsburgh, Pa. . E. F. Droop & Sons Co.

Peoria, Ill. . Putnam-Pow Co., Inc.
Peoria, Ill. . Putnam-Pow Co., Inc.

Pittsburgh, Pa. . C. C. Miller Co., Ltd.
Portland, Me. . Crewe & Allen.
Pittsburgh, Pa. . C. C. Miller Co., Ltd.
Richmond, Va. . The Carrier Co., Inc.
Salt Lake City, Utah. Consolidated Music Co.


Santa Fe, N. M. . Santa Fe Opera House.

St. Louis, Mo. . Koecker-Brenner Music Co.

The Whitney & Currier Co.

ENTHUSIASM IN BUSINESS.

“A Little More Enthusiasm and a Lot More Profit”—Some Timely Illustrations.

Does it not do you a world of good to meet Mr. Enthusiast, and are you not always better for the introduction? There is a vigor, a freshness, and yes, a magnetism, too, about him that exhilarates and strengthens. Socially, he is a captivating chap, for he has a hobby and can talk about it fascinatingly, but the real place for the enthusiast is in business, for there he can turn his talents to the acquiring of riches.

Enthusiasm turns work into play and makes of business a pleasing pastime. There is a well known saying to the effect that most mortals are square pegs in round holes, and this is true, but why? Because of the absence of enthusiasm. How can a man hope to succeed without it? He will continue to be a square peg in a round hole just so long as he remains uninterested and bored.

If he finds it impossible to become enthusiastic in the profession which he has adopted, he should turn to other worlds to conquer. There is a round hole, Mr. Talking Machine Dealer, for every man if he can but find it, and to the fellow of intelligence who is dissatisfied, and who longs for a congenial and remunerative occupation, the talking machine business holds out its arms in cordial welcome.

I have met and am personally acquainted with a goodly throng of business enthusiasts, and I as sure you, it is indeed a delight to know them, and whereas the profession which he has adopted, he should continue to be a square peg in a round hole just so long as he remains uninterested and bored. Enthusiasm turns work into play and makes of business a pleasing pastime. There is a well known saying to the effect that most mortals are square pegs in round holes, and this is true, but why? Because of the absence of enthusiasm. How can a man hope to succeed without it? He will continue to be a square peg in a round hole just so long as he remains uninterested and bored.

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his lunch breaks on a two hundred and fifty plunk Creassian walnut joy producer from Camden, N. J., asked curiously "What Victrola on needles about?" Then "Callagharn" looked up from his job of packing near conductor's punch, and explained why: "He was 'Waiting at the Church' 'In the Gloaming' to 'Bill from Louisville,' so 'Wade Cutter.'"

HOMAS TAYLOR MUSEUM.

DICTAPHONE AT SPOKANE AD CLUB.

Some Interesting Records Made and Absent Ones Heard from Through This Means, at Recent Meeting of Advertising Men.

(Special to The Talking Machine World.)

Spokane, Wash., March 5, 1912.

At a recent meeting of the Spokane Ad Club, president over by A. W. Sawyer, advertising manager of the Western Commercial Club and a man well known to the ad men of Spokane and the Northwest.

A large horn was attached to the Dictaphone and the address, while the voice of a man, while the real speaker was more than 500 miles away. The records were clear and distinct and could be heard well throughout the spacious hall in the Davenport restaurant, and there was a smile of approval from the ad men and their friends when they recognized the voice of their friend Chapman.

Dictaphone records were secured of an address given by Mr. W. A. Hart, of the Pacific North-West Commercial Club and a man well known to the ad men of Spokane and the Northwest.

The affair was hugely enjoyed and the concert will certainly be repeated at an early date. Among those members of the trade present were Messrs. Connover, of the Talking Machine Co., Chicago; Taylor, of the Victor Talking Machine Co., and Conover, of the Talking Machine Co., Chicago.

PHILADELPHIA DEALERS ELECT OFFICERS.

The Talking Machine Dealers' Association, of Philadelphia, was organized in that city on February 14, when the following officers were elected: President, Wm. S. Gibson, 4329 Frankford avenue; vice-president, John A. Popp, 3321 Columbus avenue; secretary, M. Goodstein, 3037 Market street; treasurer, L. L. Goodstein, 327 West Girard avenue.

The meeting took place in the Parkway building, 119 East Broad street. There was a goodly attendance of dealers, and an active campaign is to be carried on to interest others.

DEATH OF THOMAS B. RODGERS.

(Special to The Talking Machine World.)

Pittsburgh, Pa., March 8, 1912.

Thomas B. Rodgers, a valued employee of the local store of the Columbia Phonograph Co., died Friday, February 23. The deceased was connected with the Pittsburgh store for about ten years, filling the position of manager of branch stores at Homestead, Pa., and Wheeling, W. Va., and for the past four years traveling salesman, representing the company in West Virginia and sections of Ohio and Pennsylvania.

Every position was filled by Mr. Rodgers with credit to himself and to the satisfaction of the company, and by his genial manners made hosts of friends in the territory which he traveled and endeared himself to his associates in the Pittsburgh store.
The musical interest that Easter always creates is just one more of the outside forces you can make use of in boosting

**THE EDISON PHONOGRAPH**

Everybody associates Easter with sacred music. Make everybody associate sacred music with the Edison—

by running timely advertisements in your daily newspapers—by making use of the Edison Easter window display—

and by giving Edison Easter concerts, to which everyone on your mailing list should be especially invited.

Easter presents a real live opportunity and you ought to make the best use of it. Be sure that your Record stock is complete. Look it over carefully and write your Edison jobber to-day.

Thomas A. Edison

59 Lakeside Avenue, Orange, N. J.
Approach your prospective customer from every possible angle. Drive home your selling arguments with a continuous accompaniment by

THE EDISON PHONOGRAPH

While you are reaching the customer’s reasoning mind with your own logical selling talk, the Edison is getting his sentimental side. It is exerting its own powerful influence, and is putting him in a buying mood twice as quickly and twice as easily as you could accomplish the same result unaided.

Keep the instrument and records busy. Keep up the atmosphere of Edison enthusiasm, and cinch the order then and there.

59 Lakeside Avenue, Orange, N. J.
THE TALKING MACHINE WORLD.

EDWARD LYMAN BILL, Editor and Proprietor.

J. B. SPILLANE, Managing Editor.

OLUME XII-AUGUST 12-1912.

Published the 15th of every month at 373 Fourth Ave., New York.

Subscription (including postage), United States, Mexico, One Dollar per year; all other countries, $1.30. England and her colonies, five shillings.

Advertisements: $2.60 per inch, single column, per insertion.

Long Distance Telephones—Numbers 5892-5893 Madison Sq.

Address: "Eilib," New York.

NEW YORK, MARCH 15, 1912.

THE offices of this trade newspaper institution are now located in the new building, 373 Fourth avenue, between Twenty-sixth and Twenty-seventh streets. Our friends who are located in town and those who are visiting this city will find the new location a convenient one.

WHILE business for the past month has not been as active as in January, yet the volume of trade in talking machines and records throughout the country is decidedly larger than for the same period last year. Despite the political ferment which is inevitable now that the competition for the Republican nomination for President of the United States centers between Col. Roosevelt and President Taft, with the battle on among other notable per-

sons on the Democratic side, the leading men in the talking machine industry are inclined to the belief that interference with business for the year will be comparatively slight, and a buoyant feeling prevails in all branches of the trade.

The talking machine business as a whole was never in a healthier condition than to-day. There are some matters of detail, particularly in the retail and jobbing fields, that will need consideration and revision, but, broadly considered, the business as a whole is being conducted along progressive lines.

It is a business of evolution—a business of laboratory skill—a business of education—a business of entertainment—a business of scientific development.

Its possibilities were never greater, and it only requires the confidence and enthusiasm of talking machine men to score a still greater measure of success than has even yet been accomplished.

Confidence and enthusiasm in the business and in the products should be the slogan for 1912.

The word "service" is about the greatest word in commerce to-day. There is as much difference between good service and poor service as there is between good money and counterfeit money. Every possible effort is necessary to perfect service and to maintain it, and once established it has a money value; and this applies to any business or profession. There are countless large buyers who are willing to, and do, pay something in money for service-counting it as profit.

A man said a while ago that the difference in salary between two men depended upon the difference in supervision required. So in service. Its value depends upon the certainty of it, and therefore wise buyers will seek it and buy it regularly.

When a customer remains faithful to a house because of service, the Good Will is there, and it is the opposite of the old-fashioned Good Will, which one man kept because he was financially able and the other acknowledged because he was forced to.

Here continues to be a great demand for first-class salesmen who understand the talking machine business in all its phases. There are plenty of men applying for positions, but the trouble centers in the fact that they know little about the business, and when they do get a position no effort is made to learn other than the superficial requirements in regard to styles and prices of machines.

Few men stop to think why they cannot "deliver the goods." Either through stupidity or vanity they overlook that this condition is due in a large measure to indifference and lack of energy. They float along the channel of least resistance instead of seeking to learn everything of importance and value regarding sales methods—the knowledge of, and control of, stock; the difference in machines; in tone values; in constructive details; an acquaintance with the various records; the importance, when selling, of using only first-class, instead of worn out, scratchy records; of impressing customers with the musical values of the various styles.

On the other hand, the department manager is to be censured for his failure to help the salesman—particularly the new man. He should make it a point to get in close touch with his force at regular periods and explain the policy of the house as well as the selling features of the different machines. The principles upon which the tone is reproduced by the sound-box, or reproducer, should be explained, as well as the methods of making records; the handling of customers with their varied eccentricities should be treated of fully; in other words, the department manager must do his share to make the salesman a greater factor in the development of the business of the house.

Many managers seem to think that they are disposing of a very valuable asset in instructing their salesmen regarding selling methods. They feel that they are giving them a knowledge which may be sold at a higher salary to some other establishment a little later.

While this is very true, still to withhold helpful information is a narrow conception of one's obligations. With very few exceptions when men are taken into the confidence of the manager and their knowledge and enthusiasm aroused regarding their work they will be loyal to their chief and to the establishment.

There must be confidence, however, on both sides, and this is the condition that will insure success.

In the talking machine field, as in every other industry, it is the man who sets to work seriously to know the business thoroughly in all its details that wins out. Knowledge is power. While a pleasing appearance and address are a valuable asset to a salesman, they become worth considerably more when they are backed by a knowledge of the goods which he is selling.

The man who doesn't want to be told is a bad piece of the business world. The fellow who has pulled the doings of things down to the perfection notch and is unable to see where somebody on the outside can give him a suggestion worth trying is in a very bad way. When we occasionally run across him we experience a cross between indignation and amusement.

The uprightness of the mental workings of a man who feels himself so secure in the regulation of affairs under his control that he is incapable of taking kindly and in a spirit of willingness to any suggestions that may be offered to him simply needs the application of a slipper of compass-size to his anatomy to bring him to a proper realization of the fact that nobody knows so much that he can't learn something else with profit.

We run across men who have managed business in certain lines for years and who have so conformed themselves to their own cut and dried ways of doing things that they simply won't listen to anything that is proffered to them by other people. The result is that these men are sooner or later worsted and beaten in their lines by those others who have realized that a reasonable suggestion from anyone is worth trying, or at least worth carefully calculating before it is rejected entirely.

The exasperating attitude of a man who intimates that he is so completely perfect and satisfied with his ways that he doesn't care to listen to anything different, is similar to that of the man who listens and deliberately acts as though he had never heard.
None of us has succeeded in getting so complete a hold on what we are doing that we can't make use of something the brain of someone else may evolve, and the sooner we realize that it is worth while to pick up new ideas and use them whenever possible the sooner the striver will be the business results of a satisfactory kind. It isn't often one can afford to be cocksure. It may be a "smart" attitude, but the man with an inquisitive mind invariably wins out.

AN EDUCATIONAL FACTOR.

Success of Exhibit and Demonstration of the Victor Talking Machines and Records in Educational Work at Convention of National School Superintendents' Association in St. Louis—Interview with Mrs. Frances Elliott Clark, in Charge of the Campaign.

(Special to The Talking Machine World.)

St. Louis, Mo., March 9, 1912.

The amazing success of the Victor Talking Machine Co. in promoting the use of the talking machine in the public schools was made plain by the interest shown in the exhibit of that company at the Planters' Hotel in this city during the meeting of the National School Superintendents' Association.

There is no musical section connected with this meeting, and that might have appeared a drawback, but the absence of those who are most directly interested in musical education only served to emphasize interest of the executives. None attending this meeting as a member of the societies is graded lower than a principal, and it is upon the recommendation of the people present in this city that school boards buy devices for the school.

Mrs. Frances Elliott Clark, director of the Victor Co.'s educational department since last April, was in charge of the exhibit and was assisted by Howard J. Shartle, of the record order department, and H. C. Brown, and few idle moments did these three have.

"Our rooms have been thronged from early morning until night," said Mrs. Clark to The World correspondent, "and the persons gathering here to hear the machine have shown an intelligent curiosity as to its use in the schools. They all have heard of its excellent work and of the hundred of machines in the schools of New York City, Boston, Chicago, and of their entering the Philadelphia schools recently.

"Some of these schools have gone so far as to have had an idea that a talking machine was like the old tin horn instrument that used to drive persons off the porches for a lack from its owners years ago. They are beginning to know that something different has been made or it could not be given a place in any school. Such ideas were prevalent a year ago. They are not now. Every school head is in a receptive mood.

"Our real work began last summer in San Francisco, where for 12 days we entertained grade teachers attending the National Educational Association with programs fitted for school work. We showed these teachers how pupils have as much right to know of the great fields of music and vocal expression, in singing and reading, as in literature and science. We played for them programs of folk dances suitable for school exhibitions and playground work. We showed them how tone culture was best taught by samples of music such as Tetrazzini was the great head teacher not connected with the schools were interested in getting the interest shown in the machines was ability to supply records, "but that will be all right after we get into our own new six-story factory, of which reference was made in a recent letter to the trade."

"We are told by other exhibitors," continued Mr. Shartle, "that they are glad to have us here, that we are doing much toward drawing the members of the associations to the exhibits; that our exhibit is new and when they come to see our wares they visit the others. We have been accorded an excellent reception and are very glad we came."

It was noticeable at the hotel where most of the exhibits were installed that the Victor Co. was doing its campaigning in a way that commands respect. The placards in the corridors were plentiful and handsomely made. In no way did they permit any other exhibitor to obtain a lead.

The visit of Mrs. Clark and Mr. Shartle was made the occasion for a local educational campaign. The Bollman Bros. Piano Co. obtained consent to invite all of the nearby talking machine dealers to visit the hotel one day while the teachers were attending sessions of the association and hear the demonstration by experts and also to pick up pointers on the new educational work.

The Bollman Bros. Piano Co. took advantage of the occasion to issue to all St. Louis school principals invitations to visit the exhibit and were very glad we came."

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 DITSON PLEDGE]

OLIVER DITSON CO., Boston, Mass.
BURLINGTON, VT., TRADE ACTIVE.

(Special to The Talking Machine World.)
Burlington, Vt., March 8, 1912.
William Walker, who is in charge of the Bailey Music Room at Burlington, Vt., has waxed very enthusiastic over business lately and the quarters, located in the Y. M. C. A. building, entertain a great many customers during a day; all of them interested in the Edison proposition.

R. C. Smith has taken on a full line of Edison goods and henceforth will be known as an Edison jobber in the trade. Mr. Smith has a fine store on the main street of the city. While a good portion of the establishment is devoted to sporting goods, Mr. Smith has set apart a commodious section to be devoted to talking machines. His store is widely known throughout the Green Mountain State.

RECORD SPEECHES FOR REUNION.
Worcester Gentlemen Make Records for Use at Philadelphia Alumni Banquet and Experiment Proves Great Success.

(Special to The Talking Machine World.)
Worcester, Mass., March 6, 1912.
This city was the scene of an interesting event the other day when phonograph records were taken of the remarks of a group of Worcester gentlemen for use at a reunion to be held in Philadelphia of the Alumni Association of the Worcester Polytechnic Institute.

A representative member of the Alumni in Philadelphia thought it a good idea that if certain prominent fellow members could not attend in person, at least it would be a great thing to "hear" them, and he approached the Pittsburgh office of Louis Iuchem & Bro., who are jobbers in Edison phonographs. The firm in turn communicated with the Pardee-Ellenberger Co. at New Haven, Conn., who turned the letter over to Manager F. H. Silliman of the Boston office of the Pardee-Ellenberger Co. In the letter was a list of thirteen gentlemen, including Hon. Charles G. Washburn, who were to be approached. As the records were to be in Philadelphia at a certain date Mr. Silliman immediately gave his personal attention to the matter, and went to Worcester to arrange for the reproductions, and although he had a very limited time in which to get busy he was able to come in touch with nearly one-half of those whose names had been submitted.

These gentlemen went to the office of the Worcester Phonograph Co., 11 Trumbull Square, and each one made a record which was forwarded that very night to Philadelphia. The experience proved a most interesting one to the participants at the Worcester office, as several of them never before had heard a machine and the idea of their so talking that the same could be reproduced over in Philadelphia seemed to them to be a most marvelous feat. One man, who was approached, could not be induced to go to the office and make a record.

Needless to say the records proved a most enjoyable part of the after-dinner speaking at the alumni gathering.

BIG DEMAND FOR COLUMBIA MACHINES.

St. Johnsbury, Vt., March 7, 1912.
A. L. Bailey, the largest piano dealer in the State of Vermont, and who operates a number of stores, with the largest one here, has been having a large demand for Columbia goods lately, and his business during February was unusually large. Most of his Columbia business is in the higher-priced goods.

NEW STORE FOR CHELSEA.

Chelsea, Mass., March 8, 1912.
Arrangements are under way for the opening of a large store here within the next month or so to be devoted to talking machines as well as pianos. The Edison line will be carried.

MOVES TO CENTRAL LOCATION.

Woburn, Mass., March 7, 1912.
J. F. Lovell, who has been an enterprising Edison dealer here for a number of years, and who has had a place of business at his own home, up one flight, has gone into the center of the town, where he has opened an attractive store.

TAKES ON COLUMBIA LINE.


(Special to The Talking Machine World.)
Springfield, Mass., March 9, 1912.
The W. B. Lincoln Piano Co., which has an attractive establishment at 493 Main street, has just installed a full line of Columbia goods and on the opening day, which was a step made necessary by the growth of his business.

William Caldwell & Son of Davis Square have just become Columbia dealers, and their finely equipped store is well adapted to exhibiting Columbia goods to the best possible advantage.

SUCCEED WITH EDISON LINE.

Concord, N. H., March 7, 1912.
Going into this city one is struck with the size of the business being done by the firm of Brown & Saltmarsh, who have been Edison dealers only a comparatively short time. Lately they have been obliged to increase their line of Edison machines and records and they contemplate in the near future a rearrangement of their store so as to get in more demonstration booths. They are the exclusive Edison dealers in the city.

HERE'S A CLOSE CORPORATION.

