The best-known trade mark in the world

"The Victor talking machine's design, 'His Master's Voice,' has become a household word, and the quaint little fox terrier at attention before the horn is familiar to more Americans than any of the world's great masterpieces"—Collier's Weekly.
ZON-O-PHONE
Double Record Discs
10-Inch, 65 Cents

THE WORLD'S GREATEST OBERCANTOR TENOR

This great tenor has made Records for the Zon-o-phone so that His Wonderful Voice may be heard all over the world.

Fifteen new double side records of this great singer are ready for shipment. The price of these records is 75 cents. Send for catalogues.

SAWEL KWARTIN

Fourth and Race Streets

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

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Hot Springs............ Joe Hilliard, 311 Central Ave.

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Chicago............... Trench, Fearn & Co., 72 Fifth Ave.

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Annapolis................... Globe House Furn. Co.
Baltimore............. C. E. Smith & Co., 641 W. Baltimore St.

MASSACHUSETTS
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Cincinnati................. J. E. Poorman, Jr., 600 Main St.

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Allegheny................ H. A. Becker, 401 Ohio St.

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

WISCONSIN
Milwaukee............. E. H. Hirschboe, 615 18th St.
THE NEW OPTICAL PHONOGRAPH.

Interesting Details of a New Kind of Phonographic Method in Which the Sound Waves Are Recorded by a Moving Beam of Light—New Method Opens Up Many Possibilities—Leading Scientists Speak Highly of This New Apparatus.

Although the invention of the phonograph dates back a good many years and the instrument has come into common use, some scientific men are still unsatisfied with the results obtained in sound reproduction and claim that there is still room for much further development along that line. The fact is that inventors have as a rule followed the beaten path and experimented with records made of wax, with the sound waves registered by means of a stylus, and have therefore been confronted with the same fundamental faults where same existed. In a recent article the Paris correspondent of the Scientific American says:

It seems probable that the most promising new developments must be looked for in some kind of a photographic method, in which the sound waves are recorded by a moving beam of light. Thus in a letter recently received from a correspondent of the Russian journal Elektricheskii svet, the writer says:

"A new instrument has been manufactured in Russia and subsequently continued them at the University of Paris, where, in collaboration with M. Victor Henri, he has worked out the ingenious apparatus illustrated in our engravings. This device, which was presented before the Academy of Sciences a short while ago, consists of a photographic recording device of the nature indicated above, and a separate instrument for reproducing the sounds. Both parts of the apparatus represent entirely new departures, the first working essentially by the photographic method, and the second making use of currents of compressed air to produce the imitation of the human voice. In the recorder any suitable membrane properly mounted to act as a diaphragm, is used. When a telephone diaphragm may be employed. A minute mirror is attached to the back of this, so that when the mouthpiece is spoken into, the mirror is set vibrating. The light of an arc lamp is thrown in a concentrated beam upon the mirror, and in consequence reflected on to a screen, so that the spot of light performs upon the screen oscillations representing an enlarged scale of the diaphragm. The screen itself consists of a sensitized film on which are used in moving picture machines, so that when this plate is drawn along rapidly in the field of the moving spot, a record is obtained of the sound vibrations impressed upon the diaphragm by the speaker. As a matter of fact it is not a spot of light that is used, but a narrow line of light formed by transmitting the beam through a suitable slit in front of the lamp. The resulting record is therefore not a simple line, but a wavy line having a certain width, as shown diagrammatically in one of our illustrations which appear on this page.

In applying this record for purposes of reproduction, only a part of it is used, namely, the toothed upper edge of the band. More in detail, the mode of procedure is as follows: On developing the moving picture film a photographic negative is obtained. From this a positive copy is prepared on a film of gelatine treated with bichromate, all but the upper serrated edge of the band being blocked out in the usual way. The result of this operation, on developing the gelatine film, is a band perforated with a series of openings corresponding in size and arrangement to the peaks of the wave record, as shown in one of our accompanying illustrations. To use this record for reproduction, it is passed across an air jet, whereby a series of puffs is produced, varying in character and frequency according to the form of the record. For this purpose the reproducing apparatus is fitted with an air chamber fed with compressed air from a reservoir. Thus the air chamber, thus producing a series of impulses and giving rise to sound waves corresponding in pitch and character to those by which the record was prepared. It has been found by experiment that in this way a very fair reproduction of the human voice can be obtained. The invention is, however, still in its early experimental stages, and a good deal of work remains to be done in improving the apparatus. The method is quite novel and very interesting, opening up new possibilities in a direction in which the resources of the common type of phonograph seem to be well nigh exhausted. Judging from the preliminary experiments, there seems to be every promise of important future developments, and we shall await with interest the further growth of this new invention."

The Recorder—At the Center is Seen the Diaphragm Carrying a Small Mirror. We have a mirror attached to a diaphragm and speak against this latter, while a beam of light reflected from the mirror is allowed to fall on a screen, the spot of light will trace upon the screen a path determined by the character of the sound wave. If the screen is made of a sensitized photographic film rapidly drawn past the field of illumination, a continuous record of the sound vibrations can be prepared in this way. So far the process presents no particular difficulties. The main problem arises when we seek to employ such record to reproduce the sounds by which it was formed, so that the apparatus constitutes, as it were, an optical photograph. It is at this point that the ingenuity of a Russian scientist has stepped in with a very promising mode of attack on a difficult problem. S. Lifshitz has succeeded in reproducing by his method the sound of the human voice. He began his experiments in Russia and subsequently continued them at the Russian Institute.
THE TALKING MACHINE WORLD.

CONVENTION DRAWING NEAR.

Secretary Roush Losing No Opportunity of Calling Members' Attention to Advantages to Be Gained by Visiting Atlantic City and Attending Meetings.

J. C. Roush, secretary of the National Association of Talking Machine Jobbers, is, as usual, decidedly active in boosting the coming convention at Atlantic City, July 1 and 2, and is leaving no stone unturned to bring out a record attendance of jobbers on that occasion. Mr. Roush has been keeping in touch with the members of the association through the medium of picture post cards, with trite sayings on the address side and alluring views of the City by the Sea on the back, and letters of a snappy nature that are calculated to be to the point in convincing the jobbers that attendance at the meetings is a privilege to be prized greatly. Mr. Roush's latest letter is captioned, "Look Out for the Tunnel," and reads as follows:

I saw quite a remarkable thing the other day.

Several hours out of Cincinnati, from the observation car, I was enjoying the beautiful Tennessee mountain country. The Pullman conductor came through, closed all the transoms, shut the door; the lights went out.

Twenty-two times this happened. I wondered at the exact motive. He never once seemed to look out of the windows or anywhere else particularly, but at each tunnel everything was ready, and lights stayed on just ten seconds before we entered the darkness.

This almost instinct was born, of course, of long experience on that particular "run." Is your business like this?

If it is, you may not arrange to attend the Sixth Annual Convention and get in close touch with the many changes that have taken place during the past year?

If it is like this—come any way—for it is believed that such a Bureau could be maintained at a very small cost and in six months practically every surplus Edison record could be exchanged.

Mr. Roush has been promoting an Edison Transfer Bureau for the exchange of surplus Edison records.

The Home Telephone Co., of Spokane, Wash., has removed from 523 Lackawanna avenue to 537 Linden street, that city.

Mrs. George Goldsmith, a prominent club woman of this city and who is greatly interested in all musical matters, is a firm believer in the excellent effect that the developed talking machine will have upon future education. For her own little girl Mrs. Goldsmith has purchased an expensive talking machine and large and selected library of records. The child has not begun to play her scales yet, but her mother wants to train her ear and her understanding.

"So many of the great writers, especially poets, have loved music, that it makes one realize what an elevating influence it has," said Mrs. Goldsmith. "In the future the preservation of great compositions, interpreted by great artists, certainly will have a wonderful educational effect. Milton had no ear for music, although he alludes constantly to it. What an added interest would be given to the allusions if we could hear his voice reading them!"

Glancing quickly through the paper she is preparing, Mrs. Goldsmith quoted from Martin Luther: "Music is the only art that can calm the agitations of the soul." Napoleon, musing at St. Helena, wrote: "Of all the arts, music has the greatest effect on the passions. A well-composed song stills and softens the mind." Huneker, the extremist of moderns, says: "Other arts give us definite pleasure, but music alone has the power of restoring us to ourselves." While to Balzac tones were definite ideas.

"If tones are really definite ideas—and I believe they are—think how marvelous their effect will be on the education of the future, when the talking machine is sufficiently developed to store away flawless records," said Mrs. Goldsmith. "If an absolute reproduction, for instance, of Elenora Duse's voice were definite ideas, I think, even apart from the historic interest, children of the future will benefit unspeakably from the talking machine which is now exercising a great influence.

TRANSFERRED TO NEW DEPARTMENT.

John H. Gill and C. W. Phillips, who have long been associated with the Edison Record Album Co., have been transferred to new duties.

The program for Thursday night follows:

"Lights Out," March Selections from "Carmen" Sung in Italian by Caruso, Alda and Metropolitan Opera House Chorus.

Saint-Saens Concerto in French, by Louise Homer. "Love in Mine!" Sung in Italian by Tetrazzini, Caruso, Amata, Journet, Jacoby and Metropolitan Opera House chorus.

"Lights Out," March Sextette, from "Lucia" Sung in Italian by Tetrazzini, Caruso, Amata, Journet, Jacoby and Metropolitan Opera House chorus.


"Lights Out," March Selections from "Carmen" Sung in Italian by Caruso, Alda and Metropolitan Opera House Chorus.

The program for Thursday night follows:

**CONCERTS IN PARKS THIS SUMMER.

The Park Commission of Memphis, Tenn., Arranges for Additional Features—Talking Machine Will Assist—First Concert in Which the Auxetophone Was Heard Occurred Late in April—Others Will Follow.