North Berwick, Me., March 6, 1912.
Rather a surprising illustration of the growth of business in a small place, due entirely to energy and hustle on the part of the dealer, is afforded in the case of Austin & Austin, which firm, by the bye, is composed of Mr. Austin and his wife. This town is at the end of a car line and numbers a population of only 1,800 persons, yet this firm has been able to dispose of three Opera styles of Edison machines and one Amberola, as well as a lot of lower-priced machines during the month of February. Each of the firm has her and his distinct part of the business; that is to say, Mrs. Austin goes around and gets the "prospects" and Mr. Austin follows and closes the deal.

NEW OPERA STYLE MAKES GOOD.

Portsmouth, N. H., March 5, 1912.
The new Opera style of Edison machine has proved a fine seller with F. W. Peabody. Mr. Peabody also has stores at Haverhill and Amersham, Mass., but in the first-named city the business has been growing to such proportions that he has been obliged to open an additional establishment.

LIVELY NEW HAMPSHIRE DEALERS.

Two New Hampshire dealers of Columbia goods, not far removed from each other, are the Greer Piano Co. of Manchester and Harritt & Co. of Concord, both of whom report a business for January and February only exceeded by that of December.
Two values for one price. Loud and Soft tones with Duplexetone Needles.

A remarkable achievement.

Two months ago a brief announcement was made about Duplexetone Needles; views were shown of the two methods of playing them.

Before this announcement lies a story, a story that is of interest to everyone connected with the talking machine industry and to every owner of a talking machine.

The PROBLEM was to produce a talking machine needle that would be of the HIGHEST GRADE and could be used for either LOUD or SOFT playing.

The temper of steel would have to be of special material; likewise the size and shape of the needle would have to conform to particular laws. Many experiments were made and the last one—the thirty-fourth experiment—solved the problem. The needle was named the Duplexetone.

For playing LOUD the needle is held this way:

For playing SOFT this is the position:

Just how the Duplexetone will create sales and make profits for you will be told next month. However, tell us your jobber's name and we'll send you a generous package of Duplexetone Needles.

W. H. BAGSHAW, Sole Manufacturer
LOWELL, MASS.
FROM OUR BOSTON HEADQUARTERS.
(Continued from page 13.)
the needle has reached the end of the number, is meeting with such universal success. Mr. Con-
don reports business as very large everywhere.
Special Caruso Window Affairs.
On Tuesday, March 5, the day that Caruso was in town to sing in "The Girl of the Golden West" at the Boston Opera House, the Eastern Talking Machine Co. had his appearance in Boston by setting forth a window display comprising Caruso records and literature bearing on the great singer. Passers-by considered it a very clever piece of showmanship.

Resign from Boston Talking Machine Co.
F. W. Hager, the song writer, and George L. Cheney, both well known here with the Boston Talking Machine Co. for a time, have severed their relations with the company and have gone over to New York. Messrs. Hager and Cheney earned the good will in getting up the famous beef- steak party of the talking machine men of the city back in the fall. J. G. Widner, who also was with the Boston company for a time, resigned several weeks before and left the city. He lately was heard from in St. Louis.

George W. Lyce a Visitor.
Mr. F. W. Hager, managing general manager of the Columbia Phonograph Co. in New York, was a re-

specialist of the Pardee-Ellenberger Co., which is finding business better than usual. Manager Frank Silliman is having all he can do to get goods sufficient to supply the demand. Mr. Silliman has just returned from a short trip through the central points of Southern New England, such as Providence, Fall River, Woonsocket and everywhere he stopped he heard good accounts of Edison business.

Feature Zon-o-phone Records.
Manager S. H. Leopold, of the zonophone department of Thomas A. Edison, Inc., has had a very successful tour through New England, has returned to Boston for the automobile show in Mechanics building, which always is the ren-
devous of a large number of talking machine men when these big exhibitions are usually held.

Life of the Legal Department.
Several of the legal department of the Edison Co., were visitors to Boston lately, remaining here a few days.

Now on the Selling Staff.
M. L. Reed has been advanced in the Eastern Talking Machine Co.'s Boston office; and here-

after instead of being on the second floor, as formerly he will be one of the selling staff on the first floor. Mr. Reed has lately—but that’s an-
other story.

Notable Concerns Use the Dictaphone.
The Dictaphone business of the Columbia Phonograph Co. has been very large in the last few weeks and some of the new houses to intro-
duce them have been the Pettingill-Andrews Co., in-
erlectrics; Whitcomb & Co., the American Unit-
arian Association, Frank G. Macomber, fire underwriter; the American Fire, the American Pneumatic Scale Co., also James H. Vahay, the well-known lawyer. One especially interesting incident of the Dictaphone business is the fact that they have been in use in the office of Governor Foss of the militia at Lawrence during the strike. He came down to Boston late in the afternoon and to his quarters in the State House. He had his reports by means of a Dictaphone, and this out of the way he returned to Lawrence for the next day's work.

L. E. Goldin, a graduate of the Sheldon School, is one of the new recruits taken into the office of the Columbia by Manager Erisman. Mr. Goldin will be a salesman for the Dictaphone exclusively.

LOWELL CONCERNS ACTIVE.

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LOWELL CONCERNS ACTIVE.

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LOWELL CONCERNS ACTIVE.

LOWELL CONCERNS ACTIVE.
THE TALKING MACHINE WORLD.

More Dealers are Daily Joining the U-S Ranks

THE exclusive features of the U-S Everlasting Records make an instant hit with dealers and users alike.

U-S Records are more profitable for the dealer because they’re quick sellers, and because they don’t break, chip, crack nor wear—no damaged records to cut into the profits.

They’re attractive to the user for many reasons. They sell at popular prices—even for grand-opera selections. They offer a representative and up-to-date repertoire of instrumental, vocal and vaudeville successes. They fit any phonograph. And they’re indestructible—affording a lifetime of entertainment.

The U-S Phonographs—$30 to $200—also have many selling-points. The change from two-minute to four-minute records is instantaneous. The extra-large and sensitive diaphragm gives superior voicing. And no change of reproducing-points is required.

Write for the U-S proposition to dealers. It gives every opportunity to build up a profitable and safe business. Address the main office or the nearest branch listed below.

THE U-S PHONOGRAPH COMPANY
Associate with
The Bishop-Babcock-Becker Company
1013 Oregon Avenue, CLEVELAND

BRANCHES
5-7 Union Square, West……….New York
210-225 West Washington St….Chicago
308-310 Minnesota St………..St. Paul
Portland and Chardon Sta………Bos’ton

1106 Commerce St………..Dallas
308-310 Broadway………..Albany
55-60 W. Mitchell St………….Atlanta
210-212 S. Broadway………..St. Louis
NO COMPLAINTS IN CLEVELAND.

Business During Opening Months of Year Keeps Well in Sight of December Record—Talking Machine Trade Reaches a Point Where the Element of Surprise Does Not Enter

The Talking Machine Co., which has been in the phonograph business for many years, has now reached a point where the element of surprise does not enter. It manufactures and sells phonographs and records, and it is a well-known fact that the company has been doing a good business for some time.

The company has been in the business for many years, and it is well known that the company has been doing a good business for some time. The company has been in the business for many years, and it is well known that the company has been doing a good business for some time.

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Columbia Grafonolas and Records are already being bought by your customers. That money ought to be yours.

Columbia Phonograph Company, Gen'l

Tribune Building, New York
The Talking Machine World.

Business at the store of W. H. Buechler & Sons Co. is good, as is evidenced by the large number of daily sales of Victrolas and records, largely of the highest grade. At the Edison jobbing house of Laurence H. Luker business continues good and constantly expanding. "Trade is keeping up very satisfactorily," said A. O. Peterson, manager, and the retail dealers in this city and throughout this section are ordering both machines and records very liberally, and all express themselves satisfied with the business they are doing. With the rapid growth there seems to be an in-quiry about the new Edison disc machine and are looking forward anxiously for its advent.

Charles I. Davis is doing an exceptionally fine business at his store here. "I consider it remarkable that in so short a time I have built up such a successful business in the talking machine line, both in Victor and Edison machines and records.

At the wholesale and retail departments of the Collister & Syal Co. is rather pronounced for the $50 machines, and we haven't got one nor have we had one for some time," said A. O. Peterson, manager.

The Victor Co. in discussing the recent action of the United States Circuit Court of Appeals for the Second Circuit in its opinion states that it took the action which it did because Judge Hazel's decision, the parties to the suit having entered into some settlement concerning this patent whereby the standing of the parties would not be affected by its decision in the case, proves there was nothing left which called for the Appellate Court's decision in this particular case. As far as the American Graphophone Co. and the Columbia Phonograph Co., General, are considerable, there was a certain settlement, but the Victor Co. announces that it is not settled to others, and that it is determined to prosecute infringers of this Petit patent. The Victor Co. states that it is determined to finally sustaining this Petit double-faced record patent, and that if any other concerns start or continue the manufacture or sale of double-faced records, other suits under this patent will be instituted and the whole matter will have to be fought over again to the Court of Appeals.

The Noted Inventor Says His Mother Was the Making of Him—Pays a Graceful Tribute.

Next to Col. Roosevelt no other man figures so prominently in the history of the dictaphone, Dictaphone Co., as Thomas A. Edison, the inventor of the phonograph. Recently he paid a characteristic tribute to his mother when he said: "My mother was the making of me. She was so true and so wise, and I felt that I had so little to live for, everyone, that I did not have my mother very long, but in that time she came over to me and influenced which has lasted all my life. The good effects of her early training I can never lose. I was always a careless boy, and with a mother of that sort of character, I probably have turned out badly. But her firmness, her sweetness, her gentleness were potent powers to keep me in the right path. I remember I used never to be able to get along at school. I don't know what it was, but I was always at the foot of the class. I used to feel that the teachers never sympathized with me, and that my father thought that I was stupid, and at last I almost decided that I must really be a dunce. My mother was always sympathetic, and she never misunderstood or misjudged me.

"One day I overheard the teacher tell the inspector that it would not be worth while keeping me in school any longer. I was so hurt by this last straw that I burst into tears, went home and told my mother about it. Then I found out what a good thing a good mother was. She came out as my strong defender. Mother-love was aroused, mother-pride wounded to the quick. She brought me back to the school and angrily told the teacher that he didn't know what he was talking about, that I had more brains than he possessed. In fact, she was the most enthusiastic champion a boy ever had, and I determined then that I would be worthy of her and show her that her confidence was not misplaced."

APPPOINTED DOMINION MANAGER.

Jos. H. Wilson Takes Charge of the Dictaphone Interests of the Columbia Phonograph Co. in Canada.

Joseph H. Wilson, formerly and for several years connected with the New York sales staff of the Columbia Phonograph Co., General, has been appointed Dominion manager, with headquarters in Montreal, for the dictaphone branch. Mr. Wilson is a highly efficient salesman and his many New York friends predict a great success for him in Canada.


Successors to Victor Distributing and Empire Co.

81 Chambers Street New York
Chief Difficulty of Dealers Lies in Inability to
Secure Enough of Certain Styles of Machines
Columbia Co. Store Renovated—Busy
Times In Aeolian Co. Department—Columbia
Favorite Proves a Hit—Mark Silver-
stone’s Experience With a Grateful “Hobo”
Some Recent Trade Visitors—Trade News
of the Month Summarized.
(Special to The Talking Machine World.)
St. Louis, Mo., March 9, 1912.
The general reports regarding conditions in the
local talking machine trade at the present time are
of a very favorable nature and the majority of
the jobbers and dealers stated that the chief trouble
lies in the fact that certain styles of machines are
more popular than others and that the result is
that it is difficult to keep a sufficient stock of the
popular machines on hand. The opening months
of the present year produced a volume of busi-
ness in excess of that for the same months in
1911 and the prospects for the future are of a de-
cidedly encouraging nature.
The store of the Columbia Phonograph Co. is
being redecorated and thoroughly under-
direction of Charles L. Byars, retail man-
ger. Enamelled white paint is being used for the
wood work and the demonstration booths and the
paper and hanging will be as cheerful as possible,
the intention being to make the store inviting, but
not of forbidding excellence.
John Schmelzer of Centralia, III., a prosperous
and widely known jeweler, who finds the Edison
talking machines a valuable and well timed side-
line, was a recent caller at the Silverstone Talking
Machine Co.
Harry Levy of the Aeolian talking machine de-
partment says the continued trade on XVI ma-
chines is the feature with the retail departments
at that store. “I think we are beginning to see
where the small machines are a material benefit
to the trade,” he said. “Already they are coming
back, and, of course, bringing customers for good
machines, for it is impossible for a person to
hear the records put out today on any machine
and not become charmed with them. The small
machine is just the taste of what is wanted.”
The wholesale trade, Mr. Levy states, con-
tinues to be a problem of distribution as to both
records and machines and that the country trade
has held up very well. “February keeps up the
remarkable record this company has been making.”
“Our trade continues to settle on the Favorite
model,” said C. L. Byars at the Columbia Co. “One surprise is the excellent class of trade the
general advertising for this model is bringing. We
find that most of those to whom this model is
suggested have already been sold as far as per-
suasion is concerned, it needs only the sugges-
tion as to action. Our trade is limited chiefly by
the supply we are able to get from the factory.
The salesmen ask ‘How many Favorites can I sell?’
This morning we received 10 and this
evening we cannot promise immediate delivery of
a Favorite. There is a fine proportion of cash
trade this month. It began last month when the
cash business ran ahead of the installment busi-
ness and continued for February. Of course this
is some good salesmanship in persuading so large
a proportion of buyers to pay cash and we are
pleased when we succeed, as we then have a good
record customer from the start instead of a ma-
chine customer coming to the store to make pay-
mements on the instrument.”
E. C. Rauth, secretary of the Koerber-Brenner
Music Co., says that his firm is well pleased with
the first month as exclusive Victor jobbers. “The
country trade is very good and the stores in the
city have been making some excellent sales of
records. We are now shaping our affairs for an
aggressive campaign to extend the St. Louis job-
boring territory for talking machines and general
musical merchandise.”
Mark Silverstone of the Silverstone Talking
Machine Co. has had a unique experience with
hiring help through sympathy. During the ex-
treme cold weather a man who admitted himself
a “hobo” came into the store and asked for work.
Mr. Silverstone needed a man to help in arrang-
ing the new stock that had come with his ap-
pointment as exclusive Edison jobber and he em-
ployed him. Three days later the man got sick
and the next day two men of the same class ap-
peared and were given work in the other’s place.
They worked a week and were paid each night.
One noon they walked out the back door. ‘Mr.
Silverstone soon established that a machine was
stolen and that he had not seen the number before he
reported to the police. Before he had finished
searching a policeman called and asked if he
had lost a machine. Of course he had and the
police had him arrested. The first man em-
ployed was so thankful for the aid given him that
when he heard of the other men, whom he knew
had taken his place, were reported at the lodging
house as wanting to sell a talking machine that
they must have stolen it from Mr. Silverstone and
he followed them to a pawn shop and then
told the police. Before their arrest the men had
disposed of the pawn ticket, but the thankful
man gave all the experience was a Fireside model and was
stolen in an original package. The men were not
sufficiently vexed in the business to known
values of the packages.
Henry C. Brown, advertising manager of the
Victor Co., was a recent visitor to jobbers here.
Miss Elizabeth Vandeventer is attracting much
attention in the local talking machine circles by
her skilful handling of the department at Bollman
Brothers Piano Co.
W. S. Byrd was a caller at the Columbia store
the first of the month after a very successful trip
through Missouri and Southern Illinois for the
Columbia line.
Mark Silverstone of the Silverstone Talking
Machine Co. says that he is more than pleased
with his first month as exclusive Edison jobber.
“I have met several of the new customers and
have about completed stock arrangements for
making an aggressive fight for business. I will
send a man with me on the road with orders.
We are not yet in position to speak accurately on the
new business, but it appears very good to me.”
W. F. Fisher of Murphysboro, Ill., was one of Mr.
Silverstone’s new customers for the store and he expressed personally what he had
already written of his satisfaction with a large record order, not only as to the completeness with
which it was filled and the packing service.
The A. H. Mengel Music Co. of 4300 Olive
street, one of the heavy retailers of the Victor
line in the city, are changing their business quar-
ters in the prosperous West End by the relinquish-
ing of one of their suite of store rooms and the
leasing of another which will increase their dis-
play advantages.
FROM A PROHIBITION STATE.
What Maine Frost Did to the Music of a Talk-
ing Machine and What Happened Thereaft-
er—What Might Be Termined “Heavy”
Music.

We have all heard of the tyrant whose voice was
of such caliber as to cause the blood of his in-
tended victims to congeal and to cause them to
stand in their tracks as though frozen. In such a
case the freezing was due to horror rather than
to frost, but now, out of the wilds of New
England, from the land of the Puritans, where truth
stands mighty, comes the following story of the
effect of intense cold on the notes emitted by a
talking machine and the dire results:
It was so cold at Danville Junction, Me., recently
that the music emitted by a talking machine froze
in transit and, striking little Mary, the daughter of
James Lamb, in the face, severely injured her.
The accident occurred in this way: The little girl had
just started the Victrola when her father entered
from out of doors. The blast of cold air immedi-
ately congealed the stream of music, which struck
the girl with telling effect. Unfortunately, the rec-
cord was a military march played by Pryor’s full
brass band. One of the cymbals struck Mary over
the left eye, cutting a severe gash. The bass drum
then emerged from the horn of the machine and
with thunderous effect completely enveloped the
child.
It was more than four minutes before help came,
and as it was only a five minute record, most of the
damage was done before the child’s danger was
known to the rest of the family. When discovered
four B-flat clarinets were dug out of the wall; a
bass horn was hanging on the corner of the man-
et piece; two trombones were wound around the
parlor stove and Mary had an oboe under each arm.
It is believed that if the child had not been
protected by the bass drum, which enfolded her,
the high notes from the B-flat cornets or the pic-
colos would have pierced her body and caused her death. It certainly has been cold at
Danville Junction.
SERVICE

Give the Wurlitzer Victor and Edison wholesale service a trial.

We believe you will find Wurlitzer service the most satisfactory you have ever had.

Large shipments of all types of machines and records are now arriving daily. Wurlitzer has complete stocks of every type of machine and record the factories can supply.

Send us your orders—large or small—and they will be promptly and completely filled with fresh, new goods.

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

TWO POINTS OF SUPPLY; ORDER FROM THE NEARER
OPTIMISTIC IN MILWAUKEE


(Special to The Talking Machine World.)

Milwaukee, Wis., March 11, 1912.

Despite the fact that business in some lines is not as satisfactory as it might be, the talking machine trade seems to be making steady gains. This is due in part to the fact that so many moderate-priced high-grade machines have been placed on the market and to the persistent campaign of advertising which Milwaukee dealers have following during the past two or three years. This campaign has been pushed harder than ever during the past few months, in view of the fact that business in some lines has been slow and dealers realized that hard and consistent work was necessary to produce the hoped for gain in sales.

Talking machine jobbers and dealers have plans under way for continuing the fight even more vigorously than in the past, and with this determination to steadily improve trade, improvement taking place in other lines, activity, the outlook for the Wisconsin talking machine field is far from unsatisfactory.

Reports from dealers report that dealers about the State are placing good orders for machines, records and supplies in order to be in readiness for the usual spring trade. Money has been more plentiful in the smaller cities and towns of the State and business there has naturally shown more activity without the strenuous methods which have been required in Milwaukee.

The jobbing business is showing decided improvement at this time, said Lawrence McGreal, Milwaukee and Wisconsin jobber for the Edison line. "I do not believe that the fact that a president will take place this year will seriously affect the talking machine trade. Business is now at a better stage than it was a year ago and the prospects are good."

For the past three months the best gain made during the past month by local dealers is reported by L. C. Parker, manager of the talking machine department of Gimbel Brothers' Milwaukee store. Mr. Parker reports that his business has shown an increase of 104.62 during the past four weeks as compared with the business received during February, 1911. Mr. Parker recently announced that his store will open a piano department and sell four Victrolas within one day. The Gimbel department has been so busy that its employees have had no time for outside soliciting since the opening of the new year.

Miss Gertrude F. Gannon, head of the Wisconsin Talking Machine Co., Milwaukee and Wisconsin jobber for the Victor line, is enjoying with a vacation portion of the several months' duration in Italy, Egypt and surrounding countries. Miss Gannon is now taking the entire Mediterranean trip, stopping at Naples and probably going to Alexandria. The countries, which may also visit several points of interest in Europe, will probably not return until April 15. In the absence of Miss Gannon, the business is in the hands of Mr. H. Finney and J. G. Gannon.

A. G. Kende, Columbia jobber and retailer, has named the store at 1712 Grand avenue and steps will be taken at once toward remodeling the entire establishment. A rear partition will be removed, new and handsome soundproofing will be installed, offices will be enlarged and the repair department will be given better quarters. The entire store will be redecorated. Mr. Kunde reports a steadily increasing business and says that trade is so much better that he has been forced to enlarge his office force.

Mr. Kunde followed up the Columbia Phonograph Co.'s recent double-page advertisement in The Saturday Evening Post by an extensive campaign of advertising in the Milwaukee newspapers, featuring the Columbia Favorite. The result has been that sales in this line have increased at a tremendous rate.

The Kunde store is now Wisconsin representative of the Dictaphone line for Wisconsin representative of the Dictaphone line. Lawrence McGreal, Edison jobber, has returned to Milwaukee from New Orleans where he and his family enjoyed a two weeks' pleasure trip and a visit with relatives. After basking in his shirt sleeves in the warm New Orleans weather, Mr. McGreal returned to Milwaukee just in time to experience the worst blizzard that Wisconsin has had this winter.

Mr. Hope, genial traveling representative for the Thomas A. Edison Co., Inc., paid a recent visit to his Milwaukee friends. Mr. Hope is enthusiastic over the prospects for the coming season.

Adolph Hoeffler, president and general manager of the Hoeffler Manufacturing Co., retailers for the Victor and U-S lines, has been given the sympathy of the trade as the result of the recent death of his father, Henry Hoeffler, a pioneer business man of Stevens Point, Wis., in his 80th year.

Emil O. Schmidt, well-known piano dealer, who now carries a full line of Victrolas, has issued a handsome illustrated little booklet entitled "A Heart to Heart Talk with the Piano Buyer," in which he gives up considerable space to the Victrola line. One of the one-price system of doing business is the good clean product and the pamphlet has attracted much favorable comment. Louis F. Geissler, general manager of the Victor Talking Machine Co., has written Mr. Schmidt as follows:

"Allow us to congratulate you on the very high-class folder you are sending out to your prospective buyers. It is a relief to see a dealer maintaining the standards of simplicity. It cannot hurt you and will help bring you success. It is a pleasure to see Victrola goods listed in such a circular, among pianos on a good clean basis like this."

Lawrence McGreal, president of the National Association of Talking Machine Jobbers, has announced himself as a candidate for delegate from the Fifth Wisconsin district to the national Democratic convention in Baltimore, June 23 to 28. Mc McGreal is recognized as the original Champ Clark man in Milwaukee, has always been prominent in local Democratic circles and his election is practically assured.

Florian F. Flanner, manager of the talking machine and musical merchandise departments of the Flanner-Hafsoos Piano Co., 417 Broadway, New York, reports the largest Victrola business that his house has experienced in several months. Joseph Flanner and Florian F. Flanner have disposed of their interests in the Flanner-Hafsoos Piano Co. to Eric Hafsoos and will now devote their entire time to the various other activities of the Flanner Music House.

A brisk business is reported by Harry Krienitz, one of Milwaukee's enterprising young talking machine dealers, who opened a piano department and is finding that the two lines go very well together. Mr. Krienitz gives up his entire first floor to the talking machine line and has his piano parlor on the second. J. H. Becker, Jr., who recently resigned as manager of the Hoeffler Manufacturing Co.'s talking machine department to take charge of a new store at 1120 Walnut street, is securing a fine business by various up-to-date methods. Mr. Becker has just mailed 1,000 circular letters to his friends and prospective customers, announcing the opening of his new store, describing the Victor line and calling attention to the new March Victor records. The results have exceeded even his expectations and have strengthened his conviction that advertising will repay any retailer who goes about it in the right manner. Mr. Becker reports that sales of Victrolas, styles XI, X11 and XIV have been especially large, while the demand has been good for the smaller types of Victrolas.

Roy J. Keith of the Talking Machine Co. of Chicago, recently called upon the Milwaukee talking machine trade. Other visitors included Mr. Gibbs of the Rudolph Wurlitzer Co. of Chicago and Mr. Maier of Lyon & Healy, Chicago. L. G. Krause of Krause & Grau, talking machine dealers at Port Washington, Wis., visited Milwaukee jobbers recently.

The William A. Kauf Music Co., 209 Grand avenue, well-known sheet music house, now carrying the complete Victor line, will be located in larger quarters at 90 Wisconsin street, soon after April 15.

Everything that has been done well has been done calmly. Many things that have been done poorly owe their failure to the haste, or lack of calmness, with which they were performed. This point of mind which helps to win battles is a habit that can be formed by those who are willing to cultivate the tendency to forget rather than fret about trivial mishaps.

The human race is divided into two classes, those who go ahead and do something, and those who sit and inquire, "Why wasn't it done the other way?"—Oliver Wendell Holmes.

WILLIAM F. NYE
NEW BEDFORD, MASS.

Sold Everywhere in
Hardwood Stores
and
Other Progressive Places

FOR
Talking Machines, Typewriters, Phonographs, Dictaphones, Adding Machines, Cash Registers, Guhrs and Toogood and on all Popular Instruments. The finest Oil M. You can see it's better at a glance and when you have once tried it you know that it has no equal. Absolutely Prevents Rust. Prospective Buyers and other Progressive Places.

THE BEST TRADE MAKERS ON THE MARKET ARE THE LINE OF

ELECTRIC PLAYERS

MADE BY

THE ELECTROVA CO., 117-125 CYPRESS AVE., NEW YORK

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

Write for Catalogs, Prices and List of Perforated Music Rolls. You will be interested.
THE VICTOR IN THE SCHOOLS.


One of the pleasing features of the campaign being carried on by the Victor Talking Machine Co., with a view to placing Victor talking machines and selected lists of records in the public schools of the country, is the manner in which many of the Victor dealers in various sections of the country have made a local issue of the campaign and put forth their best efforts to convince the school authorities and teachers in their vicinities that the Victor was very necessary and desirable. As any dealer who has faith in the proposition knows, the most effective methods of winning over the educational authorities is to give actual demonstrations where the Victor can be played and the various points in favor of the use of the machine may be explained and actually demonstrated while the prospect is interested.

The accompanying illustration shows how one western house manages to make the educational campaign dividends. The view is of a room in the store of the Trafford Music Co., Mason City, Iowa, with a number of local teachers gathered together to listen to a demonstration of the Victor.

The gentleman standing is L. Earl Elsham, manager of the Victor department of the company, who is giving the matter his personal attention. Several meetings were held in the Trafford Co.'s store for the benefit of the teachers, who for their part were most enthusiastic over the records played for their benefit and the plans for the use of the Victor in the schools as explained to them. As a matter of fact several of the schools in Mason City were already in possession of talking machines before the Victor Co.'s campaign was started, but through the efforts of the Trafford Co. the teachers in those schools have become very enthusiastic regarding the possibilities of the proposition, owing to the fuller knowledge of the details, and their work has become much more systematic and effective.

W. M. CONDON'S LONG TRIP.

Left Last Week for a Two Months' Tour of the Leading Cities for the Purpose of Introducing the Condon-Autostop.

William A. Condon, secretary and treasurer of the Condon-Autostop Co., 36 Front street, New York city, left on Monday last on an extended trip which will carry him to the principal cities in the leading States in the East, West and Northwest. His purpose is to introduce the Condon-Autostop to educate the users of talking machines, which has won favorable consideration from the trade and talking machine users. His longest sojourn will be in Cleveland, Chicago and St. Louis, and it goes without saying that he will make some important connections for his house at all points visited.

With its own manufacturing plant the Condon-Autostop Co. is now well prepared to supply all orders with promptness and insure a standard of quality in the product that will do much to make it popular with the trade.

It is the intention of the company to put salesmen on the road in Cleveland, Chicago and St. Louis points, and W. Wesley Aube has been engaged to cover the New York territory.

Good advertising space has been arranged for by the Condon-Autostop Co. in the Saturday Evening Post, April 20; Collier's Weekly, April 27, and the Post again on May 24. This general scheme of national advertising will be continued in other cities.

In other words, it is the intention of the manufacturers of the Condon-Autostop to educate the users of talking machines to the knowledge of the Autostop and in this way drive the trade to the dealers handling this line of goods. Thus the jobbers will be benefited.

RULES FOR ADVERTISERS.

An expert in the producing of good advertising copy has formulated the following rules which should be followed:

Rule 1. Make each advertisement a short, simple statement of the goods advertised.

Rule 2. Use only short arguments, short paragraphs, and the smallest words possible. Avoid technical expressions, literary terms, ultra-correct grammar and dictation. Employ straightforward language which everyone can understand and appreciate.

Rule 3. Be absolutely truthful and avoid wilful exaggeration.

Rule 4. Have your illustration as part of the argument.

Rule 5. Avoid "fancy" effects of border and type.

Rule 6. Give all the information possible.

Rule 7. Don't fail to have some sort of a guarantee of satisfaction.

Rule 8. If you can't get the order, make your customers write for particulars. This is very important.

Rule 9. Don't say "we" so much as "you" in an ad.

Rule 10. Stand on your own merits. Don't knock competitors.

Rule 11. State the price.

G. T. Williams, general manager of the New York Talking Machine Co., 81 Chambers street, and Mrs. Williams were called to Hendersonville, N. C., recently to attend the funeral of Mrs. Williams' mother, who died in that city.

An offer to those who have not purchased our Imported German and English made needles, and are buying the inferior American needles:

Do you know that you can buy imported needles—German and English made—at no extra cost? These imported needles are made of the highest grade steel; put up in bulk or packed in special lithographed tin boxes or envelopes with your own ad at no extra cost than inferior needles. Special prices for large quantity buyers. Send us specifications of your requirements for our lowest prices.

All standard needle sizes in stock; special sizes made to order at no additional cost.
FEINBERG TO SELL MUSIC ROLLS.

Well-Known Talking Machine Man Joins the Forces of the American Piano Co. as Traveling Salesman—Active Campaign Mapped Out for Some Months to Come.

R. Feinberg, who for a number of years has been prominently connected with the talking machine trade, first as head of the Talking Machine Shops, then later as special traveling representative of the Columbia Phonograph Co., General, has resigned from the latter position to become traveling salesman for the American Piano Co., one of the most prominent concerns in the piano trade, with headquarters at 439 Fifth avenue, New York. Mr. Feinberg will devote his time exclusively to introducing and promoting the sales of the American Piano Co.'s new and improved music roll, the Rythmodik, which reproduces perfectly the music as actually interpreted by famous pianists. Chas. F. Stoddard, the inventor of the Rythmodik roll, will accompany Mr. Feinberg and demonstrate the merits of the new record. Mr. Feinberg is a highly successful salesman and Mr. Stoddard is an accomplished artist on the piano; with these two men, both experts in their own particular line, the success of their efforts is almost a foregone conclusion. The first trip of the campaign will be among the trade between New York and Denver, Colo., and eventually their travels will take them over the entire country.

EDISON GLEANINGS.


Carl H. Wilson, general manager, is at Atlantic City for a few week's rest. Thomas A. Edison, accompanied by his family, departed on the ninth for Florida, where Mr. Edison will remain for a month. Mr. Edison has a winter home at Miami, one of the most beautiful spots in the State.

The Edison Club is organizing a baseball team which is going to be "some" team, so the boys are after. After the spring training this "9" will be looking for games, particularly with talking machine teams.

C. E. Goodwin, manager of salesmen, mixed business with pleasure by stopping week-ends at Atlantic City, where he could be in consultation with General Manager Wilson.

Business at the Edison works is in excellent shape, everyone is working—even the shipping department is hustling—which is most optimistic for a bright spring condition.

L. C. McChesney, advertising manager, reports a spirited demand for the volume "Splitting the Other Four-Fifths," a book describing the merits and advantages of the Edison business phonograph. This book was written under Mr. McChesney's guidance and it shows the work of a master hand from cover to cover. The Edison Co. will be glad to mail a copy to any live dealer in the country and it will either show him a way to make extra money or a path that will start him rounding out new profits.

HAGER WITH KEEN-O-PHONE CO.

Appointed Musical Director and Will Manage Recording End of Business.

(Special to The Talking Machine World.)

Philadelphia, Pa., March 8, 1912.

Frederic W. Hager has been appointed general musical director of the Keen-O-Phone Co., manufacturers of talking machines. Mr. Hager will handle the talent and recording end of the business. He has had considerable experience along these lines, not only in the production of records, but in the musical centers he was at one time in the publishing field. Mr. Hager is also a composer of note. The company is to be congratulated on securing Mr. Hager's services, as his experience and training have been wide and exhaustive.

Two Styles of the New Line From The Hanover Factories

Hanover Quality will be Maintained Exceptionally Well Made and Elegantly Finished to match Talking Machine Cases.

D26. TOP 234 x 191/4.

Quartered Oak and Mahogany.

D23. TOP 32 x 19

Quartered Oak and Mahogany.

Distributed by the jobbing trade

THE GEO. A. LONG CABINET CO.

HANOVER, PA.

The announcement of immediate deliveries on the Columbia Grafonola “Nonpareil” makes most interesting news to the average dealer right now.

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

The Dictaphone Contest a Hit.

One of the prominent features of the recent Business Men’s Exposition in Indianapolis—Prizes for Best Letters—Typewriter Companies Show Interest in Competition.

(Special to The Talking Machine World.)

Indianapolis, Ind., March 9, 1912.

A Dictaphone display at a Business Men’s Exposition is not a new thing by any means, but there was an element of novelty in the exhibit put on here at the recent exposition in Tomlinson hall by the Indianapolis branch of the Columbia Phonograph Co. A unique feature of the exhibit was the giving of a prize to the stenographer who could write the best letter from the Dictaphone at the booth of the Columbia Co.

Typewriting machines of all the leading makes were embodied in the exhibit. Connected with each of these was a type B-6 Dictaphone, upon which was a cylinder containing a short letter, so dictated as to be easily and readily written by any one competent to use a typewriter. The award was made with regard to neatness and accuracy, speed cutting no figure whatever.

Under these conditions all stenographers had an equal chance, and interest in the contest was thereby made general rather than local.

The various typewriter agencies of the city were quick to see the benefit that could be made to accrue to them, could it be said that it was upon one of their machines that the winning letter had been written. In consequence of this, all the typewriter firms brought the contest to the notice of the operators of their respective machines scattered over the city, and invited them to come to the exposition and try for the prize of $10 in gold.

A Congress of Inventions.

Inventors of All Classes to Display the Results of Their Genius at an Exhibition in Grand Central Palace.

Inventors of high and low degree, from per-
The Talking Machine World.

Shepard, Norvell Co.'s Talking Machine Department

Boston, Mass., March 30, 1912.

The talking machine department of the Shepard Norvell Co., Winter street and Temple place, this city, of which a reproduction is herewith given, has proven one of the busiest departments in the whole of this large department store. The quarters occupy the entire end of the third floor on the Temple place side of the building and as one enters the first thing that impresses him is its close resemblance to a handsonably furnished parlor, for there is a soft green velvet carpet on the floor, while all around are handsome Columbia cabinets, for the department handles only the Columbia goods. The demonstration rooms are at the end overlooking the much traveled street. One of these demonstration rooms is quite large, of sufficient size to hold quite a large company of people.

The department is owned by F. C. Henderson, who has a number of talking machine stores at different points and who, by the way, has just returned from a trip to Bermuda. In charge of the machines is A. Isacson, an experienced man, while Mrs. Jones attends to all customers who are looking for records or who wish to inquire as to the grand opera work of the Columbia. The department keeps only high-class goods and its sales for the most part are in the high-priced outfits, with regard to demurrage or other matters, which have a bad effect upon their mutual relations. The amendment would give shippers easy and ready access to the commission through its agents. As matters now stand an aggrieved shipper must either take his case to the Interstate Commerce Commission in Washington or it drop without action, even though the railroad might be perfectly willing to give redress but is deterred from doing so by its fear of the commission. These conditions lead to unnecessary misunderstandings and ill-feeling which the committee believes can be avoided by the passage of the proposed amendment to the law.

Proof of Name Value

Found in the Success of the "Duplexetone" Needles Made by W. H. Bagshaw.

The story is going the rounds of the wonderful success and distribution from the start of "Crisco," a new cooking material. This is manufactured by the makers of "Ivory" soap. The latter product is a wonderful seller from one end of the country to the other; everyone knows it and the firm that makes it. Therefore "Crisco" obtained a distribution on the reputation of "Ivory" soap and at a cost of about 1 per cent, what it would cost an unknown concern. This emphatically shows the value of a reputation.

It is the same in talking machine circles. A short time ago W. H. Bagshaw, of Lowell, Mass., created and manufactured a new needle, which was named the "Duplexetone" for the reason that it is possible to secure both a loud and soft tone with it. The announcement caused quite a little excitement in the trade, and with the reputation of Bagshaw back of the product, many of the trade sent in initial orders with entire confidence that the "Duplexetone" needles would prove to be big sellers. Re-orders are just beginning to come in and G. H. Bagshaw, of that house, says, "The rapid co-operation of the trade in forming an immediate distribution of Duplexetone needles is most gratifying and shows that our work of years to uphold the quality of our needles is appreciated. American needles lead now, as they always did."
CHAIRMAN KONTA'S VIEWS


Alexander Konta, chairman of the executive committee of the Modern Historical Records Association, whose headquarters are in New York, writes most interestingly on the value of the talking machine as a means of making permanent records of the dialects of the fast disappearing races throughout the world. In this connection he says:

A recent report from Sitka of the ravages of pulmonary diseases among the Indians of Alaska makes timely the question, "What is being done to preserve the records of the American natives for posterity?" The American Indian is approaching, if, indeed, he has not already reached, the last stage of his native existence. Either he is gradually disappearing, or he is adopting the white man's civilization and adapting himself to it. In both cases the records of his own civilization will be lost unless something is done, and done speedily.