(Special to The Talking Machine World.)

Memphis, Tenn., May 7, 1912.

The park commission, of this city, has completed arrangements for a double system of public musical concerts for this summer. Through the courtesy of a local music house an auxetophone will be used to fill in the dates that the band cannot reach.

The new instrument is the latest invention in the phonographic line. It is run by electricity. The same records and needles used on a talking machine are used, but by the aid of pneumatics on the same principle as a pipe organ, the volume of tone is magnified about fifteen times.

Seven concerts will be given each week during the coming summer season. The program will be arranged so that there will be no conflict with the band. The band concerts will not begin for several weeks. In the meantime the first concert was given Thursday evening recently in Court Square, the instrument being furnished by the O. K. Houck Piano Co.

Through this source the voices of some of the greatest singers in the world will be brought to the public in open concert. The program will be full of first-class numbers by the Marine Band and other selections by Caruso, Homer and the Metropolitan Opera House chorus.

The program for Thursday night follows:

Old Faithful March...\...Heltemes

"Ahnen... Played by Metzendorf.

"Love and Music" from the opera "Tavern," Sung in Italian by Tetrazzini, Caruso, Amata, Journet, Jacoby and Metropolitan Opera House chorus.

"My Heart at Thy Sweet Voice Opens," Sung in Italian by Louise Homer. "Love in Mine!" Sung in Italian by Tetrazzini, Caruso, Amata, Journet, Jacoby and Metropolitan Opera House chorus.

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Victor-Victrola

The corner stone of music trade prosperity

Around the greatness of the Victor-Victrola as a musical instrument and a commercial triumph centers the present prosperity of the music trade.

This wonderful instrument injected new life, new dignity into the musical industry, and built it up on a solid and enduring basis.

The Victor-Victrola has proved its sterling worth to dealers all over the world, and the best part of it is that the Victor-Victrola keeps right on ever increasing its sphere of influence and opening up new opportunities for every dealer.


Always use Victor Records played with Victor Needles—there is no other way to get the unequalled Victor tone.
THE TALKER’S PRACTICAL SIDE.

There Are Uses for the Talking Machine Outside the Realm of Amusement, Mr. Dealer, and You Should Acquaint the Public with the Facts—Some Valuable Suggestions.

Did it ever occur to you that the talking machine might be made to appeal even to that unique class (rare, but still existing) who seem to have no use for the greatest of all entertainers, by bringing within range of their skeptical vision its practical side? By practical side I mean its ability to be of service outside the world of sheer pleasure.

Vacation time is fast approaching and Philip and Mildred will soon be home from the academy. In all probability they have both taken a rather arduous course in elocution during the school term just ended and have become quite proficient in the art of declamation.

Now, Mr. Dealer, here is the point I wish to drive home to you with emphasis: If those kiddies, Philip and Mildred, are to retain the oratorial knowledge they have gained through months of earnest application, coached by competent instructors, they must have a private tutor during the vacation period, and that tutor must be a fascinating fellow. He must hold a magnetic influence over his juvenile charges. He must, above all things, be versatile. His knowledge of things recitational must be boundless. He really should be all the leading speakers of the world rolled into one. Now, tell me, Mr. Dealer, where upon the face of this funny old sphere can such a storehouse of learning be found?

The answer is easy. Ask the brilliant after-dinner talker; confer with the lecturer; speak to the clergyman. Their replies will be in accord; expressed in one word: “Practice!” Therefore it behooves Philip and Mildred, with public careers looming ahead along life’s highway, to add to their store of knowledge during the summer months by cultivating the acquaintance of that companionable instrument, the talking machine.

It is quite the proper thing just now for woman to acquire the ability to declaim, for she is fast forging ahead as a figure of prominence in public life. Mrs. L. B. Tague, who presides over the County Court of Eagle County, at Red Cliff, Colo., which court is now entirely manned by women, is a fluent speaker. All women who have risen to great heights, whose names and portraits appear in the public press through their social, political or philanthropic distinction; have some knowledge of declamation. They must have—it is part of the game.

Mater Young America, just venturing into the kindergarten, his little brain reeling under the weight of mysteries that confront him there, is greatly benefited by the talking machine. Nursery rhymes, simple child poems and stories, when recorded by a master voice and reproduced for him, are absorbed unconsciously, and his parents are much amused when they hear their offspring, aged six, recite Jim Blundis with such gusto as to bring to their very ears the churn of the racing puddle wheels, and to their eyes the yellow flare of the sweeping blaze, foretelling the doom of the Prairie Belle and her gallant pilot.

The talker, no less than the conductor, must be versatile. His knowledge of things recitational must be boundless.

The dealer in phonographs who does not carry I. C. S. Language Outfit is a failure. The schools are fast awakening to the gigantic possibilities of the talker as an aid toward higher education. In fact, nearly all the public schools in our great cities are equipped with one or more of the different types of ‘phones or ‘graphs and, therefore, an average boy or girl is accustomed to hearing great orators and golden-voiced singers. This being so, would it not be good business, Mr. Dealer, for you to speak to the mother or father of that boy and girl, through the advertising pages of your local paper, or in any way you deem fitting, explaining to them how at very slight cost their children may enjoy, during the vacation time, the same opportunities toward oratorical enlightenment as were extended to them in the schoolroom?

Impress upon their minds how great an expansion will take place in the minds of Philip and Mildred through their associations with the talker. Show them that instead of deteriorating during the months of freedom, as the brains of most other children do when the reaction from study sets in, theirs will progress rapidly onward toward a high position in some branch of public life. The parents of every kidde who swings a book satchel should have a talker, Mr. Dealer. Why not tell them so?

How to have a Lesson in Spanish

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

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

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

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

Teaching the Young Ideal.

Ask the public speaker the secret of his success. Question the brilliant after-dinner talker; confer with the lecturer; speak to the clergyman. Their replies will be in accord; expressed in one word: “Practice!” Therefore it behooves Philip and Mildred, with public careers looming ahead along life’s highway, to add to their store of knowledge during the summer months by cultivating the acquaintance of that companionable instrument, the talking machine.

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Howard Taylor Middleton.

A "PERFECT" PIANO RECORD

Can Be Made, According to C. H. Carr, if Sound Amplifying Qualities of Small Steinway Were Curtailed and Hammer Felts Made Softer.

Despite the rather remarkable talking machine records of famous pianists, which are now on the market, there are still a multitude of buyers who, of any of those musically gifted, who find the tone effects of piano records not entirely to their liking. In this connection C. H. Carr, of B. F. Carr & Son, practical piano makers and tuners of Chicago, Ill., writes The Talking Machine World under recent date as follows:

"Gentlemen—Being a practical tuner, repaired and builder of pianos and a talking machine dealer, I believe I am able to explain why we do not get as good piano records as when one hears the performer.

"The fault is in the piano alone. Everyone has noticed the tin-pannie effect. The piano from which those records are made is most likely the very best concert grand that can be obtained. The sounding board area is enormous, consequently the vibrating of the board is too much to make a good record.

"It would be impossible to get an artist to play on a piano specifically constructed and voiced to make a perfectly natural record could be made, just because it would not sound natural to the performer while playing.

"I am confident that if I had a small sized Steinway upright piano and purposely cut down the full quality of its soundboard amplifying qualities and also voiced the hammer felts softer, a perfect record could be made."

The suggestion is passed along to the manufacturers of talking machine records for consideration.
What happens when a customer asks you for a Bispham record? If you haven't the goods you're stuck-stuck bad, because there's no substitute for Bispham.

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

“OH, DO NOT BE DISCOURAGED!”

Despite the Howlers That Drop Up Each Presidential Year, the Country is Not Going to the Dogs—Spelling Will Not Undermine Foundation of the Country.

There is an old hymn that for years has been lustily sung by tens of thousands in camp meetings and revivals, the opening words of which are: "Oh! do not be discouraged"! It is an invitation to hope, to the upward look, to an advance along optimistic lines. It is a hymn that might well be adapted to secular, to political, in business and to national things. There is nowhere a need of the dark forebodings and the dismal prophecies which are a fad among a class of blions prophets-to-day. They point miserably to the efforts made by a few to tear down and belittle, forgetting the fable of the fly on the wheel, who imagined that he was the wheel itself.

"About this season," to paraphrase the old almanac, "look out for the howlers." A Presidential election is pending, and the gentlemen who are out and desire to get in, and the gentlemen who are in and have no desire to get out, find themselves in need of issues about which the country must rally if it would be saved. It is nothing new. The country has been going to the dogs every four years since the days of Washington. The liberties of the people have been in danger, the ballot corrupted, the voters untrusted, the constitution tottering, the judiciary unfaithful, the flag a fluttering reminiscence of heroic days, every time the platform orators have been let loose and the voters unfit to be trusted, the constituency for the city or state, the district.

They are sawing the air as usual-to-day, and yet, brethren, isn't it a good time to strike up the old hymn and sing it with a will:

"Oh! do not be discouraged!"

The country is all right. The people are all right. The Constitution is built upon a rock as solid as it was in the days of our fathers. The old flag flies to-day over more free people; over people more secure in their freedom; over a wider area of the world; over more wealth employed in expansion and development; over labor that works less and is paid more; over a greater volume and a better assortment of human happiness, and more advanced intelligence and education than it or any other flag ever before, here or elsewhere, in the history of the world.

As the orator bowled from a western stump some years ago: "This country, fellow citizens, are all right—and don't you forget it!" The sensible people are not forgetting.

HELPS IN VOCAL TEACHING.