Much has been done, much is being done. If, indeed, he has not already reached, the last stage of his native existence. Either he is gradually disappearing, or he is adopting the white man's civilization and adapting himself to it. In both cases the records of his own civilization will be lost unless something is done, and done speedily.

Much as it is unexploited. We need not hope to penetrate for a long time to come the veil that covers the prehistoric remains of Peru. What matters just now are the records of the living Indians of all the Americas who are still leading their aboriginal lives in more or less undisinterfered form.

The field is too vast for private undertaking, too vast for the resources of the Modern Historical Records Association, whose chief aim is the making and preservation of just such records as these. The founding of similar associations in different parts of the world is already being discussed, but its realization will take time, and the organization of co-operation between them all still longer. Meanwhile, no feature of the life of the present is vanishing faster into the past than the native civilization of the American Indian, from the sub-Arctic to Patagonia.

Cannot the Government at Washington, the leading power on this continent, be petitioned to put...
Don’t fight somebody else’s battles for him. If you want the Columbia business that belongs to you, don’t let somebody else tell you what line not to carry.

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

CHASE-HACKLEY HANDLING VICTORS.

The Prominent Piano Manufacturers and Retailers Take on This Line in Their Establishment at Muskegon, Mich.

(Special to The Talking Machine World.)

Muskegon, Mich., March 11, 1912.

The Chase-Hackley Piano Co., one of the largest and best known of Western piano manufacturers, has a fine retail store on Western avenue, the principal business street of this city, in the city itself.

NEW EDISON BATTERY FOR SUBMARINES.

Thomas A. Edison claims to have invented a storage battery for use in submarine boats which will enable crews to live beneath the water 1,000 days. The largest percentage of deaths in submarines is attributed to the crew breathing exhausted carbonic acid gas, so Edison uses a potash solution in the new submarine battery which, it is stated, will absorb carbonic acid gas, thereby purifying the atmosphere. It will be necessary, of course, for submarines to supply themselves with fresh oxygen, but this may be accomplished, it is claimed, by carrying compressed oxygen in tubs.

The American Admiralty will investigate the new invention, which, if successful, will greatly improve the conditions of submarine service.

NEW COLUMBIA AGENTS

In New England and the West Announced by H. A. Yerkes—Finds Business Active on Recent Trade Visit.

H. A. Yerkes, manager of the wholesale department, Columbia Phonograph Co., General, New York, returned the latter part of the week from a ten days’ trip among Columbia dealers and branch stores in New England. Mr. Yerkes states that business in New England is hitting a fast clip and that one and all the dealers of the Eastern section are optimistic over the outlook for 1912. Conditions in Boston are particularly gratifying. The Boston branch, under the management of A. C. Eriaman, is breaking all precedents in the way of output and general sales records. The Boston agency recently closed a nice account with William B. Lincoln, of Springfield, Mass., a piano dealer of that city, who will handle the Columbia line entirely. Another piano house to join the staff of Columbia dealers is the Butler Sons Piano Co., Kansas City.

SOME POPULAR SELECTIONS.

"Elizabeth Ann," a tenor duet by Campbell and Bonn, with orchestra accompaniment, and "I'm Going Back to Dixie," baritone and tenor duet by Collins and Harlan, with orchestra accompaniment, is one of the double-disc records of the Columbia Phonograph Co., General, New York, which is enjoying unusual popularity these days. The recording of these selections is unusually fine and the trade is finding it one of the most attractive combinations issued in a long time.

THE WADE FIBRE NEEDLE CUTTER.

The Manufacturers Are Experiencing a Really Remarkable Demand for This Product, Which Is Selling Like Hot Cakes Throughout the Country—Sold at a Popular Price.

(Special to The Talking Machine World.)

Chicago, Ill., March 11, 1912.

Wade & Wade, 1207 East 46th street, Chicago, are experiencing a really remarkable demand for the Wade fibre needle cutter, which they manufacture. This unique and efficient device, as may be seen by the cut presented elsewhere in this issue, looks like a pair of pliers and operates in the same way. It is not only convenient to handle, but cuts a neat, clean point, which plays the record effectively. Mr. Wade, the inventor of this cutter, is not only a practical mechanic, but is a thorough, all-around talking machine man and is now actively engaged in that line of business. He became very much interested in the fibre needle upon its introduction and has produced several pointing devices. The present Wade cutter, however, is the final development of a long period of experimentation, and, as it has been on the market for over a year, there has been time enough to fully demonstrate its practicality and fool-proofedness. It is priced at a figure which is making it a rapid seller and yielding the dealer a goodly margin of profit.

SOME POPULAR SELECTIONS.

"Till Distracted Father," a tenor duet by Campbell and Bonn, with orchestra accompaniment, and "I'm Going Back to Dixie," baritone and tenor duet by Collins and Harlan, with orchestra accompaniment,
IMPORTANT DECISION ON PATENTS.

Right to Restrict Sales of Patented Articles and the Kind of Unpatented Supplies That May Be Used With Them Upheld by Supreme Court—Judge Yeurley Denies May Use of Chief Justice Dissenting—Should Force Growth of Monopolies in Defiance of the Sherman Law, Say Government Lawyers.

(Special to The Talking Machine World.)


The Supreme Court of the United States handed down a decision today involving the right of a patentee to control the use of his patented article. It gives the broadest kind of construction to the rights covered by a patent and has raised grave concerns in the minds of the Government officials as to whether the case against the United Shoe Machinery, the Bath Tub Trust and other alleged combinations in restraint of trade, where the monopoly is protected by patent rights, can be successfully prosecuted.

Talking machine men will be interested in the details. The majority opinion by Judge Lutton recognizes the right of a patentee not only to control the “making, using and vending” of the patented article, but holds that the right to prescribe by licensed sale that only certain specified patented articles may be used in operating the patented articles is a right protected under the patent.

The Government had strong hopes of compelling the dissolution of the United Shoe Machinery Co. and other alleged combinations in restraint of trade that depend on patent rights for their monopolies. It is learned that the Government considers the decision of the Supreme Court so far-reaching in its results on the enforcement of the Sherman anti-trust law that the Department of Justice will not abide the “plurality” opinion of the court, but it is expected that a motion will be submitted within a short time for a rehearing of the case before the full bench. That this motion will probably be granted without saying.

No decision since the Standard Oil and Tobacco cases has aroused the interest created by the patent case decided to-day. Immediately after court adjourned Solicitor-General Leishman procured copies of the briefs. The case was a private one and the Government was not a party, but the effect of the issue on the pending anti-trust suit in which the monopoly alleged seeks to justify itself under the rights protected by its patent was promptly recognized.

The Government cannot be recognized to move the rehearing unless it appears as intervener for the right of a patentee to control the use of his patented article.

Mr. Blackman is chairman of a committee which has been appointed to form the plans for the regulation of the installation business. The committee is taking the matter up with the several factories manufacturing talking machines and is attempting to get some universal action on the part of all the companies without handicapping any one company in competition. Nothing definite has been arranged as yet.

VOCOPHONE CO. ORGANIZED.

The Vocophone Talking Machine Co., of Westport, Conn., was recently incorporated with a capital stock of $250,000 for the purpose of manufacturing talking machines based upon patents controlled by J. M. Evans, who is the president of the company.

It is the intention of this corporation to produce something very novel in the way of designs. Metal instead of wood will be used and a distinguished artist is now engaged in perfecting the designs for new instruments. Carl Phillips is the secretary and treasurer of the Vocophone Co.

TOO WELL ESTABLISHED.

The trouble with many stores in small towns is that prosperity is too well established that the proprietors do not consider it necessary to help themselves. They allow things to get into a rut. Nowadays the store which wins must keep busy. The boss of the job must have ginger. He must be doing things—he must grasp the new ideas which he sees mentioned.

A piece of merchandise without a price ticket is a dead, meaningless thing, but with one, it becomes an answer to an unasked question.

Salesman Wanted.


Will Sell.


Repairman Wanted.


Can Place Good Men.

We know of several good openings as managers of Victor retail departments paying from $18 to $20 per week. Write, giving experience and references, to THE TALKING MACHINE CO., 137 North Wabash Ave., Chicago.

FOR SALE—$6,000 Edison Deluxe Records: new, clean stock; 1,000 Disc Records new stock, DENNING, 303 North street, Rochester, N. Y.

$1200 DECK WALL RACKS, $4.50; holds 2,000 10-in., 350 Cylinder Wall Racks, $1.25; holds 500 records, $1.75, $10 per 1,000 records. 10 cts. or by piece. UNIROYAL, 241 North 12th St., St. Louis, Mo.
If you have a customer

Fill his order AT ONCE with the

We have been making every effort to bring the production of the Columbia Grafonola "Nonpareil" up to this announcement of prompt delivery.

From now on there is no reason why any talking-machine dealer should spend any of his time hemming and hawing to impatient customers who have a hundred-and-a-half ready to spend for a musical instrument, and more to come for records as soon as delivery is made.

The Columbia Grafonola "Nonpareil" is worth any man's $150, and if anything were needed to add attractiveness to it, the immediate delivery certainty would supply it.

If you are a Columbia dealer, all right. But if not, are you quite sure you know the "taking" points of the Grafonola "Nonpareil"?

The February Landslide of $50 Business

has run well over into March. The extraordinary turn-over of Grafonola "Favorites" has stacked up a liberal profit for Columbia dealers everywhere. The record business that went with it was no small feature of the sales results, either.

This Columbia Grafonola "Favorite" has been a great business-maker ever since we first announced it as "the first instrument of the enclosed type ever offered at $50."

If you are a Columbia dealer there is no more to be said. But if you do not carry a Columbia line, it must be clear to you that the "Favorite" instrument, and the "Favorite" demand, give you at least two good reasons why you should.

The Columbia Grafonola "Favorite"—$50

Columbia Phonograph Company,
with $150 to spend

No one could criticize its tone, form or finish. It's a musical instrument—and looks it, every line of it, open or shut.

Down-swinging record compartments—a constant temptation to fill them up with records. Easily lifted lid, and turn-table well above the top of the cabinet, easy of access. Many clever little artistic touches like the velvet covered turn-table, give it an appeal that the average hundred and fifty dollars cannot resist.

You need this instrument, and it will pay you well.

Don't disappoint your customers; if you don't yet carry the Columbia line, exclusively or along with competitive lines, why not? The money is in it, the quality is clear, the demand is unmistakable and unmistakably increasing, and we offer you a square deal all the way from "dear sir" to "yours truly".

Columbia "Regents" Have No Competition

Take this "Regent Junior," for example. $150. When your customer has become interested in the table type of instrument, it's no easy task to drag him over to some other type. Yet often enough the novelty and utility of the "Regent" are sufficient to induce a customer to go fifty dollars further than he at first intended.

No dealer in musical instruments can justify himself in using up energy to sell something else to a customer who has his mind's eye fixed on the table type of instrument. On the contrary, it is an inexcusable mistake for a dealer to fail to use the only musical instrument of its kind to attract customers whom now he never sees.
At Meeting Held on March 12—Another Meeting for Appointment of Executive Committee to be Held April 8.

TWIN CITY NEWS.

Chicago, Ill., March 12, 1912.

Arthur Magoon, who has been manager of the talking machine department of the New England Furniture Co., resigned his position on the 15th of February in Minneapolis.

Geo. Mairs, manager of the phonograph department of W. J. Dyer & Bro., of St. Paul, has had a splendid year and reports that business has been bigger than ever. Hard work agrees with George; it makes him get fat and he looks healthy. His genial smile is a trade winner.

Charles Reinffell, of Koehler & Hinrichs, has had a splendid year and sales have been coming in thick and fast. Many new accounts have been added to their already large list.

The Talking Machine Co., Archie Matheis proprietor, had a good trade in both of its popular lines. Many new accounts have been added to their already large list.

The department heads of the Columbia Phonograph Co. factories at Bridgeport, Conn., to the number of sixty, held their third annual banquet at Bridgeport recently. After the excellent dinner the guests passed a resolution of confidence with B. C. Root, who was ill at the Bridgeport Hospital and unable to attend. A fund was taken up to furnish him with flowers and a committee appointed to visit him as often as possible. A silent toast in memory of Thomas H. Macdonald was drunk by the entire party standing.


FIRE ALARMS BY TELEPHONE.
The Wonderful Advance Made in Utilizing the Telephone as a Means of Conveying Information Regarding Fires—The Subject Interestingly Discussed by a Writer in Telegraphy.

Telephones are now quite generally used for sending fire alarms, but in many cases, through excite¬ment, wrong locations are given, or the person giving the alarm is misunderstood and the engines go to the wrong place. If the telephone is to be used for this purpose the advantages of a system to send alarms automatically and correctly are obvious. A recent telephone-alarm system which fills this need is connected directly with the telephone and can be installed in any desired location in a residence or building. In case of fire, all that is necessary is to take the small hammer that hangs by each of the alarm boxes, break the glass front of the box and push the button. Says a writer in Telegraphy:

"In this system the fire alarm box is connected to any operating telephone line, and so arranged that, upon breaking the glass and pushing a button, the telephone normally connected to this line is temporarily cut off and the connection to fire headquarters is automatically established through the switchboard. The fire alarm box immediately proceeds to register its own number upon a tape at the fire headquarters, repeating the registering five times, the usual tape-punching apparatus being employed for this purpose. As soon as the transmission of the alarm has been completed, the fire alarm box restores the telephone line to its normal condition so that the telephone may be used immediately. Before beginning the transmission of the alarm, the fire alarm box automatically releases any connection which may be estabished on the line."

"Three styles of fire boxes are furnished. For residences, stores and places requiring only one station, a handsome mahogany box is placed in any convenient location in the building and may be operated by push button as in the residence type, or connected with a thermostat system, whereby the fire alarm signal would be automatically sent in upon the operation of a thermostat in any part of the building. Where the thermostat equipment is used bells are installed upon each floor of the building which give a local alarm at the same time the fire alarm is being transmitted to headquarters."

"For small cities having no fire alarm system, an iron street box is provided which may be placed at a telephone pole or in any desired public place and connected with any operating telephone circuit."

"The fact that this fire alarm system operates on lines which are subjected to a test many times a day renders this method of giving fire alarm service particularly reliable. In the automatic system of telephone fire alarm the fire department is usually given a low number which is called practically instantaneously by the transmitting device of the fire alarm box, and the time required to transmit the signal is the same at all hours of the day or night."

Don't forget you went into business to save money, not time.
The opinions set forth below are quoted from conversations with several leading jobbers and dealers in the talking machine business of New York. Judging from all of these several interviews we find that the talking machine industry, both in the wholesale and retail departments in this city, is on a highly improved plane, that it is gaining in volume daily and that the feeling generally is that 1912 will record a mark higher than any in the history of the business. The one great drawback and the one that is limiting sales to a certain extent, is the fact that dealers and distributors are unable to get goods from the factories in sufficient quantities to supply the demand. Another gratifying feature of the trade to-day lies in the great call for high grade goods. This feature prevails almost invariably. High grade machines, high grade records; in fact, the best procurable, is the selection of the public at present.

The New York dealers are a very enthusiastic lot. They realize, and have for many moons, what the ultimate future of the talking machine would be. Now that their dreams are self evident facts it is naturally followed that they are highly elated. The public has come to believe that the talking machine is not simply a mechanical device devised for the amusement of children, but rather that it is a musical instrument in every sense of the word. That the finest artists of the world are paid enormous sums for the privilege of recording their voices or interpretations on musical instruments, that the finest bands, the finest orchestras, the finest quartets, comedians, monopolists, etc., make special effort to produce records of the highest quality is almost universally known, and the reward is the appreciation of the people, as evidenced by the rapid growth of the industry.

Distributors and jobbers are getting together for the common good of the trade and are endeavoring to regulate credit terms and other questions which will be of benefit to all. The dealers hold frequent meetings and discuss and plans and means for the future development. The get-together idea is becoming more and more pronounced and this in itself is particularly encouraging. The instrument itself is one of the big issues of the day. It is many-sided, and, briefly speaking, it is a hard one to crack. A committee has been appointed to go into the matter fully, J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York; Victor dealers and jobbers, has been appointed chairman. The committee will take the matter up with the several concerns manufacturing talking machines, and it is probable that the future will see several new methods in operation. Just at present there are no developments ready for publication.

Still another asset to the trade all over the country is the wholesale advertising campaigns which are being carried on by the manufacturers. The trade's advertising is decidedly educational. National and trade magazines are the mediums used to a large extent. The unusual growth of the business during the past two years is largely due to the excellent advertising policy followed by the makers. It goes without saying that the dealers over the country are as much benefited by the publicity as are the manufacturers themselves. The main point is to create the demand. This is thoroughly accomplished by the national advertising of the manufacturers, supplemented with the local newspaper advertising of the dealers. The excellent work are taken briefly from the interviews of The Talking Machine World with local trade.

J. Newcomb Blackman, Blackman Talking Machine Co., 97 Chambers street: "We are running slightly ahead of last year. The record business has been very heavy, particularly with the Victor line. It is not other years, the business to be had owing to our inability to get the necessary goods. A large improvement in the Edison business is notable. The New Edison open box phonograph has met with immediate success among the trade."

Columbia Phonograph Co., General, retail store at 89 Chambers street, R. F. Bolton, manager: "We are running slightly ahead of last year. The Grafonola Favorole, so extensively advertised in recent issues of the Saturday Evening Post, has established substantial gains in its already enviable sales record. Record sales are maintaining the same steady average that has characterized their progress for some months past. The demand is general, classic, light classic and popular sharing about equal in popular favor."

General Manager G. T. Williams, New York Talking Machine Co., 81 Chambers street, Victor jobbers and distributors: "I am optimistic regarding the business outlook. January and February were both excellent months with us and substantially ahead of a year ago. Record business is enormous and steadily climbing. Sales of machines are just as good. The Victor Victrola is proving itself one of the talking machine sensations of the day. I anticipate the brightest kind of business for the entire year."

The Columbia Phonograph Co., General, Tribune building, H. A. Yerkes, manager wholesale department: "Business with us is running a fast clip. We are adding many new dealers to our already large list and many of them are among the representative piano dealers of the country. All sections of the country are producing excellent results. I have recently returned from a ten days trip in New England and I find conditions in Al shape. The New England trade is more than optimistic. Our general business is away ahead of 1911 so far and 1912 is our biggest year. You can judge from that what we anticipate at the close of 1912."