Clarence B. Ashenden, one of the leading voice teachers of the South, who occupies a studio in the Watkin building, Dallas, Tex., has installed a Columbia Grafonola and finds it a great help in illustrating certain pieces for his pupils.

Almost any kind of a bargain offering will attract buyers, but it takes quality in the goods sold to make steady customers.

RECATALS AS TRADE GETTERS.

Some Excellent Work Being Done by the Abelowitz Phonograph Co. in Upper New York.

The Abelowitz Phonograph Co., 1353 St. Nicholas avenue, New York, is securing an excellent business by means of special Victrola recitals. All through April weekly concerts were given on Wednesday afternoons, and the printed programs contained twenty numbers which were admirably selected, appealing to every form of musical taste. The entire arrangement of the programs and the general plan of campaign were admirable and entirely in line with the suggestions which have appeared in these columns, from time to time, as best illustrating a progressive policy of doing business.

In discussing the programs which are distributed to patrons throughout the territory, the Abelowitz Co. states:

"In our new quarters, which we have opened recently, we have space to accommodate from forty to fifty persons. We issue new programs weekly and arrange to play about twenty selections. During the course of the recital our Chester Abelowitz describes to the audience the Victor in detail, which is certainly received with great interest. We are pleased to say that as a result of our first concert we sold two Victrolas. There is everything to lead us to believe that these recitals will draw us a good deal of business. Besides issuing programs, we announce the recitals in the local newspapers of our district. It is surprising to note the amount of letters we receive the day preceding the concert requesting us to reserve seats. Chester I. Abelowitz, who has recently joined our forces, is devoting a good deal of time and is very much interested to make these Victrola recitals an absolute success. Business for the opening month in our new salesrooms was more than expected, and with the amount of advertising we are doing we are bound to receive a good share of the Victor business in our locality."

MUTES PRESENT AN OPERA.

Members of Cast Imitate Actions of Characters in "Il Trovatore" While Gramophone Furnishes the Voices.

Verdi’s "Il Trovatore" was presented in full at the Vaudeville Theater in Paris recently with mute actresses as the "chorus" while a gramophone in the prompter's box supplied the voices as well as an orchestral accompaniment.

The principals as well as the chorus had nothing to do but to imitate the motions of singing to the notes of the gramophones. They were elaborately costumed, exactly as if the whole opera was being played under new conditions.

The performance was criticized on the ground that the voices supplied to the chorus from the gramophones were not sufficiently loud in comparison with those provided for the "singers" from the same source. While the different instruments were heard unequally. These defects, it is stated, will be corrected.

TALKING AND SINGING DOLLS.

Something of the Claims of the Klingsor Works Regarding Talking and Singing Dolls—What Their American Representative Says.

In reference to a patent described in The Talking Machine World for March bearing upon talking and singing dolls, F. J. E. Isaac, representative in the United States for the Klingsor talking machine specialties, with headquarters in Chicago, writes The Talking Machine World as follows:

"I take the liberty of calling your attention to the fact that this particular patent represents nothing new. Our London Klingsor works, which, no doubt, are known to you, have long held patents for life-sized singing dolls and figures used for advertising purposes in all countries except the United States. The reason that the American public is so little, or not at all acquainted, with singing dolls like the "Klingsor," which is nothing else but a talking machine in some other form, is to be attributed to the so-called "Berlin monopoly."

The patents of this company simply prevented the manufacturing of this novelty elsewhere. Inasmuch as these Berlin monopoly patents have not expired, the singing dolls, as well as the "Klingsor Resonans talking machines," will soon be introduced to the people of the United States. A clipping of our London catalog of 1908 is enclosed.

The enclosure referred to consists of an illustration and description of "Arnola," the wonderful talking and singing doll, clothed in an attractive and modish costume. There certainly should be a market for such a specialty as the talking doll in this country, particularly around the holidays.

FORBIDDEN TO MAKE RECORDS.

Shuberts Issue Draconic Order to Principals of Winter Garden Company—Actors May Fight Decision and Court Proceedings Result.

All of the principals of the Winter Garden company recently received an order from the Shuberts, it is said, forbidding them to sing for phonograph records. The Shuberts say that their contracts with the actors are for their exclusive services, and also that "singing into a talking machine is liable to injure the voice, as several grand opera stars have discovered." The players have found the making of records a profitable source of revenue, and some who have been most successful have been Al Jolson, Stella Mayhew, Jos Collins, Billie Taylor, the Courtenay sisters and Mildred Elkins. It is expected that the singers will resent the order and probably will let the question go to the courts for a decision as to a manager's right to prevent them making money this way.

When you really want to get ahead you quit criticizing the bad things you sell in your business and spend all your time creating good things. Build a backbone into your business.

The Equitable Phonograph Co., of 120 Delancey street, New York, has changed its firm name to Spiegel & Rodhar.
One way for you to corral the extra profits that are possible only to dealers who handle the Edison Phonograph is to play the home-recording feature for all you're worth.

This is one of the Edison's strongest features. It turns doubtful prospects into customers and by keeping up their enthusiasm boosts your sales of Standard and Amberol Records.

But aside from all that, the home record making habit means a continual profit on blank records and the shaving of blank records—a profit too big and too steady to overlook.

If you are not well stocked up on recording equipment and blank records—and if you have no shaving machine—order them from your jobber today.

Thomas A. Edison

59 Lakeside Avenue, Orange, N. J.
And another way to get all that can be yours is to sell an Amberol Attachment to everyone in your locality who ever bought an Edison Phonograph before Amberol Records appeared.

There's good money in the sale of Amberol attachments alone, but each one sold and installed has a far greater value to you than as a one-time money maker.

It brings the instrument to life—widens its scope of entertainment by adding all that Amberol Records can offer—gives it a new and powerful attraction for its owner and throws wide open another outlet for your stock.

Everybody knows about Amberol Records and everybody wants them because they play more than twice as long and give more than double the enjoyment.

Get your stock in shape to take care of this important end of the business. Write your jobber now.

Incorporated

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

EDWARD LYMAN BILL, - - - Editor and Proprietor.
J. B. SPILLANE, Managing Editor.

Trade Representatives: CLAY, HENDERSON, C. CHACE, L. R. BOWERS, B. BRITAIN WILSON, A. J. SNEED, ANDREW J. STEPHEN, H. L. JAMESON.

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NEW YORK, MAY 15, 1912.

TRADE stability is of vital interest to everyone connected with an industry, for unless the basic conditions of an industry can be sound so that men feel confidence in them then the whole conditions may become seriously disorganized, so that after a little profits will be wholly lacking.

Bills have been introduced in Congress by Congressman Oldfield which, in our opinion, if enacted into law would seriously affect the future of many special industries, particularly the talking machine industry, for it would prevent manufacturers from fixing and enforcing retail prices on patented goods.

Some of our legislators feel that manufacturers of patented articles make abnormal profits and these bills are perhaps introduced to benefit the public; but, according to our reasoning this assumption is incorrect and the record of the talking machine industry would show it to be an absolute fallacy.

Outsiders, in the first place, have very little idea of the enormous amount of money expended in experimental work before even the patented article is produced.

In the talking machine field vast sums have been expended in experimental work of various kinds and it cannot be truthfully said that exorbitant charges for the finished products prevail.

On the contrary, the purchasing public has been enabled to secure the best products at prices thoroughly consistent with the values offered.

If the manufacturers of patented articles are not afforded the right to restrict their prices, it is pretty sure that there will be conditions arising which will seriously interfere with the stability of the trade, and what we need for trade betterment is a policy of stability.

In the talking machine trade manufacturers have been enabled to control the situation to such an extent that irresponsible price cutting has not been indulged in; and, during the stress and storm of the years which have followed the panic of 1906, the talking machine trade has stood up marvelously well.

Does anyone for a moment figure that this condition could have existed if men could have, under pressure of needed finances, placed their stocks upon the markets and offered them at cut-rate prices?

As a natural sequence of disrupted business conditions there would be no profits for anyone engaged in the retail line who might be handling patented articles.

Dealers themselves would lose a certain confidence in those products and would be loath to invest their money in stocks which might go tumbling down in value under price pressure at any time.

Of course, there are always variations of cost due to the operation of certain business laws; but, price cutting, broadly speaking, would seriously disrupt conditions in this trade and World readers everywhere should see to it that their influence is thrown towards maintaining price stability. Write to your congressman.

IF we take other trades wherein price cutting has been indulged in to a large extent, it will be seen that disaster has been encountered.

The editor of this publication has just returned from a survey of the situation in Europe where price restriction has not been maintained.

In England and on the Continent it must be frankly admitted that the trade is in an exceedingly demoralized condition.

Some of the men who have made large investments in talking machine stock are perplexed as to the real value of their investments.

In other words, the entire situation is clouded with doubt and perplexity.

Then the question comes up as to the right to control the sale of accessories which go with patented articles.

IT must be admitted that the men who control the patents and create the products are the ones who established the industry and their pioneer work should receive its full share of reward, for, without their money, their brains, their inventive ability there would be no industry.

Therefore, it is fair that they should be safeguarded in a reasonable way so that certain restrictions may be placed upon the trade which they are selling in order that they may have something to say regarding the accessories which go with this product.

This publication has been a large financial loser by the operation of this law; but, the individual is nothing—the principle is everything.

When the Edison directors sent out their first edict regarding supplying their own boards as a part of the photograph, we were doing a large special board business with advertising clients.

In truth, the promulgation of the horn Edison doctrine swept away immediately large revenues from the paper.

We could have antagonized it, fought it, and, of course, in the end have created much annoyance and some trouble for the manufacturers, but after all, if we had worked along those lines, our efforts would have been for purely a selfish purpose, because we felt that in laying down this policy the Edison people were simply controlling the sales of their own products to which they had a moral right.