Wm. Knibbe & Co., 430 Fifth avenue, Columbia dealers, M. J. Boucher, manager talking machine department: "Business is fine with us. People are beginning to realize that a talking machine is some-

thing worth while. The Regent table line is a wonderful seller. Our sales of the Regent 'Baby' are beyond anything the past has ever produced. The demand for records of high grade is very pleasing. Very late popular song hits are also enjoying a good call. The future of the talking machine industry, at least from a retail standpoint, looks good to me."

The Aeolian Co., 505 Fifth avenue, Victor dealers, Charles Robbin: "We are certainly ahead of the first two months of last year. The main difficulty, and one which I guess we all have to contend with, is in getting goods fast enough to supply the demand. If we could get shipments promptly enough business would be even better than it is. High priced goods are in favor, both in records and machines. We sell more of the $250 Victrola style than any other by a large majority. Personally, I wish the Victor Co. would build a factory five miles long. To me it looks like a year ahead and more than big if we succeed in getting the goods to supply the demand."

U-S Photograph Co., 7 Union Square, E. E. Prairie, manager: "General business is good with us. We are now showing our new model $25 machine; it is making a hit. Record business has been big for the past year, but just as present it is even better. I am looking forward with all confidence to a big year, and the general tone of things seems to indicate that we will have it."

S. B. Davega, Co., 126 University place, S. B. Davega: "Nineteen eleven was the biggest year in our history. At the rate this year has started it looks as though 1912 would at least equal it. Short periods of scarcity are still possible during the year, but we are expecting our 'U-S Victor' to be the heaviest for high-grade goods, machines selling from $30 up constituting the bulk of our trade. The number of 100 and 300 cabinet models are still going rapidly. Our ready-made stock promises much in the way of a business getter. It conveniently holds 16 disc records, is very handy and moderate priced."

Landay's is maintaining its reputation as the 'home of nobility' by the presence of several distinguished persons last week at its Fifth avenue, New York, warerooms. The Duke of Manchester and the Baroness DeMeyer were included in this visitors. Another notable, much in the public light of the past two years, is Morgan Shuster, of Persia fame. Mr. Shuster was seen buying Victor goods at the Landay establishment a few days ago. Max Landay reports a very brisk business in Victor machines and the demand for wholesale and retail, which is a usual Landay re-

fect. Busy and Landay are synonyms.

The Talking Machine Supply Co., owned by the House of Landay, attests a tremendous sale of imported talking machine needles. This month it is using space in The World making an appeal for the non-fulfilment of orders last year and saying that with the additional machinery installed at the German factories there will be no future delay. This will be good news to the trade, many of whom enjoy a large volume of needle business. Put a dash of the unusual in your retail advertising by and you acquire a weedy with which argument and conviction can be let in with splendid effect.
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
373 FOURTH AVENUE, NEW YORK

-A Budget of Columbia News—New Edison Machine Helps to Concentrate Interest in These Machine Conditions—Russia the Subject of Some Illuminating Comments by a Continental Trader—The Outlook in England as Discussed by the World Correspondent Will Interest American Readers.

(Topic to The Talking Machine World)

London, E. C., March 8, 1912. Virtual copy of a page from a newspaper. The text is about the coal miners' strike and its impact on the music industry, particularly the talking machine industry. The extract discusses the lawlessness, suits, meetings held, and the impact of the strike on the business of music publishers and recording companies. It also mentions the supply of coal and its implications on the prices and availability of records.

Copyright News.

My last allusion to this subject breathed rather than suggested that record manufacturers were experimenting with a policy calculated to affect the effects of the act upon this industry. Whether or not it acted as a stimulant I would not venture to express an opinion, but the fact remains that a private member of the House of Commons recently called on the attention of the Government to the instance of the Columbia Co. officials. The Gramophone Co. I am assured was not represented at this meeting, and to which, by the way, the press was denied admission. As far as one can gather, the conference had for its object the formation of a scheme for an act upon the private standard product. No! Not until the parent shall be born a child. In an atmosphere of illegitimacy this offspring makes its appearance charge of a finance which has been instigated in the person of a factor who, in consideration of promoting to sacredly maintain the price of the parent record, is allowed to raise the progeny as his own and cast it duly labeled to the trade wolves to do with as they like.

That is the new situation in a nutshell. Further comment is, I think, unnecessary.

Latest Trade Returns.

January trade returns up to the last week in the month were not unsatisfactory. Manufacturers and wholesalers found things fairly buoyant, but the dealers experienced a slight falling off in sales. With the advance of the cycling season this is not unexpected, but the extra distributing recruited oer each year among musical instrument traders is synonymous with a prolongation of the season and less dependence upon the cycle agent class of dealer. The once much-nailed talking machine is coming into its own, and to do that very few really up to date musical instrument stores where it is not on sale. In this, its proper sphere, they must stay progress commercially, and I do not doubt that many who are now willing to supply the descriptive term universally associated with the so-called "talking machine." The Subsidizing of Records. A peculiar, not to say interesting, feature of the trade returns this month is the considerable subsidies of records issued under separately distinctive labels by certain manufacturers of well known standard products. It is the outcome of price-cutting. An example, let us say a double record emanating from the Continent is placed on sale here at the list price of 2s. 6d., is sold to factors at a price within one shilling or two pence profit, thus enabling them, along the latter side of their own customers, to offer a figure varying slightly within a few pence, according to the conditions or status of different districts. Every of these making the means are kept at retail at a price to be the result of the arrangement. All these factors, which to be the best that most of industries—the getting of coal—upon which practically all others are dependent. My American readers will unreasonably expect, and doubtless the gravity of others is, however, clearly indicative of a thing conspicuous by its absence, but the holding up of optimism, one cannot disguise the insidious signs of the growing feeling of insecurity in the minds of little proportion, is, however, clearly indicative of the lack of co-operation among themselves and necessarily somewhat concerned as to the ultimate outcome of the negotiations for a settlement, and while the men's leaders stood and accepted as being dependent upon future consideration of competitive interests which stay their hands although in nine cases out of ten they know full well the scheme of the defaulter who supply the price-cutting dealers. Some of the big manufacturers, by a peculiar process of reasoning which I will not attempt to fathom, now strike out in a direction that is distinctly interesting, to say the least. In order to meet this growing and increasingly powerful competitive state of things they argue that they must increase the price of their standard product. No! Not until the parent shall be born a child. In an atmosphere of illegitimacy this offspring makes its appearance charge of a finance which has been instigated in the person of a factor who, in consideration of promoting to sacredly maintain the price of the parent record, is allowed to raise the progeny as his own and cast it duly labeled to the trade wolves to do with as they please.

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Trust Rumor Denied.

The Cologne Gazette recently gave currency to an amusing report which it had "lifted" from another German newspaper. In effect it was stated that negotiations had commenced with a view to the establishment of an international general trust of all American, English and German gramophone companies. This rumour has been in the air for some months and if carried into effect would evidently not only be a political but an industrial disaster.
Nelson Jackson; "Mary Marmalade" (McDonald and Williams), Jean Aylwin; "Melody" (Massey-net), Jacques Renard (cello solo); (a) "To Daisies," (b) "Song of the Blackbird" (Quilter), Gervase Elwes; "The Sweetest Flower That Blows" (Hawley), John Harrison; "The Skipper of St. Ives" (Roecke), Stewart Gardner; "Phil the Flute's Ball" (Percy French), Chas. Fre: "El dorado" (Walsh), Whitehead.

Columbia Co. News.

The latest exclusive engagement by the Columbia Co. is that of the celebrated Russian Symphony Orchestra. The Russian Symphony Orchestra has lately been touring in the great cities of the United States, filling the largest halls in New York and elsewhere. It was while the orchestra was creating such a musical stir that the Columbia Co. determined to take advantage of their presence in New York to make a series of records, these being so successful that the conductor of the orchestra, Modest Altschuler, agreed to play exclusively for the company.

The Columbia Co. announces that it has secured exclusive rights to the famous Ellery Band, the organization which enjoys the distinction of having produced records by the famous Ellery Band, the Russian Symphony Orchestra has announced its intention to take advantage of their presence in New York to make a series of records, these being so successful that the conductor of the orchestra, Modest Altschuler, agreed to play exclusively for the company.

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old price. Legitimate business was going from bad to worse, and at last, after much trouble, the government were moved to introduce a measure making all dubbing illegal. This law is fortunately now in operation, as the penalties for break-
ing it are very severe, and knowing that the Rus-
sian police are not lightly trifled with, you may rest assured that the evil was quickly stamped out. Dubbing is the usual way to make an inferior record, and trade is recovering rapidly and satisfactorily. The busi-
ness outlook he described as being excellent, and as a direct consequence retail dealers are not con-
terned, the one great drawback is the loss of unexampled prosperity.
ness outlook he described as being excellent, and is recovering rapidly and satisfactorily.

If so, just smile; then keep on smiling. Example after exam-
ple can be shown to prove that nine out of ten people who have risen from small salaries and posi-
tions to the management of large institutions are noted for never losing their smile. Optimists will
tell you that not only are they courteous to pre-
serve their own self-respect, but also to set an ex-
ample to their employes; for it is obvious that if the head of an office is disrespectful, or even cruel, those under him will take the same demeanor, be-
lieving it to be policy of the office. Don't grumble.

A credit man should not expect a salesman to constitute himself a detective and go nosing around into the affairs of the customer, but he is expected to have his eyes and ears open at all times and be on the alert for any detrimental information that may be floating around, espe-
cially as it relates to the credit standing of the customer.

AACHEN, GERMANY

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

JOS. ZIMMERMANN

Sole Manufacturer

 Needle and Pin Works

AACHEN, GERMANY

WHY THE GRUMBLER FAILS.

The Man Who Is Always Complaining Does Not Tend to Inspire Confidence in His Customers and as a Result Loses Business.

Grumbling, that morbid and hopeless state of mind, is too prevalent among a great many people, and is responsible to a great extent for so many faults. It excites that nervous irritability which is so productive of pining regrets and fretful complaints. It makes that large class of fretters who noi

enjoy peace themselves nor permit others to enjoy it. Everything goes wrong with some people, because they make it so. Their business and duties trouble them as though such things were not good. A fretting, grumbling person is one of the most unlovable objects in the world. It is not work that kills a man; it is worry. Work is healthful—you can hardly put more on a man than he can bear; but continued worry and grumbling is rust upon the blade. It is the revolutions that destroy machinery, but the friction; and just so will the grumbling habit destroy the prospects of anyone. The man who smiles aviates where the true

tie, all-wool, pre-shrunk, non-fading optimist

AACHEN, GERMANY
March has brought many old-time friends. The Columbia Phonograph Co., visited Indianapolis recently. Mr. Moler was very enthusiastic about trade conditions in his town and he predicted that 1912 would be a banner year in the talking machine business.

**NEW HAWAIIAN RECORDS.**

A Beautiful Volume Just Issued by the Columbia Phonograph Co. Containing a Large List of the Beautiful Music by Leading Composers of Hawaii—Something of the Peculiar Charm of These Compositions.

Hawaiian music harmonizes so well with the beauty and legendary romances for which the "Peaches of the Pacific" are noted, that the new Hawaiian records recently made by the Columbia should not only be appreciated in those islands, but should also prove of considerable interest to the purchaser of phonographic records in general, and particularly to those who have the good fortune to visit these beautiful isles.

It is music of a very lively and catchy type, not unlike our old-time Southern melodies, harmonized with all its simplicity, very interesting. Underneath its pronounced gaiety runs, however, a seriously sympathetic strain that is filled with poignant appeal.

The recording of native music of foreign islands is sometimes fraught with complications and expenditures of time, money and patience, which few others than phonographic experts realize. The field must first be gone over to determine the prospective demand for such records. When these investigations portend a profitable market, the best native talent is then secured, choice of selections made to be recorded, and decision as to the extensiveness of the recording decided.

Then comes the establishment of the recording laboratory. This requires the obtaining of a building which will permit of renovating to secure the peculiar acoustic properties that are essential to a perfect recording laboratory. The difficulty of this work can only be comprehended by one who knows the amount of complex paraphernalia and delicate mechanism which must be installed before the recording laboratory is complete, and it is doubly difficult, when, as in the case of Hawaii, it must be accomplished thousands of miles and many weeks from the base of supplies.

The last task, but by no means the least difficult before the actual recording, is to teach the native talent to render their selections with the perfect accuracy necessary for the recording. This requires time and patience, as their knowledge of physical laws controlling the recording process is usually not even elementary.

The original matrices are then shipped to the factory, from which test records are made to be passed on and sent to the country where recorded for O. K. before the manufacture of records is begun.

These difficulties have all been surmounted by the Columbia in Hawaii and they have been amply rewarded by being able to offer their patrons a well selected assortment of pure Hawaiian music, rendered by a number of native glee clubs, singers and instrumental soloists.

The records were made at Honolulu in a specially constructed Columbia laboratory under the supervision of Columbia recording experts sent from New York and are such extraordinarily per-

**COLUMBIA DOUBLE-DISC RECORDS OF HAWAIIAN MUSIC**

COVER OF NEW HAWAIIAN RECORD CATALOG.

The first records of Hawaiian music, the export department of the Columbia Phonograph Co., General, feel that they have made a most important addition to the already comprehensive repertory of Columbia records of "all the music of all the world."

**CHANCES OF BEING PUNCTURED.**

The man who lets a little authority puff him up like a balloon is simply enlarging his chances of getting punctured.

You might as well take your medicine bravely; if you don't some one will hold your nose and make you take it.
THE TALKING MACHINE WORLD.

BALTIMORE TRADE VERY ACTIVE.


(Special to The Talking Machine World.)

Baltimore, Md., March 5, 1912.

There seems to be no indications of an end to the wonderful strides which the talking machine business has made in this city and surrounding sections during the past few months. While it was generally conceded that February would be an off month for several reasons it comes as a surprise to hear reports to the effect that sales during the 30 days of that period beat those for December in some cases as well as those during January. Yet such are the statements made by several of the dealers. And these men declare that the indications are for even better results during the spring.

A noticeable feature of the trade during the past month was the numerous sub-agencies established in various sections throughout the State and other points covered from this territory. Thomas Gordon and Josie Fink, who have charge of the talking machine department for the Kraus-Smith Piano Co., announce that they have taken on the Columbia line in connection with the Victor. They report sales for February in both lines to have shown considerable improvement. The record business was also good. Another piano firm that has also entered the talking machine field is the Kunkel Piano Co., Baldwin representatives, who have taken on a line of Victor machines and records. While young in the business the firm announces that it is encouraged with the outlook.

William Knafe & Co., who are newcomers in the talking machine game, are also elated with the prospects in the new field. They are handling the Columbia line. Several good cash sales of high-grade machines were reported for the week, while the demand for records is quite brisk.

Business has been very much on the go at both the Baltimore and Washington stores of E. F. Knabe & Co., who are newcomers in the business. The method is said to be effective.

Recently devised methods, says Building Age, 'involves the use of plastic cork, so as to make a flat slab, between which and the surface to be protected against sound. The wall, as the case may be, of a network of wires stretched tightly by means of pulleys secured underplaster and other points covered from this territory. State

M. D. EASTON TO MEXICO.

Will Assume Charge of the Dictaphone Business in That Country, with Headquarters at the Columbia Store in Mexico City.

M. D. Easton of the Columbia Phonograph Co., Dictaphone department, sailed on February 21 for Mexico City, where he will assume charge of the Dictaphone business in Mexico.

The general Columbia store in Mexico is in charge of Senor Cabanas, who is a wide awake and progressive business man. The Dictaphone business in Mexico is conducted from Senor Cabanas' store and Mr. Easton will be under his management.

MAKING SOUNDPROOF WALLS.

Network of Wires Used Under Plaster in German Experiments.

Considerable attention has recently been given in Germany to experimentation with methods for soundproofing walls and ceilings capable of effective resistance to sound transmission. "One of the more recently devised methods," says Building Age, "involves the use of plastic cork, so as to make a flat slab, between which and the wall or ceiling is a cushion of confined air. The method is said to be effective.'"

NEW ELECTROVA CATALOG.

A new catalog is in preparation covering the electric line of players made by the Electrova Co., 117-125 Cypress avenue, New York. When issued this volume will tell many interesting things, not only about the Electrova line, but on the value of the Kunkel Piano Co., Baldwin representatives, who have taken on a line of Victor machines and records. While young in the business the firm announces that it is encouraged with the outlook.

Because of the big increase in business at the local stores, Cohen & Hughes, who handle the Victor, have found it necessary to add more sound proof music rooms for the convenience of buyers.

Four new booths, with glass partitions, have been placed along the right hand side of the sales rooms on the first floor and make quite an attractive appearance. Manager M. Silverstein has just returned from two out-of-town trips and reports business in the various sections to be in tip top shape.

Manager S. A. Denison of the local branch of the Columbia Phonograph Co. states that February has been a most successful month, the figures showing an increase over the December and January business. A number of new Columbia agencies have been placed throughout the South, according to Mr. Denison, while the prospects are that more of these will be established before the spring sets in. Reports from various sections covered from the local office are all of a most rosy nature and promise well for spring results.

Hammann & Levin, who are Victor representatives, also have encouraging statements to make concerning the trade for the month of February. The record business has been particularly lively.

Would you have a single solitary soul pass your store day or night and not know "who fixed there" when you could have your name and business in letters of fire above your door at a cost of

ONLY 30 CENTS A MONTH!

Is valuable space going to waste that any enterprising advertiser would be glad to own and pay big money for? We will furnish you with a Pyro One-Light Electric Sign that can be read for blocks up and down the street day and night, and only costs about one cent per hour to illuminate brilliantly.

The Most Durable, Attractive and Inexpensive Sign on the Market

Sells for $55 to $150 Complete—According to Size

EDWARD C. PLUME COMPANY

417-421 South Dearborn Street

CHICAGO, ILL.
The offices of this trade newspaper institution are now located at 373 FOURTH AVENUE Near Twenty-seventh Street

Telephones 5982-5983 Madison Square

The Talking Machine World

The Music Trade Review

Trade and Technical Publications

A "Rip Van Winkle" window display hurts the reputation of your store.
An Explanation as to the Comparatively Small Piano Business.

Somely fitted up in keeping with the high tone of amount for net profit. The ager of piano houses, is as follows: give his views on the subject.

The Talking Machine and the Player Piano an Ideal Combination—Other News Notes.