Therefore, we simply accepted the situation without attempting to disturb conditions.

These things are not at all times pleasant for all men, yet the fact remains that without adequate protection, certain special business, the fundamentals of which are based on patents, should be afforded protection.

The history of special trades shows that the public has not been over-charged nor is there a desire on the part of manufacturers to abuse the position.

Of course, some men may differ with us regarding these views; that is their right and privilege, but that is the way the man at The World masthead sizes up the situation at the present time.

THIS trade newspaper institution not only exercises a powerful influence in talking machine circles in this country, but in other lands as well; and we have just concluded an important arrangement which will interest foreign clients.

Karl E. Diesing will represent The Talking Machine World exclusively in Germany and Austria. He has an intimate knowledge of the requirements of the talking machine trade in those countries and is himself a leader in the talking machine publicity field. All business matters coming from the countries indicated should be placed with Mr. Diesing, whose headquarters are No. 72 Ritterstrasse, Berlin.
THAT there are big opportunities for talking machine development in Latin America is conceded by all who have given the subject even a superficial investigation.

For years we have been studying the question of trade development in those countries which lie south of us and we have concluded that the only way to bring about a closer relation between the men who manufacture in American and European countries and the men who sell in Latin-America is to produce a publication which appeals to the jobbers and sellers in the Spanish towns. Hence, arrangements have been made to produce a Spanish publication entirely separate from The Talking Machine World, but one which will contain a vast amount of educational and instructive matter which will be calculated to aid talking machine development in all the countries which lie south of us.

This publication will be termed La Maquina Parlane Munuo. It will be entirely distinct from The Talking Machine World, but under the same management.

A PUSHING EDISON HOUSE
Is the Eureka Phonograph Co. the Management of Which Is Now In the Hands of Wm. Hesseman, an Experienced Man.

(Special to The Talking Machine World.)
Eureka, Cal., May 5, 1912.

The management of the Eureka Phonograph Co. of this city, was recently taken over by Wm. Hesseman, who is seen at the entrance of his establishment in the accompanying photograph. This firm is one of the largest handlers of Edison goods in California outside of the larger cities, covering practically the entire territory north of Cape Mendocino and west of the Coast Range mountains. Besides its main store in the thriving lumber town of Eureka it has a branch at Fort Bragg, and its work extends back to the remote mining camps of the Trinity county mountains and through all the isolated lumber and farming communities along the coast of Del Norte, Humboldt and Mendocino counties. At present the only communication which this district has with the outside world is by lumber steamer or stage, but a railroad into Eureka is rapidly being completed by the Northwestern Pacific, which will open up one of the finest lumber and agricultural districts and incidentally some of the finest scenery of California. Fort Bragg also will soon have rail connection with this line, and a rapid growth of business is expected to result. Mr. Hesseman enjoys great personal popularity in Eureka, and under his management the company is making rapid growth.

BUSY TIMES WITH UDELL.

Daniel G. Williams, who represents the Udell Works in Indianapolis, Ind., in the talking machine and piano trade, last week started on an extensive trip. He will visit Dayton, Columbus, Sandusky, Toledo, Detroit, Cleveland, Buffalo and Rochester, and will arrive in Atlantic City in time for the convention of the piano merchants and manufacturers. He will make his headquarters at the Marlborough-Blenheim Hotel.

The Udell Works are getting out some new samples of cabinets to be included in the new catalog that they are now assembling. This will eclipse anything that they have ever before attempted, which, from their standpoint, is saying a great deal, as the literature that they have sent out in the last year pertaining to talking machine, sheet music and music roll cabinets is most striking and effective.

The Udell Works report being a little behind in filling orders this spring, owing to the unusually strong demand, but they have been running nights at their factory for the past six weeks and are now in pretty good shape to look after all orders placed with them with the utmost dispatch.

FOLLOWING UP DEBTORS.
The Successful System Adopted by One Credit Man to Secure Action from Delinquents.

As to the "follow-up" system, a credit man of experience said that he "had found that when a customer is notified, the simplest method to pursue is to send a mild request for payment, making two carbon copies of the letter, one of which goes to the regular file, and on the other is marked in pencil by the credit man, the date on which he expects to receive a reply; this carbon is brought out by the stenographer on that date with all other letters, and the other is sent to the credit man. Thus matters are not neglected, and the record of the office is easily referred to, which means much in avoiding undue and profitless search. With a simple, easily worked system, the credit man undertakes his task with renewed strength and encouragement every day, for he feels that he is steadily marching toward the goal. The wheels are not forever becoming clogged."

NEW LOFT FOR VICTOR CO.
Leases Quarters on West Thirty-seventh Street for the Accommodation of the Recording Laboratory in New York City.

The Victor Talking Machine Co. recently leased for a term of years a spacious loft in the building at 12-14 West Thirty-seventh street, New York, which will be given over entirely to the uses of the recording laboratory. The new quarters are larger and more convenient in many respects than the former quarters of the local laboratory, and are better fitted to meet the demands made upon that department.

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

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

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

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

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

OLIVER DITSON CO., Boston, Mass.
SALTER MFG. COMPANY

337-343 NORTH OAKLEY AVENUE, CHICAGO, ILLS.

Exclusive Manufacturers of Salter’s Patent Felt Lined Shelf

CABINETS

Our 1912 Catalogue is just out, ask us to send you one today

If your jobber does not handle our line we can take care of you direct


No. 103. Top 20½ x 24½. 33" High. Interior Has Felt Lined Shelves. Made Specially for Victors IX, X, and XI.


PACIFIC COAST CONDITIONS.

Trade Quiet but Healthy in San Francisco—Situation in Southern California Discussed by W. S. Gray—Mauzy Improvements—Daniels Withdraws from J. R. Smith Co.—E. W. Scott in New Quarters—A. G. Farquharson in Automobile Accident—Wm. W. Wyper, of Australia, on Way to Edison Factory.

(Special to The Talking Machine World.)

San Francisco, Cal., May 6, 1912.

The talking machine dealers along the Coast have by no means been swamped with business during April, but as the month is usually a quiet one in this line there is no complaint, reports in most cases being better than for the same period last year. Just now sales of records are picking up again and the opening of the outgoing season is expected to bring out considerable activity in the cheaper classes of goods. Few changes have been made of late, as the local departments all completed their improvements earlier in the season and are now well equipped to handle all the business they can get. Dealers in some towns which have a large summer population are placing good-sized orders, but those in other parts of the country are inclined to hold off until the principal crops are harvested.

Andrew G. McCarthy, of Sherman, Clay & Co., states that, notwithstanding the apparent quietness of business in general, a comparison of the past month's Victor sales with those of April, 1911 shows quite an encouraging gain in both wholesale and retail departments. He has just received a large shipment of Victrolas, most of which are being shipped out without delay, and this brings the month's record up considerably.

W. S. Gray, Coast manager for the Columbia Photograph Co., has just returned from a ten-days' trip through southern California, having gone as far south as San Diego. On his way back he visited the towns of the San Bernardino valley, which he finds a very promising field for Victor, and says that all the towns of that district have made a surprising growth. He is well pleased also with conditions in all other parts of southern California. Since the close of the year the San Francisco office of this company has confined itself to wholesale business exclusively, and Mr. Gray is very well pleased with the results, stating that the volume of sales has never been as large as for the past month. The record of May 8 is very well pleased with the results, stating that, notwithstanding the apparent quietness of business in general, a comparison of the past month's Victor sales with those of April, 1911 shows quite an encouraging gain in both wholesale and retail departments. He has just received a large shipment of Victrolas, most of which are being shipped out without delay, and this brings the month's record up considerably.

Mr. Scott, who handles Columbia goods in the Kohler & Chase store, is now comfortably settled in his new quarters on the balcony over the general offices and enjoying a much more active business as a result of his more prominent and accessible position. The rooms are the finest in the city, the entire department being en-closed by glass walls, while the separate rooms also are of glass, in solid mahogany frames. A half-way between the front and the rooms excludes all the prettiest and most striking talking machine displays ever seen in San Francisco, the occasion being the production of the "Pink Lady" in a local theater. The display, of course, featured "Pink Lady" records, but the attraction was a life-size model in a handsome pink costume, which was borrowed from a local department store and placed in the window.

MORE PRICE CUTTERS RESTRAINED.

Thomas A. Edison, Inc., Secures Restraining Orders in the United States District Court in Illinois Against Two Concerns In That State.

The United States District Court for the Southern District of Illinois, on April 16, handed down restraining orders against Robert Saxby, W. E. Saxby and Charles Saxby against Clarence F. Brawley, on the charge of price cutting made by the New Jersey Parent Company of the Thomas A. Edison, Inc. The action brought in Springfield is now in line with the policy of Thomas A. Edison, Inc., to insist upon the maintenance of the prices on Edison phonographs and records and indicates the light in which the courts regard price cutting on such products. The restraining orders referred to above were handed down by Judge Humphrey.

ENGAGED, PHONOGRAPHS IT.

Girl's Odd Way of Making Announcement to Her Friends.

(Special to The Talking Machine World.)


Miss Edith Lee Dewitt startled some friends when she had invited to meet her brother's beautiful fiancée to-be, Miss Otis of Medford, by having a phonograph announce her own engagement.

"We'll have a song on the phonograph," said Miss Dewitt to her guests. She cranked up the machine and then came those words, in the voice of the young woman's father: "Ladies and gentlemen, I beg to announce the engagement of my daughter, Miss Edith Lee Dewitt, to Vallery H. Tarbell, of No. 1293 Commonwealth avenue, Boston. Now get busy, for the next thing on the programme is the congratulations."
If you wish to reach the talking machine trade in Latin America do not fail to send in at once your order for space in La Máquina Parlante Mundo.

The first edition of TWENTY-FIVE THOUSAND COPIES will go forth within the near future to the lands which lie south of us.

They will be mailed to talking machine jobbers and dealers and to business men who are live prospects for future talking machine business.

They will also be forwarded in bulk to large distributors there.

La Máquina Parlante Mundo will be a splendid medium to reach talking machine men in all lines in the countries south of us.

No matter in what land you may be manufacturing talking machines or accessories this Spanish publication will bring you in close touch with interested parties.

EDWARD LYMAN BILL, Editor and Publisher
Main Offices, 373 Fourth Avenue, New York
CHICAGO, 37 South Wabash Avenue

LONDON, 1 Gresham Building, Basinghall Street

KARL E. DIESING, Representative for Germany and Austria
RAIN HELPS QUAKER CITY TRADE.


(pecial to The Talking Machine World.)

Philadelphia, Pa., May 6, 1912.

The talking machine business in Philadelphia during April was generally satisfactory; but it was not nearly so good as the first three months of the year. The machine and record promotion has eased up considerably in consequence, and the dealers are now pretty well stocked with both. A great many machines could have been sold during the first three months of the year if the dealers could have been able to have secured them, but when purchasers had to wait so long, they countermanded their orders and the dealers having sent in these orders they were supplied with machines which they are now holding.

For the past month we have had rain almost all the time, and that is usually a good time for the talking machine business, as people are kept in the house and must resort to some means of entertainment at home. For some reason that has not been the rainy spell of old, as the dealers do not exactly know how to account for the falling off of business and are more or less pessimistic as to the rest of the spring and the summer months. They are all preparing, however, for a big fall trade and are not worrying over the stock they have on hand, expecting it to help them out when the busy season comes.

Mr. Ellwell, manager of the talking machine department of C. J. Heppe & Son, reports that April ended a little dull with them, but they are ahead of last year by quite a tidy little sum. He says that they lost a number of sales on account of customers not being able to get the goods promptly and thereupon canceling their orders, but this has made the machine situation ease up somewhat. Among the visitors to the Heppe department were Harry F. Cake, of Pottsville, and J. Harry Halt, of Mt. Holly, N.J. Mr. Halt reports that he has been having a very nice business during April. Mr. Cake has opened up new quarters at Eighth and Market streets, having moved from 729 Market Street, where he has a much larger warehose and where he can handle a much larger stock.

Thomas K. Henderson, for several years manager of the Columbia Phonograph Co.'s branch in this city, has resigned and has accepted a position as manager of the Estey Co.'s Philadelphia store. Mr. Henderson has not been in the piano business, but his success in musical lines for a number of years warrants the opinion that he will succeed with the Estey line, where he will be manager over the various departments.

O. C. Dorian, who had been assisting Mr. Henderson, is temporarily in charge and he may be appointed permanently. He is a son of the treasurer of the Columbia Co., Marion Dorian. The position was made in the latter part of last month.

The Columbia business has been growing steadily and April was an excellent month. The company has a very attractive window display at present, not of instruments but of a fine model of the new French line, which is attracting a great amount of attention, a crowd being around the window at all times.

The Columbia Co. is arranging to give some Sunday evening concerts at its warehous, the programs being made up of religious numbers and high class operatic selections. The out-of-town business of the firm is very good and the morning I called large orders had been received from Kirk Johnson of Lancaster, who has just moved into a new store, and from Mr. Buehn of Pittsburgh, whom he devote to the talking machine. Mr. Johnson is also an extensive dealer in pianos.

The Columbia Co. is in receipt of a number of the new models of the Favorite Grafonola. This machine, instead of having doors on it, has little shutters, which open on thumb screws. They are very attractive in appearance and the new idea seems to meet with general favor. These machines are sold for $30.

The Columbia Co. is arranging a banquet for its employees which will be held on May 30th.

The Estey Co. will go into the talking machine business on an extensive scale. The department may not be opened until fall, but Manager Henderson feels sure that when they get under way, being the only house in the business, being the only house in the business, they will make a success of it. Both the Victor and Columbia companies' products will be handled. The Estey Co. has plenty of room for a large display, and having a large concert hall, can make such a department most attractive.

Louis Buelin, head of the firm of Louis Buehn & Bro, reports that their April business has shown up very good. It was considerably better than last year and much better than Mr. Buehn expected it would be. However, it shows a falling off over March of about 60 per cent., but then it must be remembered that the firm's business this year during the first three months had doubled itself over last year. Their March business was almost as large as their December business, and their December was the biggest month they have ever had. Their Pittsburgh branch is doing very well. Their business there has run considerably ahead of what they had anticipated and by fall they contemplate considerably enlarging their store.

Lit Brothers' talking machine department is being admirably managed by Harry Hovey, who took charge several months ago. It looks like an entirely different department and he keeps it always in excellent shape and in every way up to date and in comparison with similar departments in other department stores. Within the last ten days another new room has been added to the department which they will use to demonstrate the Edison machine.

Gimbel Bros. has its plans drawn to add several new rooms to its talking machine department, but has decided that it will not put them in place before fall. Gimbel Bros. have sold Victrolas to a number of the Philadelphia public schools.

An entire change has been made in those in charge of the talking machine department at the Wanamaker store, the former head of the department, Mr. Holzbauer, being replaced by E. P. Cornell, a man well qualified for the work. The department is under the direct supervision of the managing director of the store, Mr. Bennett, who looks after all the details of the business. The department has been growing rapidly of late and they had a very satisfactory April business.

PRESENTATION FOLIOS

For Talking Machine Records and Adapted to Birthday and Wedding Gifts, Now Being Placed on the Market.

Something new in talking machine circles is the Schafford Record Folio for birthday gifts, wedding gifts and gifts of remembrance. It seems that the inventor of this folio, T. C. Selafuss, noticed the many people entering talking machine stores and buying two, three or four records as a gift to some dear friend. He wondered if an attractive folio holding half a dozen records would not sell quicker than the smaller number sold in bulk, and therefore, created this folio. His idea proved correct, according to the orders received from dealers, who have found that they practically double their record business by putting the half dozen records into this folio.

Mr. Schafuss is head of the Schafford Album Co., 23-25 Lispenard street, New York, who manufactures this new folio, and he reports that over 1,000 of the folios were sold by their salesmen in New York City in three days, which certainly shows how strongly the live merchants of this metropolis have recognized the merits of the proposition. Elsewhere in this issue is an advertisement of this company which bears close perusal.

This concern also manufactures Schafford Record Albums in 10 and 12 inch size, each holding 36 records. The prices of these are about half of what are ordinarily charged and the album retailing for a dollar permits an 80 per cent. profit to the dealer. This is rather a startling amount of album profit—80 per cent.—when you consider that the album retails for $1, but the Schafford Co. make them in large quantities and understand everything about record album construction.

The head of the company is credited with originating the first album ever made for talking machine records. Both the albums and folios hold either Victor or Columbia records.

"CATCHING FLIES WITH HONEY."

When the conduct of men is designed to be influenced, persuasion, kind, unassuming persuasion, should ever be adopted. It is an old and true maxim that a drop of honey catches more flies than a gallon of gall. So with men. If you would win a man to your cause first convince him that you are his sincere friend. Therein is a drop of honey that catches his heart, which, say what he will, when once gained, you will find but little trouble in convincing his judgment of the justice of your cause, if, indeed, that cause really be a just one.—Abraham Lincoln.
The Talking Machine Trade in New England

THE VICTOR IN BROOKLINE SCHOOL

Used to Play Accompaniments to Folk Dances of Children in Boston Suburb—Three-Day Celebration Aroused Much Interest.

(Special to The Talking Machine World.)

Boston, Mass., May 11, 1912.

One of the especially interesting events of the month in the talking machine domain has been the practical demonstration of a Victor machine given at the Lawrence School in Brookline, Mass., where on three days the latter part of April and the first part of May a program of folk dances was given. The musical end was in charge of W. J. Fitzgerald, of the Eastern Talking Machine Co., who was ably assisted by Miss Gladys White, who largely arranged the dances and proved herself an adept at the art of picturesque posing.

The exhibition was held in the school hall, and the program consisted of many national dances by the fourth, fifth, sixth, seventh, eighth and ninth grades, and the music in each case had been especially selected by Mr. Fitzgerald. For instance, in the pictures here reproduced, the Scotch Highland Fling was danced to the accompaniment of No. 17,001 of the Victor records, a Scotch folk dance, while the Tantoli, also here illustrated, was executed to the music of 17,002 in the Victor catalog, entitled "Rise the Flag." There was a large audience present and, with the handsome and characteristic costumes and the various movements of the youthful dancers, who had been admirably trained, the occasion was one long to be remembered. As for the musical accompaniment, it proved a revelation to those unacquainted with the merits of Victors and Victrolas as to the practical uses that these machines can be put, and Mr. Fitzgerald at the close of the performance was showered with congratulations in the able manner in which he looked after his end of the program.

CAREFUL PACKING OF NEEDLES.

How Duplexetone Products Are Put Up to Attract—Put Up in Rustproof Paper.

W. H. Bagshaw, of W. H. Bagshaw, Lowell, Mass., manufacturers of talking machine needles for the trade, and as well the producers of Duplexetone Needles, was in New York recently on a business trip.

The many friends of W. H. Bagshaw will be glad to know that he has recovered from an attack of pneumonia and is again about the Lowell factories.

In this age of packing goods, it is noteworthy to note the progress made in the packing of talking machine needles by the House of Bagshaw. All Duplexetone needles and all other kinds, shapes and styles of talking machine needles are packed in envelopes of "rustproof" paper. This paper is made specially for W. H. Bagshaw and it maintains the clean looking appearance of needles that is so characteristic of Bagshaw products.