Conditions Reviewed—U-S Phonograph Co. Successes—Talking Machine Co. Issues List Number of Dealers Handling Expense—Some Experiments That increased? Simply by adding another PRODUCING line that will bear its share of the BURDEN without ADDING to the fixed expense. “What line? What line fits in most harmoniously with pianos? TALKING MACHINES! Rent, light, heat not increased, a small space, which can always be found in piano warerooms, utilized. Result, a new PROFIT maker; new customers; a steadily increasing ‘record’ business that brings dozens of musically inclined people to the warerooms weekly. Thousands of dollars are spent each year by the piano dealers in advertising ‘schemes’ to draw visitors to their stores. A well developed record business will bring in actual future buyers of pianos or player-pianos. A customer who has been sold such a satisfactory instrument as a talking machine becomes a friend of the house. It is useless to argue, as some dealers do, that piano sales may be endangered by the presence of the talking machine. Experience proves otherwise. It has been thoroughly demonstrated that many a would-be purchaser of a talking machine has left the wareroom of an owner of a player-piano. It works both ways but IT WORKS TO ONLY ONE END—the reduction of the pro rata selling expense. A prominent Ohio piano dealer, and an opponent of the talking machine, was induced to ‘try out the new line. His stock investment was small. It worked. To-day his ‘T. M.’ department is a splendid money maker, and his record business is equally productive. Despite his fears for the piano end, he found the first year that both piano and player-piano sales had consistently INCREASED each month. Instead of a heavy fixed expense, reducing net profits to $25 or $30 per piano, he found a larger share of selling expense borne by the new money maker, Talking Machines!

“The WADE” “IT’S FINE”

The Wade

Fibre Needle Cutter

“The WADE” FIBRE NEEDLE CUTTER is made from the very best materials the market affords. The cutting blades are best Swedish Tool Steel, scientifically ground and tempered to hold a cutting edge the longest time. We know the quality of all the other materials, hence our broad guarantee of even exchange of cutter for cutter in case of defective materials or workmanship.

Don’t buy a cutter with the open groove for the needle to rest in. Insist on the cutter with the triangular guide which firmly holds the needle while the cut is made—The Wade (Flyer) Cutter. All the most desirable features are in the “WADE.” Your profits are protected—we sell to Jobbers only. Get in the ring and claim the “WADE” business of your territory.

“Talking machines as an adjunct to the piano business have become a settled fact. They are easily sold; profits are fixed. They require little after expense, and the record sales are a constant source of income. Hence dealers everywhere are recognizing the importance of the talking machines, not only as a side line, but as actual promoters of interest in their pianos and players. The talking machine in piano warerooms has come to stay!”

A Valuable Compilation.

The Talking Machine Co., of this city, exclusively wholesale distributors of Victor goods, has recently issued a folder containing a list of 500 best selling Victor records. It includes 50 ten-inch double face records, 40 twenty-five inch double face records, twenty-five Purple Label records and seventy-five Red Seal records. The explanation is made that the list is not the selection of any one man, but is a selection made from actual statistics, showing the Talking Machine Co.’s record sales. It is pointed out that the pamphlets is of special value to one collecting a Victor record library. The company has received many inquiries from dealers for quantities of these lists for distribution to their customers.

Siemon on Conditions.

F. A. Siemon, assistant manager of the Chicago branch of the Indian Warehousing Co., who has particular charge of the wholesale talking machine department, conveyed the glad news that in spite of the most “blizzardy” weather that February has known for forty years the month showed a considerable increase over the same one last year. From the wholesale point of view there seems to be a considerable gain of late in the sale of high priced machines, the Victrola XVI, for instance, making quite a remarkable record. In their desire to cultivate all branches of the trade the Wurlitzer Co. is going to make a special campaign this month on the lower priced types of Victorolas, and has consequently brought its stock of such goods up to the maximum size possible considering the state of supply.

U-S Phonograph Co. Progress.

The U-S Phonograph Co.’s Chicago office is having a business of such size as to prove that the company’s product is gaining great headway in Chicago and territory tributary thereto. A particularly encouraging tendency is the noticeably large demand for the higher class machines. The new style Peerless, the $300 concealed horn instrument, is going particularly well.

Talker Man Goes to Orient.

A. Hartman, a progressive forty and ten Victor dealer of Oak Park, the flourishing western suburb of Chicago, will shortly leave on a trip to Japan and other sections of the Far East. He will return late in the Spring.

Brings Many Inquiries.

The Illustrated article in the January issue of The World regarding the enlarged retail record department of Lyon & Healy has excited considerable interest throughout the country. Many letters have been received by Manager L. C. Wiswell asking for further particulars regarding various features of arrangement and systematization. Much interest is being shown also in the several unique selling schemes referred to in the article.

Good Retail Aid.

Dealers can get a mighty good suggestion from an advertisement recently placed by Lyon & Healy to large space in the dailies. It was particularly suitable to the after-holiday season when many unfamiliar owners of machines are beginning to wake up to the fact that it is up to them to augment their record stock. “What Will a Victrola Play?” was the effectively devised interlocutory caption, and the answer, “Thousands of Beautiful Selections,” was reinforced with a list judiciously

(Continued on page 40.)
Cabinet Novelties Coming.

Only a hint has been given at this existing concern of some new goods which will shortly make their appearance in the display rooms of the various Musical-Instrument manufacturers. The talking machines, whether it may be, vocal or instrumental, is reproduced over the wire as fully and with equally good quality and tone as if the talking machine were at the hearer's side. The many possibilities of the invention are obvious.

By use of the enunciator, without the talking machine record, persons may be engaged in conversation at the hearer's side. In this capacity the new apparatus may be spoken into by an employe on the right of the building and, if so desired, carry the spoken words clearly and loudly in every department of the building if he wants him.

In school houses the enunciator is being put to many other uses, from the reading of the lessons to the recitation of the daily exercises. In many instances has been the means of making the average teacher alive. Instead of saying: 'Well, I have closed that account for a time,' he may say, 'I have one more account to nurse and to assist in its coming,' to the customer's satisfaction.

The dealer in talking machines, without materially increasing his overhead expenses, can add a line of player-pianos, and, if he will use the same methods as the manufacturer of the player-piano, is the one who has followed out with the inherent desire of most mortals to satisfy this budding musical nature.

Mighty few talking machine owners have never owned a player-piano, and in many instances as the operator on the player-piano roll has never had a player-piano in his home, he will have no thought of purchasing until after they had stopped to consider the intimate relations between these two branches of the musical industry.

The use of these two instruments is just as necessary as one to the other. They are permitted to lose interest in their machines, for they are not only the talking machine and the player-piano are the best business getters for the live dealer of records, and it is the dealer who is to blame, not the owner. Mighty few talking machine owners are permitted to lose interest in their machines, for they are not only the talking machine and the player-piano are the best business getters for the live dealer of records, and it is the dealer who is to blame, not the owner.

The manufacturer of the invention is thoroughly practical, the manufacturers declare, and its improvement will continue until every sound and musical denomination is reproduced in a number of places concerts and musicals as they are given is perfected.

An Ideal Combination.

Elsewhere in this correspondence appears an article showing the advantages accruing to piano dealers by handling talking machines. It is equally true that talking machine dealers can take on lines handled by, with their original one, and which will greatly enhance their business and prestige in the community. Many dealers have no doubt from time to time thought of putting in a line of player-pianos, but were afraid that sales of such instruments will only kill the sale of talking machines, with which they are naturally more familiar, and thus simply cause a disgruntlement and withered business. However, the arguments are strong on the other side and here are set forth at the request of the World by Charles Allen Dunn, traveling representative and demonstrator for the Farnsco of Detroit, makers of the Cecilian player-piano:

"The talking machine and the player-piano are undoubtedly more closely allied than any other branches of the music trade, and are the result of both wonderful educational factors in the musical life of their possessors, but too-day are without the best business getters for the live dealer which these instruments have justly appreciated. The combination of these two instruments form to lure the elusive dollar from the purse of the prospective purchaser. Many dealers in talking machines are becoming the great advocates of the player-piano in connection with their line, possibly because they have never considered the intimate relations between these two branches of the music trade.

"The average owner of a talking machine of the better grade will, almost unconsciously, become interested more and more in the better class of music. For a time the perfect reproduction of the voice or instrument by the talking machine will satisfy this budding musical nature, but soon, with the inherent desire of most mortals to accomplish things for oneself, there arises the ambition to possess some instrument by means of which one can give vent to one's own interpretive ability. Where is there an instrument to be found which combines all the characteristics of the player-piano, as the player-piano, and to whom will this individual turn more naturally than to the dealer who has been catering to his musical needs in the past? No one, perhaps, can tell the names of all the persons who own a player-piano, for the talking machine will hold all of these. As the talking machine does not require a great deal of trouble, the instrument was sold he only gotten the 'principal,' and has immediately commenced to plan to get his 'interest' in the sales of records, and by that means has kept the customer's enthusiasm alive. Instead of saying: 'Well, I have closed that man and have his money,' he says, 'Now, I have one more account to nurse and to assist in its closing.'

"The dealer in talking machines can, without materially increasing his overhead expenses, add a line of player-pianos, and, if he will use the same methods in the conduct of the player-piano department of his business, find that he has not only largely increased his sphere of activity, but has increased his business in the same proportions, and is the one who has followed out with the inherent desire of most mortals to satisfy this budding musical nature.

"The dealer who is to blame, not the owner. Mighty few talking machine owners are permitted to lose interest in their machines, for they are not only the talking machine and the player-piano are the best business getters for the live dealer of records, and it is the dealer who is to blame, not the owner.
We’re Beginning to Squeeze a Machine Stock Out of the Factory

Plenty of Victrola IV’s; plenty of Victrola VI’s; plenty of Victrola XI’s; plenty of Victrola XIV’s and plenty of Victrola XVI’s.

We’re having a hard time filling orders on the Victrola VIII, IX, and X, but here’s a scheme and a good one—

Order a liberal stock of the Victrola IV’s and VI’s, at least five each. We will send you ON APPROVAL a “CABINET THAT MATCHES” each machine. If you like them, order more; if you don’t like them, send them back.

Advertise these machines—push them hard—it will boom your record business.

If you are holding sales on the larger machines, loan your customers one of these “OUTFITS” until you get the stock.

The Talking Machine Company
137 N. Wabash Avenue : Chicago, Illinois
Edison's sixty-fourth birthday, February 11.

ly with the note, E. C. Barnes, local manager of Chicago office force of the Business Phonograph associates in the business. On the occasion of Mr. are appreciative of special efforts on the part of enterprises and those who are engaged in the selling Baesh, minister to the Vikings of Minnesota. "The best February in the history of department H" was the manner in which L. C. Wiswell, of Lyon & Healy, answered the usual question of "How's your business?" "The machine sales were good," he continued, "but the demand for records was really phenomenal." The satisfactory phase of the situation is that the shortage on records seems to be largely a thing of the past and shipments are now coming forward in a quite satisfactory manner."

The Lyon & Healy fibre needle cutter, which is being handled in a large way by jobbers all over the country, is being traditionally described in a page advertisement elsewhere. The feature of this advertisement is that it consists of three full pages all taken up by the cut of a fibre needle cutter. The description of the cut is perfectly clear and suggests the manner of using the machine. Only one advertisement can be used, but three are worth while to a jobber as they are all taken up by the cut of the fibre needle cutter. The letter has been framed by Mr. Edison and hangs on the wall of his office. Mr. Barnes also has in his possession an autograph copy of the electrical wizard's "Advice to Young Men," which was presented by the inventor to Mr. Barnes during the latter's visit to the factory some time ago.

DAVIDSON BROTHERS EXPAND.

New Evidence of Progressiveness of the Well-Known Victor Retailers of Chicago—The Talking Machine Shops Secure Entire Fourth Floor of Steger Building, with Handsome Display Space on Ground Floor—Will Be One of the Handsomest Talking Machine Ware-rooms in West.

(Special to The Talking Machine World.)

Chicago, Ill., March 8, 1912.

Chicago is to have an exclusive talking machine store, which will vie in space occupied, in equipment and arrangement with the best departments and stores in Chicago and the West. The Talking Machine Shops, of which George W. and Cecil L. Davidson are the guiding factors, has leased the entire fourth floor of the magnificent eighteen-story Steger building at the northwest corner of Jackson Boulevard and Wabash avenue, and will have part of the elegant display rooms of the Steger Piano Co. on the first floor of the building. When these new quarters are occupied, which will be about April 1, the two stores of the Talking Machine Shops at 292 South Michigan Boulevard and rt. 24 Jackson Boulevard will be discontinued, and the business of both establishments consolidated at the new location. In the April World it will be possible to give a detail description of the new quarters. The showrooms on the first floor, which are amongst the handsomest in the Wabash avenue music district, will not be altered. Here will be a fine display of Victor machines. This will be primarily a reception room, where prospective customers may inspect the leading types of Victors and Victrolas, under the supervision of competent sales people. There are entrances, both from Jackson Boulevard and Wabash avenue, and the private elevators from the "reception room" to the main quarters on the fourth floor. Practically every inch of the frontage on both streets is display window, and the lighting arrangements are superb. The fourth floor warerooms are also accessible by the several elevators running from the rotunda of the Steger building to the floors above. Ten booths of glass and white enameled woodwork will be erected on the fourth floor, and other parts of the floor will be devoted to space for the machines, record stocks, offices and shipping rooms. No change will be made in the personnel of the concern. C. L. Davidson will superintend the sales force and G. W. Davidson will have charge of the office business, advertising, etc. The head sales people will be W. E. Clark and Miss Pauline Tischler, both of whom are experts in the selling game and have been associated with the house for some time. The "Davidson boys," as they are known by their friends in the trade, have developed a remarkable business in a very short time. Both of these young men got their start in the wholesale talking machine business, George in office work and Cecil as traveling salesman. They started in the retail business for themselves with the purchase of a store at 222 Michigan avenue four years ago. They later established the branch at 24 Jackson Boulevard. They have won their success by dint of hard, intelligent work and by due attention to exploitation. Their advertising policy has been an aggressive one, and the newspaper copy of the "shops" and the mail matter issuing therefrom has been of the highest type. The new deal, which they have just consummated, and which involves a good deal of money, furnishes proof positive of the size and profitableness of their business and of their progressiveness from the start.
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
Salter Mfg. Company

337-343 North Oakley Avenue

CHICAGO

Exclusive Manufacturers of

Salter's Patent Felt Lined Shelf Cabinets

No. 788.

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

WRITE FOR IT TO-DAY

No. 776

We manufacture the most complete line of high-grade cabinets for the latest styles of Victor, Columbia or Edison machines.

TRADE GROWING IN PHILADELPHIA.

Business Thus Far This Year Shows Increase Over Previous Records—Shortage of Stock the Chief Difficulty—Lit Bros. Give Their Talking Machine Department More Prominence—What Other Large Departments and Stores Are Doing—Grand Opera Artists Visit Columbia Co. Store—Some Machines That Are Selling Well.

(Special To The Talking Machine World.)

Philadelphia, Pa., March 10, 1919.

The talking machine business in Philadelphia during February and early March has been most satisfying to the dealers. They still complain of shortage of stock, but acknowledge that the factories have been doing fairly well by them. All of the dealers agree that February of this year showed very much of an advance over the February of last year, and went considerably ahead of the January of this year.

As far as stock of records and machines are concerned the dealers do not look for a satisfactory condition for some time to come, but they are looking to the future with confidence. There are new conditions entering into the business which will develop before the fall and which they expect will ease up matters very considerably.

Lit Bros., who have had a talking machine department for a number of years, to which they have never devoted very much special attention, have department for a number of years, to which they have been signing up now to do a very much bigger business in the future. They expect to make a considerable change in their department, adding considerably more space to it just as soon as the record buying season settles down, or about the first of May. Walter Fitzgerald, one of the popular salesman of the department, will shortly leave to represent the factory field as a member of the Rochester baseball team. He has been a first class salesman and he will leave with many regrets. One of the visitors to the department this week was Mr. Fium, of the Victor Co. Jacob Bros., within the past ten days have added a talking machine department to their business. The past week they have had a liberal display of Victor machines of the various styles in their window, and they are about to have a number of hearing rooms built at the eastern end of their store, running back from their bookkeeping department. They are conducting the department themselves at present, but will shortly get an experienced manager. They will enter into the business with a full stock of everything connected with that line of the business.

The Heppe department has shown a big advance over last year and the talking machine business at that house is most gratifying. Manager Dickow has the general complaint of shortage of stock, and they have on hand lots of orders for goods which they are unable to fill on account of their not being able to get the machines and records from the factories. The talking machine department at the department store of J. Hager & Bro., Lancaster, Pa., in which they are more or less interested, they report has been having a most satisfactory business. William Neely, of the Stoll Blank Book & Stationery Co., of Trenton, N.J., was one of the visitors at the Heppe store this week and he reports that business in the talking machine line is most satisfactory.

Manager Henderson, of the Columbia Phonograph Co., reports that business has been splendid. He has four hearing rooms at one side of the store, where he has considered more room. They have four hearing rooms at present, but may add a few more, for business has been so brisk that on Saturday last not only were the four rooms going, but the main salesroom as well.

WIRELESS GHOST EXPLAINED.

Banjo Record Transmitted by Wireless Telephone Over North Sea.

According to a dispatch from London the mystery of the banjo playing and human voices heard by isolated wireless operators in the North Sea, which had caused them to christen the author of the weird sounds "The North Sea Ghost," is explained by the manager of the Marconi factory at Chelmsford. He declares that they were caused by experiments with wireless telephony being carried out there. In order to test the apparatus they had used a gramophone which played several banjo selections.
A Distinct Advantage of the

Pooley Record Cabinet

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

is the simplicity and perfection of the POOLEY FILING SYSTEM with its new and original principle of filing and locating records.

You owe your customers and yourself a duty to personally investigate and compare the

POOLEY CABINET

with those now on the market.

You do not have to invest any money to test our claim of superiority.

Write us to send one on approval.

POOLEY FURNITURE CO.

16th and Indiana Ave., PHILADELPHIA

Style No. 40
Style No. 50
Style No. 60
CONDITIONS IN CINCINNATI.

Jobbers and Dealers Make Favorable Business Reports—Great Increase in Record Trade—
Mrs. Clark Lectures at Wurlitzer Hall Upon Educational Value of the Victor—New Grafo-
nolas Please Dealers and Their Customers—New Victor Catalog Proves Real Aid to Business—Other News of General Interest.

(Special to The Talking Machine World.)
Cincinnati, O., March 4, 1912.

The local situation is a very favorable one, the business during February having been exception-
ally satisfactory, considering general conditions.

All the houses report having either excelled or
beaten the record during February, 1911.

At the Wurlitzer Co. the month of February was a record-breaker, both in the retail and whole-
sale business. In addition to the splendid show-
ing which was made in both departments, lines
were laid for future business, that will make trade.

The wholesale business was exceptionally heavy
in February, while the receipts on some styles of
Victrolas in the back, they make a permanent and complete booklet for ready reference."
Manager R. J. Whelen of the Columbia Phonograph Co. reports that February was the very best
yet, business in every department running far
ahead of any previous February in the history of
the store. He stated: "The shortage of goods to supply this demand really reminded us of the
holiday trade. The widespread advertising of the
$50 Grafonola 'Favorite' in February caused a real
sensation in both the retail and wholesale depart-
ments, and the hardest proposition we had to face
was to get the machines for actual bona fide or-
ders. Many new orders have been turned up exclu-
sively and enthusiastic reports are being received
from all over the territory. The dealers seem to
never tire of praising the new models of Grafo-
nolas and the large catalog of records offered
them, both popular and grand opera selections.
We have been pushing the proposition this win-
ter of placing Grafonolas in Cincinnati's schools and
our success has been very gratifying, having
placed a number of them in the best schools in the
city. The Y. M. C. A. have also installed a
Grafonola in their handsome Cincinnati home.