To all dealers who will drop a card to W. H. Bagshaw, Lowell, Mass., mentioning the name of his jobber, a bunch of Duplexetone needles will go forward postpaid free of charge.

THE EDISON HOME KINETOSCOPE


(Special to The Talking Machine World.)

Boston, Mass., May 7, 1912.

The Pardee-Ellenberger Co., Boston and New Haven, report a number of dealers who have heard the representation of the Edison Home Kinetoscope and Films, for which they are the jobbers for New England. In creating a selling force, a dealer in a city of a certain size has to secure two or three machines in order to qualify; and a city of double the size, a double quantity would be necessary. This number is narrowed down to the smallest amount in order to co-operate with the dealer.

Judging from the way New England dealers are taking hold of this new invention, it is destined to have a tremendous sale. Pardee-Ellenberger Co. agents are to be congratulated upon the energetic manner used in the introduction of this proposition.

FROM VARIOUS PARTS OF THE STATE.

Quarters for Wardell in Lowell—Foster Expansion in Providence—Peabody Admires Edison Opera Style—Skelton’s Extensive Tour Next Month.

Thomas Wardell, of Lowell, Mass., who is the exclusive Edison jobber in that city, is making arrangements to move into a new store on the same street, where he has been for twenty years. He hopes to be well settled in his new quarters by June 1. He is arranging the interior so that he will have several elegantly appointed booths for demonstration. The quarters are much larger than the old ones.

Business with the J. A. Foster Co., of Providence, R. I., has been growing so steadily of late that John H. Massey, the department manager, says he will soon have to look around for larger quarters. The establishment is centrally located, and is well equipped for transacting business.

Fred W. Peabody, who has large stores at Amesbury, Haverhill and Newburyport, Mass., and Portsmouth, N. H., is one of the most enthusiastic admirers of the new Edison Opera apparatus. Mr. Poor is in charge of the Haverhill store, Mr. Meredith is head of the Amesbury and Newburyport stores and Mrs. Haslett manages the affairs of the Portsmouth establishment, and all these report business as splendid.

H. R. Skelton, familiarly known as the "Edison Spoon," is planning an extensive tour during the next month. He will go through New Hampshire and Vermont and will proceed to stir up things in the trade.

The Pardee-Ellenberger Co.
BOSTON, MASS.

Announces that it has secured the jobbing privileges of the EDISON HOME KINETOSCOPE with motion picture films and lantern slides.

This machine retails at $65 to $88, and allows the dealer a good profit.

Be the first in your city to sell this wonderful machine. Very little money required.

Write To-Day For Full Particulars

The Pardee-Ellenberger Co.
BOSTON, MASS.
Manager Arthur Erisman went down to Fall River the other day to make arrangements for ade-
quately representing the dictaphone of the Co-
lumbia Phonograph Co. A few days previous he
was over in Worcester making similar arrange-
ments, acting in both cases through the medium
of the Office Equipment Co., which is proving of
valuable assistance in placing good business prop-
ositions in good commercial centers.

**Business Shows Increase.**

Going into the Victor department of the Oliver
Ditson Co. one will there always get the
same cordial greeting from Henry Winkel-
man, manager of the department. Naturally a
man of marked cordiality, he is more so when
business is at the top notch of prosperity, which
has been the case at these quarters now for some
time past. Mr. Winkelman says that the April
business was just 25 per cent. bigger than was the
business for the same month the year before. Con-
sidering that the April, 1911, business was already
very large, this is going some.

**Severs His Connection.**

The Boston trade was surprised at the beginning
of the month to learn that Charlie Trundy had
severed his connection with George Lincoln Parker
in the Colonial building, with whom he had been
for nearly two years. Mr. Trundy had been in
charge of Mr. Parker's rapidly growing Victor de-
partment, which, because of its recent rapid de-
velopment, had been moved over across the hall-
way into more exclusive quarters, so that Mr.
Trundy had better equipped rooms than before.
Mr. Trundy has been conceded to be a very able
salesman.

Mr. Trundy had better equipped rooms than before.

For the present this department of Mr.
Parkers is in change of Lawrence Davis, who has been
with Mr. Parker some time.

**William H. Beck a Visitor.**

William H. Beck, president of the Eastern Talk-
ing Machine Co., has just been in town visiting
E. F. Taft, secretary and general manager of the com-
pany. This was Mr. Beck's semi-annual visit,
and while here he also called at the offices of the
New England Telegraph & Telephone Co., in which
he has an interest, besides being a close friend of
President Vail, of the company. Mr. Beck is a
prominent attorney of Washington, and is a man of
many business interests.

Honor May Go to E. F. Taft.

There is considerable local interest being mani-
fested in the forthcoming annual convention of the
National Association of Talking Machine Jobbers,
and the identity of the future president of the or-
ganization is being discussed everywhere with in-
terest. E. F. Taft, secretary and general manager
of the Eastern Talking Machine Co., who is vice-
president of the national body, is being talked of
for the presidency, and everyone who hears his
name mentions says he's just the man for such a
post of distinction. According to present evidences
Boston promises to send a very good representa-
tion to the convention.

**Some Pointers on Efficiency.**

Those who follow the fortunes of the dictaphone,
which in Boston is distributed through the quar-
ters of the Columbia Phonograph Co., are inter-
ested in a booklet which the Columbia Co. has put
out bearing on the conclusions reached by the
President's Commission on Economy and Efficiency
which lately has shown how the Government can
be saved as much as $500,000 a year. One of the
principal subjects of investigation by the commis-
sion was the handling of correspondence, and it
was supplied with an equipment of dictaphones for
use in the commissioner's office, where they were
severely tested. Subsequently, by request of the
commission, thirty dictaphones were provided for
use in speaking to the Post Office Department. The result was
an unqualified success in every respect, and the com-
mission's recommendations have been directly and
personally endorsed by President Taft. The book-
let, which Manager Erisman is distributing to his
friends, makes very interesting reading for those
interested in this great labor saving device, which,
by the bye, Manager Erisman is placing in a large
number of offices throughout commercial Boston.

**Weber & Fields Records Popular.**

There is a cleverly executed colored drawing of Weber and Fields in the slow windows of the
Columbia Phonograph Co. which serves to call to
mind the new records made by this talented pair
of stage performers. Everyone is inquiring who
did the picture, and Manager Erisman points with
pride to Miss Bessie Langam, who is the company's
instalment ledger bookkeeper, and who is im-
mensely clever when it comes to handling the brush
and pencil.

In Good Company.

Christie McDonald, who is playing at the Tre-
mon Mont Theater in "The Spring Maid," is finding
good company just a few doors away, where, in
the windows of the Columbia Phonograph Co., a
splendid testimonial to the work of the Columbia
Instruments and their records is being conspicuously
displayed.

Norman T. Mason, floor manager of the Co-
Burlington Phonograph Co., is receiving congratulations
of the trade on becoming a proud father.

His heir is a fine boy, which was born early in the
month. Cigars, please, Mason.

(Continued on page 18.)
The Columbia "Favorite" met competition—stepped on its neck. The new "Princess" will do the same thing—but there's no competition. Get that? No competition! What are you doing about it?

FROM OUR BOSTON HEADQUARTERS.
(Continued from page 17.)

Ten Business Commandments.

Manager Arthur Erisman has been distributing some taking cards and leaflets pertaining to free demonstration of the Dictaphone. One is headed "Ten Business Commandments." Both show a business man sitting at a desk engaged in dictating into the machine.

R. H. White Co. Adds Talking Machines.

The R. H. White Co. is the latest of the large department stores to introduce a talking machine department. It has a fine location on the fourth floor and is being managed by George J. Krumisch, who formerly was associated with Louis Dederick at the Tel-Electric establishment. The department is fitted up with three sound-proof rooms for demonstration and all the appointments are modern and artistic. Although opened but a short time Mr. Krumisch has been meeting with marked success.

Victor Machine for Billie Burke.

Ubert Urquhart, manager of the Victor department for the Henry F. Miller Piano Co., in Boylston street, was over in New York the first of the month on a business trip. Francis T. White, of this same department, has lately moved from East Brantiree to Brookline, which brings him within easy distance of his business quarters. This department made a fine sale of a Victor machine, cabinets and a quantity of records lately to Miss Billie Burke, the well-known actress, who was playing a successful engagement at the Hollis Street Theater. Miss Burke expressed herself as more than pleased with the machine and its wonderful achievements.

Eastern Talking Machine Associates Meet.

The members of the Eastern Talking Machine Association held their usual monthly meeting the latter part of April and talked over plans for the summer outing which it was decided should take place on June 17 at one of the several desirable resorts down the Providence River, using the city of Providence as a starting point. The members also talked over some projected plans for rearrangement of the interior of the store.

Shows Gain of 50 Per Cent.

The business at the Columbia Phonograph Co. was up to the usual mark during April, that is to say, it showed an improvement of 50 per cent over the corresponding month last year. Manager Eiseman has one competitor among the Columbia headquarters and that is Manager R. F. Bolton, of the Chambers street, New York office, and these two are having a neck and neck friendly race to see who can produce the most business. One month Bolton is a little ahead, and the following month Eiseman gets in the lead, and thus it goes.

Eastern Co. Rearranging Stock.

The Eastern Talking Machine Co. is just now engaged in rearranging its large stock and discarding the "cut-outs." All the records are being put into new stout envelopes and when the work is finally completed the stock will be so arranged that it can be more expeditiously handled than ever before.

Making Good Report Anent Business.

Samuel Katz, who has two stores in this city, one at 9 Portland street, the other at 85 Stanford street, says his business is doing better than ever. "All for the goods which he carries," the Victor, Edison and the Zonophone lines. Both his stores are well equipped in every way for the quick handling of business.

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

Mr. Coughlan formerly was with the talking machine department of Houghton & Dutton. Mr. Reisman, who has come over to Boston from New York, is the buyer for this department of the Siegel Co.

PLAYER-PIANO AND PHONOGRAPH

To Operate Automatically, Just Patented by Philip J. Meahl—Patent Assigned to Aeolian Co.—Some Interesting Details.

Philip J. Meahl, Bayonne, N. J., the well-known inventor of devices and improvements in connection with player-pianos and music rolls for same, has just received a patent (No. 1,025,800) on a combined player piano mechanism controlling the movement of the music roll. In the accompanying drawings in which like letters of reference indicate like parts in all the figures Figure 1 is an elevation, partly in section and partly broken away, showing parts of the music box, parts of the phonograph record, and illustrating one embodiment of my invention. Figure 2 is a detail side view of the phonograph transmitter showing the means on the same for starting the music sheet driving coupling mechanism. Figure 3 is a face view of the transmitter showing the same parts as shown in Fig. 2.

TO HANDLE TALKING MACHINES.

Krausgill Piano Co., Louisville, Ky., Will Probably Install Line of Victor and Edison Machines and Records in the Fall.

(Louisville, Ky., May 10, 1912.)

It has been announced by Arthur G. Krausgill, president of the Krausgill Piano Co., of Louisville, that a line of "talkers" will probably be taken on by that concern in early fall. The Krausgill Piano Co. is one of the most prosperous concerns in the local music trade, having been formed only a little more than a year ago and later incorporated with a capitalization of $50,000. Mr. Krausgill has not yet decided as to what lines he will carry, but will probably sell Edison and Victor instruments.
The leading men of the talking machine industry in the United States are just now engaged in a spirited fight to preserve what might almost be denominated the foundation stone—the vital principle of the industry—namely, that of price maintenance. The menace to the custom of enforcing a uniform price for talking machine products has arisen all of a sudden—a bolt out of the clear sky, it might be denominated. Indeed, this crisis has been precipitated so suddenly that it is safe to say that there are many men in the trade, jobbers and retailers alike, who will not be aware until they read this issue of the Talking Machine World that there is a cloud on the horizon that threatens to revolutionize their whole method of doing business.

This unpleasant state of affairs arises from the provisions of the New Cldfield Bill, now under consideration in the United States Senate and House of Representatives, which have, within the past few days, been most forcefully advocated by the leading men of the talking machine industry. The Edison corporation, Inc., the Columbia Phonograph Co., and the Victor Talking Machine Co., attend the hearings of the U. S. Congressional Committee on Patents, on Patents, Washington, by officers of Thomas A. Edison, Inc., the Columbia and the Victor companies. These innovations, together with others provided for in the Census of left wing, will have absolutely nothing to say in the event that the proposed new patent law is enacted into a law no talking machine manufacturer or maker of records will have the right to hold dealers to the one-price system as at present. Furthermore the license system upon which the trade now operates will be knocked out. When a machine or a record is once sold that ends all control of it in so far as the manufacturer is concerned. The firm or individual who buys it can leave it or resell it, fixing the price he sees fit and the manufacturer or dealer will have absolutely nothing to say in the matter.

Now, any talking machine man with half an eye can see what will be the result of this letting down of the bars as concerns the mail-order houses that delight to cut prices in order to make "specials" that attract attention to their catalogues and some of the department stores in the cities that for the sake of having "leaders" will sell goods at cost or even at less than cost if they are not restrained by their contracts. These price slashers would operate with no one to say them nay. Similarly there would be no bar as at present to the custom of enforcing a uniform price for the sale of records on the theory that when a man opens a mail-order house he has, within the past few days, been most forcefully brought to the attention of Congressmen at Washington by officers of Thomas A. Edison, Inc., the Columbia and the Victor companies.

"The only people we bother with," he said, "are the pirates—the men who seek to get into this business in an irregular way; men who know all about our contracts, but who urge our different dealers to try to violate their contracts. For instance, we had a large department store in Pittsburgh which we had to bring suit against for handling our goods without license. We found that they had persuaded a man to set up a store in a small place, signing a dealer's agreement with us, and he got these goods and scratched the price off and turned them over to this department store. These are the kind of people we have to contend with, and the Edison corporation will not allow any man who knows all about the conditions, knows all about the agreements, and yet tries to break into the business and cause the dealers to violate their contracts."

The most interesting statements made by the head of the Edison interests was that to the effect that the successful patentee at the present time is the man who goes into the business of manufacturing his patented invention. Continuing, he said: "In the case of Edison, if you put one side the money he has received for his patents as patents and on the other side of the ledger all the money he has spent to obtain the patents, and to litigate them, and to prevent infringements on the patents you will find that he has spent more money than he has taken in, and at the present time he is only a manufacturer of patented goods."

The Congressman before whom Mr. Dyer appeared asked him whether he was the real author of the proposed new patent law. Mr. Dyer pointed out that the Edison corporation never interferes with the private citizen—the customer who buys a machine or record for his own use. "The only people we bother with," he said, "are the pirates—the men who seek to get into this business in an irregular way; men who know all about our contracts, but who urge our different dealers to try to violate their contracts."

"One of the most interesting statements made by the head of the Edison interests was that to the effect that the successful patentee at the present time is the man who goes into the business of manufacturing his patented invention. Continuing, he said: "In the case of Edison, if you put on one side the money he has received for his patents as patents and on the other side of the ledger all the money he has spent to obtain the patents, and to litigate them, and to prevent infringements on the patents you will find that he has spent more money than he has taken in, and at the present time he is only a manufacturer of patented goods." The Congressman before whom Mr. Dyer appeared asked him a great many questions with regard to the Edison business and to the course of his replies he stated that the Edison concern now has a total of 111 jobbers and 11,130 dealers located in all parts of the country. New York State leads with 119."

(Continued on page 20.)
Dealers who take our Saturday Evening Post campaign half as seriously as we do, stand to make as good a thing out of it as we do—and that's considerable good.

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

In a most forceful and able manner and was based chiefly on the argument that Congress under the Constitution had no power to limit the rights and privileges of the investor under the patent law, and he backed up his argument with much convincing data.

RED SEAL RECORD CATALOG

Just issued by the Victor Talking Machine Co. Is a Most Complete Publication.

Recent catalog productions of the Victor Talking Machine Co. have been designed along the most complete and interesting lines, and the latest issued in this connection—a catalog of Victor Red Seal records—takes its place as among the most artistic and effective of the many admirable ex-

To enable one to instantly turn to any artist's list of records, or any particular record, an alphabetical index of the artists has been made, on pages 8, while on pages 108 to 116, inclusive, there will be found an alphabetical index of the operas, titles of selections, etc.

The book is illustrated with portraits of the artists with a condensed and interesting synopsis of the artists' public career. The volume is printed throughout in two colors, red and black, and will prove a valuable rude menu for those desirous of having a complete key to the library of famous voices.

The volume should give an impetus to the Red Seal record business, as it is now being shipped to dealers so that they may be sent to dealers about May 15 and shipments to far Western distributors to reach their destination about June 1.

INCORPORATING DEMAND REPORTED


The Condon Autostop Co., 80 Front street, New York, report a very large volume of business and an increasing demand for their automatic stop for automatic disc talking machines from representative houses throughout the country. The demand from jobbers extends so far that this stop is proving a big seller with the dealers.

The very artistic advertising carried by the Con-

The Condon Autostop Co. states that W. W. Aube is no longer in the city, having been succeeded by Scott Sinclair; also that George G. Blackman, formerly with the Blackman Talking Machine Co., is now representing the Autostop in New York territory in addition to Mr. Sinclair.
Exclusive Features that will appeal to you as they do to the public.

The Silent Motor
Positive and long running. Can be wound without hitch or interference while record is being played.

The “Duplex” Reproducer
permits playing two minute or four-minute records with equal facility. A simple turn of thumb-screw, to right or left respectively, engages the proper feed-gear.

The Flexible Tone Arm
An exclusive feature of the U.S PHONOGRAPH; made of metal (not rubber) and it gives the exactly proper amplification to the sound waves. It means the correct impact of sound which carries naturally and without mechanical loss of tone-roundness.

Sapphire Reproducing Points
of hardest jewelled Sapphire. Need no replacing and never wear out. They last like the jewels of a watch—forever.

No loss through breakage--a feature that adds to your profits.

Demonstrate them as often as you like---the music is everlasting---no loss in tone values or salability.

Popular Prices
for a positively permanent entertainment.
Grand Opera Records—United States 75 cents; Canada 90 cents.
Four-Minute Records—United States 50 cents; Canada 65 cents.
Two-Minute Records—United States 35 cents; Canada 40 cents.

Popular Selections
by the highest talent of the day, reproducing the very latest and best there is in Opera, Oratorio, Concert, and Sacred Music, as well as Band and Instrumental Music, Vaudeville, and all the popular entertainment from metropolitan centers.

June List Now Ready
Send for Catalog and Dealers Proposition

The U-S Phonograph Company
1013 Oregon Ave.
Cleveland

1013 Oregon Avenue
Cleveland, Ohio
Send at once full information and literature regarding your proposition to Dealers.

Name
Street
Town
State
come out wonderfully, and orchard owners, except harvests ahead of them.

it is expected to last through the campaign. Harry

ment, order or no order. After the dealers had

ing and our success with the Favorite during

machine, keeping in line with the national adver-

machine, has been off duty

experienced salesman, but has recently turned to talking

machine was used because of the longer speech pos-

experiment.

Several firms in the East Side have handled talk-

machines, but not on a pretentious scale, and

procedure. But not on a pretentious scale, and

members of the company in pretty good shape on deliveries of both

records and machines and has a fair reserve stock of most of the models most in demand. "We have

have some trouble with special finales of six-

sixteens," he said, "but otherwise we are in splendid

shape. The record situation is much improved and we are

siling orders almost complete."