Manager Stever, of the Lyric Piano Co., is well
satisfied with his talking machine department. He
now claims it to be self-sustaining and believes it
will become one of the factors in the trade in a
very short time. This house is making a business
of displaying talking machines and records.

J. E. Poorman is advertising the sale of ten-inch
records for twenty cents. He says he has no kick
to make.

John Arnold is elated over the collection end of
his business. This and the sale of records during
February is causing him unusual satisfaction.

Manager Studler of the Miller Musical Co. an-
nounces that the February sales were in excess of
January's totals, the business being principally
confined to high-class goods and records.

The A. F. Mengel Music Co. in their March let-
ter to record customers announces the completion
of two new sound-proof demonstration booths and
asks: "Are you telling your friends of our
excellent service and our plan for furnishing clean and unscathed records?"

Al Jolson's singing of "That Haunting Melody" and "The Crucifix," by Caruso and Journet, are
among the best sellers of the month.

THOS. W. LAWSON BUYS FOUR VICTROLAS

(Special to The Talking Machine World.)
Boston, Mass., March 11, 1912.

Assistant Manager, Chamberlain of the whole-
sale department of the Eastern Talking Machine
Co. had a good customer the other day in Thomas
W. Lawson, the big State street financier, who
spent considerable time in examining machines of
the most approved Victor type. Mr. Lawson's
budget is one of a very large character, and was
given a personal inspection of Mr. Stodler of the
Milner Musical Co. Mr. Norman is giving serious
thought to the purchase of a Grafonola, but Mr.
Lawson is putting off to his Back Bay home and
the other two to his country home, "Dreamland," at
Egypt, down on the South Shore. With the ma-
chines, and the large quantity that will make the dotted
demand."

Mr. Chamberlain has been putting an immense
lot of time and hard work into his department of late,
with the result that the business has about doubled
itself since Christmas.

PARABLE OF A SALESMAN

Who Was Almost Nearly but Not Quite and the Moral Thereof.

There was once a salesman who seemed to have a face value of one hundred cents on the dollar,
and possession of anything of the one the best.

His knowledge of his goods was such that he
could talk them in his sleep; his presentation on a
prospect was a thing of beauty and a joy forever;
his demonstration was the admiration and envy of
his fellows, and he had a line of convincing con-
versation that would make a Russell Sage quicken
with the desire to spend. But, alas, slack and odd-
goods, he developed, upon trial, one great defect
at the crucial moment he could not guide the hand
destiny to the dotted line and get the John
Hancock that copper-ribbed the order. Time and
again he played his part to the climax of the piece
departed in defeat from the prospect's office.
The knock was not his. His wish-bone was where
his back-bone should have been. It was indeed sad,
and a question somewhat peevish, to those who
had backed him as a sure winner.

But it came to pass, upon a certain day, says
the wise man in The Caxton, that this salesman awoke
to his weakness, and set about to remedy the de-
fekt. Said he to himself, "Up to a certain point
you seem to be the candy kid, but beyond that you're a lemon drop. You're almost nearly but
quite, and what you lack is decision. When you
get down to quantities, prices and terms you de-
velop a case of frigiditis pedal extremitis, and it is
infected. It's you for a 'matter of course' at-
titude and an insistence that will make the dotted
dot line draw the penpoint like a magnet. Forget
yourself and go out and put it over like a real
magnet."

Almost Nearly but Not Quite and the Moral Thereof.
GEO. W. LYLE IN BIRMINGHAM.

Visits Local Columbia Branch While on Annual Tour—Department Store Takes on Victor Line—Strong Window Display of "Spring Maid" Records.

(Special to The Talking Machine World.)

Birmingham, Ala., March 9, 1912.

George W. Lyle, vice-president and general manager of the Columbia Phonograph Co., was in Birmingham this week, stopping over here for a couple of days on his annual round of visits to the branch Columbia stores of the country. Mr. Lyle expressed himself as well pleased with the past year's business of his company and predicted big things for the coming year. He was particularly gratified at the showing made by the Birmingham store, which, notwithstanding the fire in January, took rank among the foremost Columbia branches for January and February sales.

The Talking Machine Co. have placed the Victor line with Drennen & Co., one of Birmingham's large department stores. Only recently the Talking Machine Co. had started the Drennen Co. in the talking machine game with a large stock of Edison goods, and this recent sale of Victor goods, makes this the prize order of the South.

Manager Blacstone of the Dictaphone Co. has had a particularly successful season so far. Several large department stores, two big real estate and insurance concerns, and the Birmingham Ledger are recent installers of complete Dictaphone service. The Ledger is one of the first, if not the first, newspaper to install these great little time-savers.

One of the most effective talking machine window displays ever seen here was made by Loveeman, Joseph & Loel, under the supervision of Manager Broyles. "The Spring Maid" was billed to show here, and just in advance of the show Manager Broyles had a thirty-foot window filled with Columbia and Victor machines, "Spring Maid" records and cut-out posters of scenes from the opera. Not only was the window successful from an artistic standpoint, but the commercial returns were large.

ENJOYING THE VICTROLA.

How a Cultivated Man Has Reared His Children to Appreciate the Best of Music.

A gentleman who bought a Victrola about ten years ago has just explained in detail how he has managed to secure a musical education for his family at small cost. He has five children, all of whom have inherited musical tastes from their parents. The father and mother sing. She can play the piano very well and he is something of a performer on the violin. Like many other cultivated people they were without large means to give their children all that they desired according to the old method, and so determined to make the best possible use of what they could afford.

They bought a Victrola on the instalment plan and the father assures us that he never missed the money. It is true that at times he felt a little pinched to make the monthly payment but feels confident that he never would have saved the money if he had not put it into the Victrola. He invested $50 in records at the start and has spent $5 a month ever since. He bought with discretion, invested $50 in records at the start and has spent the best possible use of what they could afford.

The father claims that it would not be easy to find as good a little band of amateur musicians as the parents and five children, the youngest of whom is seven years old. He has educated them in grand opera, in oratorio, in the classic songs, as well as popular music, with the result that all of them are enthusiastic and have made great progress. He insists that they are not only happier than most children, but that they make better progress at school because of the lessons and habits of accuracy they have learned from the Victrola.

He considers that his investment has cost him nothing that he could not easily afford, and that his children are developing into cultivated young men and women who are making better progress and giving finer promise than any others in his neighborhood. The Victrola did it—Wanamaker's "The Opera News."

A man can get all the grouchily looks he desires by going home for lunch on washday, and when he comes into your store he welcomes a smile. Get it?

SHEIP & VANDEGRIFT, Inc.
PHILADELPHIA, PA.
TO DOUBLE PLANT OF VICTOR CO.

Old Buildings to Be Enlarged and New Buildings to Be Erected to Meet Demands from Dealers—Plans Call for Expenditure of Million Dollars—Will Have Great Resources.

Despite the vastness of the plant of the Victor Talking Machine Co., its seeming ability to take care of a volume of business in talking machines and records, almost beyond conception, it is nevertheless a fact that the company has found it necessary to arrange for the enlargement of the plant to almost double its present capacity for the purpose of properly handling the business now on the books or in sight.

The matter of increasing the size of the plant was taken up by the board of directors of the Victor Co. on and at the annual meeting of the stockholders of the company held on February 16, Eldridge R. Johnson, president of the company, announced the following plans:

Building No. 3 to be enlarged to six stories (as shown in accompanying illustration), to increase capacity of record plant.

Building No. 2 to be torn down and replaced by an extension of buildings Nos. 1 and 3, machine manufacturing department, through to Front street, which will make this one of the largest manufacturing buildings in America.

Buildings Nos. 6 and 7, now used entirely for storage, should be torn down to permit of building No. 8, cabinet factory, being carried through to Front street.

An entirely new building, specially constructed for the purpose of the shipping department, to take the place of buildings Nos. 9 and 10, to be erected on Market street, extending from Front to Second street. This new shipping department will save the company much loss and inconvenience now caused by having the shipping department so far removed from the factory.

After the removal of the shipping department to the proposed new building on Market street, build-

ings Nos. 9 and 10 will be materially enlarged and rearranged to meet the requirements of an up-to-date warehouse where materials for all departments can be received and properly stored pending their use in the manufacturing departments.

A new building is needed immediately for the record material and grinding department, now located in buildings Nos. 14 and 15. Plans are under way for a building specially constructed to cover the requirements of this branch of the business.

In submitting these plans Mr. Johnson said:

"At first glance the changes enumerated above may appear to be radical and even extravagant, but I do not hesitate in stating that the suggested improvements and additions are absolutely necessary and should be completed as soon as possible. It is true that some of the buildings recommended to be torn down would be quite serviceable for ordinary manufacturing purposes, but the greatest economy and highest efficiency is so necessary to the future of the Victor Talking Machine Co. that there should be no hesitancy on account of the large outlay involved. I feel that the present time is the great opportunity to put ourselves in an impregnable position as not only the largest

was not languishing in the Northwest," remarked Mr. Lucker.

"When a dealer in a business in both the Victor and the Edison goods.

"It's fully as good with the Victors. I understand that the retail store

Old Buildings to Be Enlarged and New Buildings to Be Erected to Meet Demands from Dealers—Plans Call for Expenditure of Million Dollars—Will Have Great Resources.
MORE ATTENTION TO TALKERS.


(Special to The Talking Machine World.)

San Francisco, Cal., March 8, 1912.

There is somewhat more activity in the city trade than last month, as the demand for new machines is more in evidence than before the holidays, and the record business is keeping up in line shape. Local music houses are giving more attention to the talking machine department all the time, realizing that there are still great undeveloped possibilities in this line, and that for the next few years it is likely to be more profitable than ever before. A good many new stores and departments have also been opened in the country lately, and up to the middle of February the outside trade showed considerable gain, but since then sales have declined in some districts. This is attributed to the lack of rain, which, with dry north winds for the last two weeks, has caused great anxiety throughout the departments have also been opened in the country.

Talking machine men of Oakland, Cal., have organized the Oakland Grafonola-Victrola-Amberola Club, which met for the first time about the end of January, and now gathers about a luncheon table at an Oakland restaurant every Wednesday. The friendly feeling engendered by these meetings, and the discussion of important trade topics from various points of view, are regarded by all the members as a decided benefit.

Baseball Teams Organized.

The music houses of San Francisco and Oakland have organized rival baseball teams for the season of 1912, in which the talking machine men take a leading part. The first game of the season took place on Washington's birthday in Oakland, the Oakland team being defeated with a score of 11 to 9, owing largely to the expert twirling of Mr. Fallon, the Oakland pitcher. Captain James Clancy of Oakland played a fine game and Jack Clancy, the same brother, was the heavy hitter of the day. Captain Rothlin and Catcher Baker of the San Francisco team played good ball. The second game of the series will be played in San Francisco.

San Francisco—Rothlin, cf; Dinkel, lb; Baker, c; O'Connor, ss; T. Little, p; Moore, rf; S. Little, cf; Bird, 3b; Fond, b.

Oakland—James Clancy, cf; Munjar, 2b; Dougherty, cf; Jack Clancy, lb; Biadgett, c; Henry, ss; Bury, 3b; Nichols, rf; Fallon, p.

J. Raymond Smith Co. Open New Store.

The most important development in the local trade is the opening of a new store by the J. Raymond Smith Co., which will occur in about a week. The Mission Addition, on Union street in the North Beach district, where most of the Italians of San Francisco reside, and for the present will have little competition. While some piano, small instrument, and sheet music business will be done, the place will be mainly a talking machine store, and is being fitted up especially for that purpose. The local Italians have always been among the most enthusiastic supporters of the talking machine business, and will doubtless patronize the new establishment in good shape. The store will also be near the Harbor View site of the Exposition, from which much additional business may be drawn.

Moving to Larger Store.

The Mission Phonograph and Piano Co., operated by Emil Cruells, formerly at 2987 Mission street, is moving into a large store at 2330 Mission street, which has been fitted up on up-to-date lines and will afford much more ample space than the old location. This company, which is one of the leading talking machine concerns of the Mission district, also has a branch on Sixteenth street.

Improving Store Equipment.

Benjamin Curtaz & Sons have not yet completed the changes in their talking machine department, but have made some improvements, and will probably carry out alterations on a larger scale than was at first contemplated. Byron Maury is taking more interest in his talking machine department than for some time past. He says things have started out in great style this year, and is making preparations for the future by fitting up several new talking machine rooms on the fifth floor of his building.

The Wiley B. Allen Co. has started the projected work of improvement in its local talking machine department, the principal change being the installation of an automatic elevator, connecting the volume of Victor business for February.


Andrew G. McCarthy, head of the talking machine department of Sherman, Clay & Co., has been away for the last couple of weeks on one of his regular trips among the Northern branches, but is expected back early next week. Before leaving Mr. McCarthy expressed great satisfaction with the volume of Victor business for February, in both retail and wholesale departments.

E. W. Scott in New Quarters.

The fitting up of the new talking room for E. W. Scott, on the mezzanine floor of the Kohler & Chase building, took more time than was expected, but Mr. Scott is now moving down from the fifth floor, and will be comfortably settled in another week. He has had a steady rush of business all month, and expects to do much better in the new quarters, which are more accessible and in a more conspicuous position. He is justified in the opinion that he has the finest talking machine rooms in the city, as the place has been fitted up and decorated in highly artistic fashion.

Geo. W. Lyle on Coast Visit.

W. S. Gray, Pacific Coast manager for the Columbia Phonograph Co., has just left for Los Angeles, where he will meet George W. Lyle, general manager of the company. Mr. Lyle had special business which took him to the Southwest, and decided to continue to San Francisco. He will not make the Northern territory this trip, however, but will return East from here via Salt Lake City. Mr. Gray states that the February business locally has been considerably ahead of the preceding month. M. B. Sharp, for some time with the Columbia Phonograph Co. in this city, is now with J. Raymond Scott in the Kohler & Chase building.

Recoveries from Effects of Fire.

The Girard Piano Co. of Oakland opened its new talking machine department only a little before the end of the year, and suffered a fire loss on the local business before the place was well established. Since then, however, everything has been put in good order, and the department has already proved itself a most valuable addition to the business. J. M. Wheat, manager of the department, is enthusiastic over the start made, and looks for a big business.

A. R. Pommer, head of the Pacific Phonograph Co., is still suffering from rheumatism, and is able to be at his office only about one day in the week. He is well satisfied with business conditions, however, and says collections are coming in extremely well. So far he is not worrying much about the dry weather, and believes that the outside business in California will revive by the end of the month, while his sales in the north coast district are fully up to expectations.

HONOR FOR MARCONI.

Wireless Pioneer Made Life Member of Italian Senate.

A dispatch from Rome states that Guglielmo Marconi, pioneer of wireless telegraphy and who is also keenly interested in the talking machine business, having been associated in a consulting capacity with the Columbia Phonograph Co., was on Monday made a life member of the Senate. This followed his refusal of the offer made by King Victor of Italy to elevate him to the nobility.
SOUTHERN CALIFORNIA TRADE.


(Special to The Talking Machine World.)

Los Angeles, Cal., Feb. 27, 1912.

Owing to the lack of rain the entire section of the Southwest is suffering severely; nevertheless the talking machine business is flourishing far more than expected. Many dealers state that the past month has been most satisfactorily in all the distinctive lines—Victor, Edison and Columbia.

The new Victor catalog has created much interest among all Victor dealers. Even the public will be doubly interested when the catalog is supplied with a sufficient number of this up to date, long-looked-for publication.

The Wiley B. Allen Co., of San Diego, has been enjoying a very fine business. Mr. Harris, the local manager, has Miss Roby as manager of the talking machine department. They have lately featured the Grafonola Baby Regent, thus bringing splendid results.

E. Stewart Payne, an old time talking machine man of Little Rock, Ark., has joined the selling force of the Southern California Music Co. in the same line.

A. G. Farquharson, special representative of the Columbia Phonograph Co., had the privilege recently of visiting Charles Sumner Tainter in San Diego. Mr. Tainter of "Bell and Tainter" background, has patented fame, still takes a great interest in the talking machine business, and but for a long illness covering a number of years, this great and original inventor would doubtless, as of yore, have continued to astonish with new ideas and improvements.

Geo. P. Austin, Edison dealer of Oxnard, was in the city for a few days and left a good order for Edison goods, which he favors very highly.

Banker Bros., one of the leading furniture houses of Los Angeles, are having splendid results in the talking machine line. F. E. McArthur, manager of the piano and talking machine department, reports business conditions are very good.

F. A. Anys, general manager of the Wiley B. Allen Co., of San Francisco, is in Los Angeles for several days visiting the branch store in this city. He is accompanied by his wife and will spend a few days motoring in southern California in their large touring car, which they shipped down by boat, thus combining pleasure with business.

E. L. Bailey, dealer of Edison goods for Fallbrook, Cal., reports fine results from the canvassing of his district, making many sales of high grade instruments.

M. B. Romaine, mechanical expert from the Edison factory, is in southern California calling on all Edison dealers and giving general instructions regarding repairs and explaining the make-up of Edison motors in general. Mr. Romaine will continue his trip, covering the entire coast as far north as Seattle, calling on all Edison dealers. While in the South section Mr. Romaine is making his headquarters with the Southern California Music Co., Edison Jobbers for the Southwest.

O. A. Lovejoy, manager of the talking machine department of the Southern California Music Co., in company with W. J. Raynard, traveling representative for the same firm, is making a trip in his new automobile visiting dealers in Burbank, Lancaster and vicinity.

E. A. Borgum, one of the oldest talking machine men on the Coast, is now located with the Wiley B. Allen Co. of this city. He has had a wide experience in this line, being a pioneer salesman in Los Angeles, and was recently with the Eilers Music Co. in Seattle.

The Wiley B. Allen Music Co., of this city is contemplating enlarging its talking machine department so as to occupy nearly the entire main floor.

A most economical little instrument is being placed upon the market by Geo. H. Hiles and Karl W. Thalhammer, of Los Angeles. It is economical because it saves nerves, time and money; besides this, it pays big dividends on the money saved in satisfaction and enjoyment. At the end of a record every talking machine has to be stopped by someone or else a constant running of the machine, which might prove very detrimental to the record. This new record-stop consists of a small battery concealed inside the cabinet part of the machine properly connected to a small apparatus used as a stop, placed at the back of the turntable with a small metal lever extended upwards, which touches the arm of the machine, thus making the contact and stopping the revolving of the turntable instantly at the end or at any desired place on the record. It is not complicated in the least and can be adjusted to all disc machines by any operator.

The retail price of this record-stop is very low and affords a good margin to the jobber and dealer. The advertisement of the record-stop in this issue of The Talking Machine World shows a cut to which this article refers.

VENDING MACHINES IN MEXICO.

United States Consul Marion Letcher, Chihuahua, writing of prospects for vending machines, self-playing pianos and other specialities, said: "As to the steps necessary for the establishment of a slot-machine business in this city, and particularly as to the charges for license, etc., I find that machines for vending, weighing, etc., placed on the street or in any public place apart from a house of business pay monthly the equivalent of $1 gold. Where a regular business is done, as, for example, such a general slot-machine business as is done in American 'penny arcades,' the charge varies from $1 to $5 monthly, the amount varying according to the number of machines up to the maximum charge of $5.

"There appear to be in this city only two of the slot-weighting machines. The owner informs me that he cleared the price of these machines the first month of their operation, they being then great novelties here, and that subsequently he has made a small profit each month. The same person is also the owner of eighteen kinetoscope slot machines. "These, it appears, were purchased second-hand from a man who conducted here at one time a 'penny arcades,' which enterprise was very successful, and was only abandoned because of the expiration of the lease on the building in which the building was conducted and the failure of the owner of the machines to secure a suitable substitute. I am of the opinion that a very good business could be established by setting up 'penny arcades' in different parts of Mexico."

We rather think we showed you in February that the Columbia dealer has the best end of the bargain. And we'll do it again pretty soon.
In the accompanying drawings Figure 1 is a side elevation of an improved phonograph, showing the same in position in a dotted view of a doll. Fig. 2, is a front view of the phonograph, and Fig. 3 is another side view of the same.

This invention relates to the improved means for sound-phonographs, sound reproducing machines, telephones, etc. William N. Hunter, Blanchester, O. Patent No. 1,015,622.

This invention relates to an improved sound excluding or arresting mechanism. In Fig. 1 is an underside view of a sound box which is pivotally attached to the sound box arm and which has a needle-holder provided with clamping means and lateral slots, and which has a retaining spring for the needle. Fig. 2 is a side elevation corresponding to Fig. 1. Fig. 3 is a side elevation of a sound-box and needle-holder with a lateral slot and clamping means. It presents the advantage that, for the insertion and replacement of the needle, a mechanical device can be arranged whereby the needles are fed, moving parallel to themselves, into the lateral slot in the needle-holder, in contradistinction to the known needle-changing devices in which the needles are moved along in the direction of their axes. The lateral insertion of the needle further presents the possibility of arranging the mechanical needle-changing device independently of the sound box and of its carrier-arm and of thereby relieving the sound box of the weight of the needle-carrying device. The needle-holder can be provided, on the side opposite to the inlet slot, with an additional slot which serves for the feeding out of the needles. This preferably takes place in such a manner that the new needle introduced laterally into the needle-holder automatically pushes out the already used needle still in the holder at the other side.

A separate locking or holding device may, if desired, be provided on the needle-holder, this device being constructed in such a manner that it holds the needle elastically in the normal position, but automatically opens by the lateral pressure when a needle is inserted and replaced. The locking or holding means for the needle when the needle-holder is made with two oppositely-arranged slots is formed in such a manner that when inserting a new needle the previously used one is thrown out of the holder by a spring.
sound will be increased, the tone clarified and the enunciation made more distinct and natural.

Another object of the invention is to provide a clarifier for this character which will be simple and inexpensive in construction and efficient in operation, and which may be quickly and easily engaged with and removed from its operative position.

In the accompanying drawings, Fig. 1 is a side view of a portion of a graphophone having the invention applied thereto; Fig. 2 is an enlarged side view partly in section of the reproducer, and the tone arm with the invention arranged therein; Fig. 3 is a cross-sectional view on the line 3–3 of Fig. 2.

Fig. 1 is a detail perspective view of the clarifier.


This invention relates to means for stopping the record-supporting table of a sound reproducing instrument or apparatus which can be set for any desired number of revolutions within its range without the necessity of altering the adjustment of any of its parts, but by merely positioning an indicator for the number of revolutions desired.

This invention consists, in combination with a spring actuated brake adapted to engage the supporting table of a sound reproducing instrument and a lever to hold same in inoperational position, of a graduated dial, a pointer adapted to be swung over the dial to indicate the number of revolutions, a notched disc against which the lever presses and which holds the lever outward until the predetermined number of revolutions have been made by the table, a toothed wheel to turn the notched disc and pointer, and an operating device to actuate the toothed wheel, which device is operated by the mechanism which revolves the table that is to be stopped.

In the accompanying drawing Fig. 1 is a plan of the stop mechanism, a portion of the dial being broken away for clearness. Fig. 2 is an elevation of the same with the case broken away.


Heretofore in the manufacture of flat disc records for talking machines it has been the practice to stamp out the record discs from a suitable material by means of a die containing a matrix upon the surface of which has been engraved or otherwise placed the record grooves, which grooves, in connection with the sound box are adapted to reproduce the sounds impressed upon the original record. The record discs formed by so impressing the matrices have usually been of some durable material which softened under the influence of heat, but which is hard and firm under normal conditions of temperature. The material usually employed for making these records has been in the form of flat sheets which had been of uniform thickness throughout the entire extent of the disc, with the possible exception of the central portion where the label has been impressed or counterstamped into the material during the pressing or forming of the record. This material, in many instances, has been the substance called “duranoid,” which consists of shellac and certain other colorings and strengthening ingredients. Other similar materials which have been used are hard rubber and celluloid. It will be realized that these compositions are expensive when used in large quantities, especially in view of the fact that talking machine records now employed in this art have been steadily increasing in size.

The object, therefore, of this invention is to produce a record which will have all the advantages of a flat disc record of uniform thickness, but which will at the same time be much lighter and therefore less expensive in original cost and also will be easier to handle and less expensive in transportation either by mail, freight or express.

A further object of the invention is the production of a record which will have strengthening means applied in such a manner as to give a stiff and firm backing for the reproducing surface without the necessity of employing the latter amount of material required in a disc record made entirely of duranoid or other similar substance.

Briefly, this invention comprises a disc record having upon its under side a metallic plate or backing made in different forms so as to retain the record material firmly in position and at the same time, to protect the record material from injury to which it would otherwise be liable owing to its reduced thickness. The metallic backing may also extend across the central portion of the record not occupied by the record grooves and may form a centering means for the record when placed upon the turntable. The central portion of the record may also be occupied by an independent disc of metal or other material which forms the centering means and which is fixed in position during the stamping or forming process.

Fig. 1 is a reverse plan view of a talking machine record having the strengthening plate applied thereto. Fig. 2 is a transverse sectional view of the form of record shown in Fig. 1 and Fig. 3 is a transverse sectional view of a modification showing the centering disc placed in position independently of the metallic backing.

OPEN TALKING MACHINE STORE.

I. M. Bame, Former Victor Co. Traveler, to Handle That Line at Retail in Atlanta, Ga. (Special to The Talking Machine World.) Atlanta, Ga., March 4, 1912.

I. M. Bame, who has been well known to Atlanta for a number of years as a traveling representative for the Victor Talking Machine Co., has severed his connection with this company and will now start business for himself here.

He has organized the I. M. Bame Co., which will occupy commodious quarters at 72 North Broad street, where the most elaborate talking machine parlors in the South will be opened about February 22. Mr. Bame will handle the Victor line exclusively.

You would object to another placing a limit upon your business ability. Why place upon your own?

50 YEARS' EXPERIENCE.
A1125 You've Got Me Hypnotized—Berlin.

A1119 Rigoletto—How Fickle Woman Is (La Donnae
A5307 La Forza del Destino—La Vergine degli Angeli (The Angelic Virgin)—Verdi.

A5370 II Trovatore—Ai nostri monti (Home to Our

974 Second Polonaise

973 The Broken Melody ..American Standard Orchestra

968 The Song of Triumph—Easter Anthem ......

966 Ragtime Violin

955 Mayhe That Is Why I'm Lonely....Anna Chandler

Hosanna (Easter Song)—j. Granier.

Lingering Love—Harry Armstrong.

Honey Love—Geo. Mayers.

Samson and Delilah—Printemps qui commence (Spring Flowers). And Tenor Duet, orch. accomp.

The Carriage—Wind Symphony of America—Verdi. Tenor Solo, in English, orch. accomp.

in English, orch. accomp.

in French, orch. accomp.

in French, orch. accomp.

with orchestra.

The Messiah—Hallelujah Chorus

Pour la Victoire (To Victory)—March—Ganne.

The Hills Of Home—Marshall Lufsky, Thomas Hughes and Geo Gill

Tosca—Love and Music, These Have I (In Heavenly Splendor, Act IV)

5861 Let Us Have Peace

74273 Favorita—Splendon

17053 The Long Day Closes (Charley -Sullivan) unac-

17052 Bring Back My Lovin' Man (Berlin) .. Ada Jones

Iio!—Victor Military Band

The Trolley Car Swing—Elida Morris

The Rooster and the Hen. (McKenna)

The Wedding Trip—Waltzes—R. De Koven.

The Poet and Peasant, Part H—Overture—Von Suppe

Dixie Moon (Ehrlich-Gumhle)thur

It Wasn't for the Irish and the Jews (Jewish National Hymn)

35216 Antony's Address Over the Body of Caesar—Peerless Quartet

17045 Dixie (Merricks-Nicholls) (Dixie Rag) (Snyder) For Dancing

60070 Tosca—Love and Music, These Have I (In Heavenly Splendor, Act IV)

38474 (1) Spring Song, A major, Op. 42, No. 12

38473 (2) The Prophet Bird (Vogel als Prophet) Op. 37, No. 9

COLUMBIA PHONOGRAPH CO., GEN.

DOUBLE disc Single disc

2 EMN. SYMPHONY DISC RECORDS, disc.

A10577...A10578...A10579...A10580...A10581...A10582...A10583...

1) Trepontre—Butterfly Love Lagunet (Baliage-Lagune), chorus in German.

2) Samourak (Romany Gypsy)—Verdi, Contra alto and Tenor Duet in Italian, orch. accomp.

8) Symphonie concerts—Verdi, Orchestra in French, orch. accomp.


65) You Merry Birds, That Sweetly Sing ( upbeat)-Saint-

57) Angels' Serenade—Venezuelan Instrumental Trios.

56) The Broken Melod—American Orchestra, flute, clarionet and bassoon.

54) The Emperor—Kaiser Quartet

49) What a Thrill to the Heart—Victor Male Voices, unaccompanied.

46) The Nightingale—Walter Van Eps

44)心跳—Saint-Georges.

41) Everything I Do I Do For You—A. Mayhew

40) You and the Night and the Music—S. Vassault

39) My Song—the Emperor—Kaiser Quartet

37) Allegro Non Trop-o, a Gliding Waltz—Frederick P. Whiting.

36) Ye Merry Birds, That Sweetly Sing ( upbeat)-Saint-

35) Ye Merry Birds, That Sweetly Sing ( upbeat)-Saint-

34) Ye Merry Birds, That Sweetly Sing ( upbeat)-Saint-

33) Ye Merry Birds, That Sweetly Sing ( upbeat)-Saint-

32) Ye Merry Birds, That Sweetly Sing ( upbeat)-Saint-

31) Ye Merry Birds, That Sweetly Sing ( upbeat)-Saint-

30) Ye Merry Birds, That Sweetly Sing ( upbeat)-Saint-

29) Ye Merry Birds, That Sweetly Sing ( upbeat)-Saint-

28) Ye Merry Birds, That Sweetly Sing ( upbeat)-Saint-

27) Ye Merry Birds, That Sweetly Sing ( upbeat)-Saint-

26) Ye Merry Birds, That Sweetly Sing ( upbeat)-Saint-

25) Ye Merry Birds, That Sweetly Sing ( upbeat)-Saint-

24) Ye Merry Birds, That Sweetly Sing ( upbeat)-Saint-

23) Ye Merry Birds, That Sweetly Sing ( upbeat)-Saint-

22) Ye Merry Birds, That Sweetly Sing ( upbeat)-Saint-

21) Ye Merry Birds, That Sweetly Sing ( upbeat)-Saint-

20) Ye Merry Birds, That Sweetly Sing ( upbeat)-Saint-

19) Ye Merry Birds, That Sweetly Sing ( upbeat)-Saint-

18) Ye Merry Birds, That Sweetly Sing ( upbeat)-Saint-

17) Ye Merry Birds, That Sweetly Sing ( upbeat)-Saint-

16) Ye Merry Birds, That Sweetly Sing ( upbeat)-Saint-

15) Ye Merry Birds, That Sweetly Sing ( upbeat)-Saint-

14) Ye Merry Birds, That Sweetly Sing ( upbeat)-Saint-

13) Ye Merry Birds, That Sweetly Sing ( upbeat)-Saint-

12) Ye Merry Birds, That Sweetly Sing ( upbeat)-Saint-

11) Ye Merry Birds, That Sweetly Sing ( upbeat)-Saint-

10) Ye Merry Birds, That Sweetly Sing ( upbeat)-Saint-

9) Ye Merry Birds, That Sweetly Sing ( upbeat)-Saint-

8) Ye Merry Birds, That Sweetly Sing ( upbeat)-Saint-

7) Ye Merry Birds, That Sweetly Sing ( upbeat)-Saint-

6) Ye Merry Birds, That Sweetly Sing ( upbeat)-Saint-

5) Ye Merry Birds, That Sweetly Sing ( upbeat)-Saint-

4) Ye Merry Birds, That Sweetly Sing ( upbeat)-Saint-

3) Ye Merry Birds, That Sweetly Sing ( upbeat)-Saint-

2) Ye Merry Birds, That Sweetly Sing ( upbeat)-Saint-

1) Ye Merry Birds, That Sweetly Sing ( upbeat)-Saint-
THE TALKING MACHINE WORLD.

RECORD BULLETINS FOR APRIL. (Continued from page 30.)

1454 Rcpulj Fecskem (scene de A-Dawn-Idyll Medley of the Ted Snyder Co.'s Popular Songs. Honey Man (My Little Lovin' Honey Man)....

141S You've Got Me Hypnotized Mr. Townsend, afforded ample protection to the moving picture shows. The measure, according to the Seventh New Jersey District, has introduced a bill amending the copyright law so as far as it applies to moving picture shows. The measure, according to Mr. Townsend, affords ample protection to the owners of copyrights and is designed to prevent strike suits. Discussing his measure Mr. Townsend said: "As the law stands to-day, if the proprietor of a moving picture theater exhibits a film made from a copyrighted story he is liable to a penalty of $100 for first performance and $50 for each subsequent performance. As there are usually at least six performances daily at which the same film is thrown on the screen, the proprietor of a moving picture theater is liable to a penalty of $350 if he used a scenario from a copyrighted story. As there are produced from forty to fifty reels for each film made, it can readily be understood that strike suits may bring ruin to the moving picture business. "My bill provides that if suit is brought for the violation of a copyright the proprietor of a moving picture theater must prove that he had no knowledge of the existence of copyright in the story on which the film was based and had no reasonable means of ascertaining that copyright existed. The burden of proof is upon the violator of the copyright. If he can prove innocence, or that any one penalized, only, provided he ceases upon notification to continue the performance. Should he fail to heed the notice he is subject to the penalties provided in the present law. In short time it is specifically stipulated that a plea of innocence shall not be considered in any case where a drama or play has been produced is concerned." NEW RECORD ENVELOPES With Novel Features in the Way of Publicity Sent Out by the Victor Talking Machine Co. The Victor Talking Machine Co., of Camden, N. J., is now shipping all records in the new record envelopes, which are made of substantial craft paper. On the backs of the new envelopes the Victor Co. is advertising a list of 348 new records, divided so there will appear on the back of each ten-inch and twelve-inch double faced record envelope about twenty records, and on the back of each single faced envelope from sixty to sixty five records. This new advertising departure is bound to create a heavy additional demand for the records listed. The company has very carefully divided the records into special classes for the convenience of record buyers, and it goes without saying that if these records are called to the attention of Victor purchasers it will greatly increase the sales of these particular selections. The Victor Co. is also sending to the dealers two new special order sheets, one for the records listed on the new envelopes containing the titles of the entire 248 selections, and one in which are listed the Victor records in French, Italian, Spanish, Portuguese and Greek. The records shown on the foreign order sheets are also listed in the January General Record. With these records the dealer is well equipped to go after the foreign population, most of whom are great lovers of music and to whom the music of their native land in their native tongue would strongly appeal.

ERA OF "GOOD FELLOW" IS PASSED. Being Popular Is All Right in Its Way, but Does Not Add to the Bank Account. Being "a good fellow" may make one "popular," but it does not add to the bank account. Successful men are rarely ever "mixers." Most of them are dignified, courteous and cordial to a degree, but they always maintain a certain amount of reserve. Many of the successful ones are undoubtedly cold, grim and unapproachable. There is a very good reason for the failure of the too-genial man in merchandising. Good nature is usually imposed upon. The jolly man, the cordial man, may be liked, and even admired, but he does not command such respect as does the man of reserve. Folks like to meet socially the "good fellow," but they prefer to do business with the serious man. Too much cordiality may make a man go with executive ability. The man capable of driving a business to conspicuous success is seldom a "mixer." Though he be gruff, he is usually honest; he renders his customers superior service; he gives them a square deal all the time; his establishment serves them so well that they recognize through it his superior business ability.

Leading Jobbers of Talking Machines in America Paste This Where You Can Always See It!

Mr. Dealer: We refer all Talking Machine inquiries coming from towns where we are represented by dealers to the dealer or dealers in that town.

VICTOR and EDISON JOBBERS
Leading Jobbers of Talking Machines in America

HARGER & BLISH
VICTOR JOBBERS

It's worth while knowing we never substitute a record if it's in the catalog we've got it.
Dubuque, Des Moines and Sioux City
IOWA

Every jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the April List.
This is the way we are reaching boys and girls all over the country, by extensive advertising in St. Nicholas, American Boy and other youngsters' publications.

Band! Come on Boys!

If Sousa's Band came marching down the street you'd be out and after it in half a minute. The chances are that Sousa's band won't come down your street, but you can hear it just the same—as often as you like—on your

EDISON PHONOGRAPH

— not only Sousa's, but other great bands, such as the Garde Republicaine Band, U. S. Marine Band, and New York Military Band. And band music is only one of the many kinds of entertainment that the Edison has in store for you.

Think of hearing Harry Lauder in one of his droll Scotch songs, Victor Herbert and his orchestra playing one of the pieces for which they are famous, Nat M. Wills telling a funny story, Slezak singing a great aria from opera, and all the other best artists in every line, whenever you want them.

And think of the fun of making records yourself. That's what it means to own an Edison Phonograph—entertainment for every member of the family—entertainment that you never tire of and that never tires.

Write us, today, for a catalogue and complete information.

Edison Phonographs from $15 to $200; sold at the same prices everywhere in the United States. Edison Standard Records 35c each. Edison Hand Bell Records (play twice as long) 50c each. Edison Opera Records 75c to $2.00. We have a large, handsomely illustrated catalogue showing all types of Edison Phonographs, with descriptions and prices, which we will send free to any boy or girl who will write for it.

We are arousing their interest. What are you doing to center that interest on your store and turn it into profit? Write your Edison jobber.

59 Lakeside Avenue, Orange, N. J.