The Koerber-Brenner Music Co., has been preparing for a southern trip the first of the month. He says that the jobbing trade has been holding up very well and that he expects from reports from dealers greatly improved conditions since his trip of a month ago. "We are still hav-

ing our troubles with machine distributions," he

said, "and we find a retail inventory very difficult

because of the number of machines outstanding awaiting delivery of certain styles. The XCVI con-

tinues the feature of the trade, both retail and

wholesale. The record situation is vastly improved

and we are enlarging our racks and hope within a few weeks to be prepared to stock sufficiently to

carry us through any further stringencies.

The quality of the retail trade recently has been excel-

liss Elizabeth Carpenter, saleswoman for the

Silverstone Talking Machine Co., has been out of

business several weeks because of a seriously injured foot.

She is recovering.

Mark Silverstone, of the Silverstone Talking Ma-

chine Co., says the Edison Talking Ma-

chine Co., Schaper Bros., Reliable Furniture Co.,

and the A. F. Mengel Music Co., 4300 Olive street,

"Our trade has been fair and of fine

quality. We anticipate good results from the ad-

vertising campaign of the Victor Co. The improved

jobbing service has helped largely in relieving the

situation as to both records and machines."

The A. F. Mengel Music Co., 4300 Olive street,

has greatly enlarged the talking machine depart-

ment of that store and is making a good fight for

general business. New demonstration parlors have

been added with record demonstrators attached.

The Grand Leader Department Store is showing

renewed interest in the talking machine game and

the first ad in several months was printed early this

month. The talking machine department is being

allowed to share the recital hall, and some good

music is to be heard there in concert style. The

taught down and a dollar a week price is being fol-

lowed. A. E. Robinson, of Cleveland, O., a brother

of Manager Robinson, of the Thiebes Piano Co.'s

talking machine department, has been installed as

manager for the Grand Leader Department Store

and with him comes some new ideas and a general

revival is promised. Mr. Robinson is an experi-

enced salesman, but has recently turned to talking

machines, believing it to be the most promising line

on the market at present.

The Zeigefinke Furniture Co., of East St.

Lousi, the opening of whose talking machine par-

lor was announced as to occur last month, has suf-

fered a series of delays, but will be ready within a few

days. This company will be equipped equal to any

in this section for handling the best trade and

expects to make a determined fight for the trade

which the large stores have drawn across the river. 

Several firms in the East Side have handled talk-

machines, but not on a pretentious scale, and

this effort with the Victor line is something of an

experiment.

The Silverstone Talking Machine Co. made a

special six-minute record on an Edison dictating

machine, which was announced to be issued last month, has

suffered a series of delays, but will be ready within a few

days. This company will be equipped equal to any

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machines, but not on a pretentious scale, and

this effort with the Victor line is something of an

experiment.
GOOD NEWS FROM DETROIT TRADE.


(Special to The Talking Machine World.)

Detroit, Mich., May 9, 1912.

The Max Strasburg Co., the Victrola shop, will soon have the additional space so earnestly desired. Mr. Strasburg stated to day that negotiations for the store adjoining the Victrola shop on the north had been practically completed. The bargain was held up a couple of months ago by a hoist in price that Mr. Strasburg felt he could not meet. Persistent parley has resulted in a compromise, aided by the fact that the Victrola corner is increasing in value daily, owing to the rapid growth of the new business district east of Woodward avenue.

The additional space will give the Strasburg company three more demonstrating rooms. The company already occupies the basement under the north store, three demonstrating rooms being located there. The present lease holder wants ninety days in which to move out, and the Strasburg company probably will take possession about August first.

"April was a dandy month for us, in spite of the fact that it was the month that people spend a world of money buying new Easter habitations," said Mr. Strasburg. "It was equal to March, which is saying a good deal for April, because for some inexplicable reason April almost always is a slack month in the talking machine business in Detroit. May is opening up with a rush that promises to make it the best month in our career, Grinnell Bros., state jobbers of the Victor line, report that twenty-two of their twenty-four branch stores have shown a considerable increase in business in the first four months of the year and the other two have at least broken even with the former record. Port Huron, Flint, Saginaw, Bay City, Kalamazoo, Jackson and Lansing are the best centers of the business up-state.

The Grinnell store in Detroit had a business in the first four months of 1912, exceeding that of the similar period of 1911 by fifty-one and one-half per cent. Manager Harry Rupp attributes the phenomenal increase to the growing demand for the high priced machines, brought on by the fact that men who are able to buy the two hundred dollar phonographs are learning the virtues of the talking machine. The multiplying call for medium priced machines must not be overlooked, however.

K. M. Johns, manager of the Columbia Phonograph Co. general store in Detroit, is still out of the city. He is visiting all the city, and with the Columbia, as well as the other companies, March generally is a better month than April.

Mr. Lind this week opened a new branch store on Canfield avenue, in the largest store in the district. Following the convention, he will visit a number of the leading Columbia agents in the South and West and get in close touch with conditions in this territory. As Mr. Metzger oozes enthusiasm, a visit from the Columbia publicity promoter cannot fail to stimulate the greatest degree of activity at all points where he touches.

TO ATTEND CONVENTION.

Geo. P. Metzger Will Attend Gathering of Advertising Men in Dallas, Tex., and Later Visit Columbia Agents in South and West.

George P. Metzger, the energetic and capable manager of the Columbia Phonograph Co., will attend the national convention of the Association of Advertising Clubs, to be held at Dallas, Texas, May 19. Following the convention, he will visit a number of the leading Columbia agents in the South and West and get in close touch with conditions in this territory. As Mr. Metzger oozes enthusiasm, a visit from the Columbia publicity promoter cannot fail to stimulate the greatest degree of activity at all points where he touches.

THE MAN WORTH LISTENING TO.

Any one can tell you what a poor hand you hold. The only man worth listening to is the man who can tell you how to play what cards you have in your hand. In the hurry to shut these noises off, many records have become scratched, cracked and broken. By eliminating this hurry and hustle the records are saved.

The Condon-Autostop makes the record fit tighter to the table of the machine, making the tone much smoother. It is an AUTOMATIC STOP to any disc talking machine and to broken records. It lifts the needle from the record and prevents any chance of the record becoming damaged or scratched. There can be no wear to the machine or to the stop as it stops the machine in the natural way.

These self-selling devices appeal to all talking machine owners. By using the Condon-Autostop a dealer is enabled to attend a number of machines at the same time, increasing his selling capacity.

We are preparing an extensive advertising campaign, the first of which has already appeared in the Saturday Evening Post and Collier's Weekly.

The Condon-Autostop comes either nickel or gold-plated to match the mountings of the machine. It retails for $3.00 and $4.00. Write for circulars and samples.

CONDON-AUTOSTOP COMPANY, 26 Front St., New York

CANADIAN OFFICE: 126 Sparks Street, OTTAWA

Prices in Canada, $3.50 and $4.50.
Two New Pooley Record Cabinets

RETAILING FOR

$18.00 AND $25.00

To insure July 1st delivery, place your Quantity Orders with your Jobber immediately, as we already have orders taxing our manufacturing capacity.

The distinct advantage of the Pooley Record Cabinets is the simplicity and perfection of the Pooley Filing System with its new and original principle of filing and locating records. They are the most desirable and practical Disc Record Cabinets produced.

Other styles retailing at

$40 $50 $60

Pooley Furniture Co., 16th and Indiana Ave. Philadelphia
WINS SUCCESS IN A DECADE.

Past month marks the tenth anniversary of the establishment of the Blackman Talking Machine Co.—rapid progress made—interesting business history of J. Newcomb Blackman—entered business on his own account when sixteen years old—strict adherence to set policies produces results—value of cooperation between employer and employee.

The month of May has a particular interest for the Blackman Talking Machine Co., the prominent Victor distributors and Edison jobbers at 97 Chambers street, New York, owing to the fact that it marks the tenth anniversary of the establishment of the business by J. Newcomb Blackman. In the course of a single decade the business has been developed from a minimum jobber's stock occupying a store 25 x 40 feet, to a point where the total space occupied is equivalent to that contained in a six-story building 25 x 75 feet in size. Withal, the growth of the business has been normal and conservative and the expansion has always been with a view to meeting conditions rather than in anticipating them.

The business history of Mr. Blackman, although comparatively short in point of years, is long in experience and full of action and should prove decidedly interesting, not only to those connected with the talking machine trade, but all those who appreciate what is accomplished by hard and persistent work, confidence in the outcome and strict honesty of purpose.

Mr. Blackman began his business career in his fifteenth year as an office boy, after having refused to enter the employ of his father, a prominent flour merchant and a member of the Produce Exchange, stating that he wanted to make his own way, and decided interesting, not only to those connected with the talking machine trade, but all those with whom I come into business contact. In speaking of the rules that have governed and controlled the business and the policies controlling it, that go far to explain the success that has been achieved during the first decade of its history.

Mr. Blackman believes with many modern and progressive business men in cultivating a better understanding and confidence between employer and employee and does not confine his theories to flamboyant writing on the subject or to loud talk, as is too often the case, but actually puts the idea into practice. He has filled every position in his business from office boy to head, and has combined his knowledge of the problems that confront the different employees with a practical appreciation of those problems. In 1900 the Blackman Talking Machine Co. put the business on a profit-sharing basis, the theory that if the business was good or bad the employees were largely responsible for the outcome and should share in the profits that were earned by their labor. All those who have been in the employ of the company for over a year receive a bonus at the annual outing given each summer, the bonus being determined by the position held by the employee and his terms of service. Friction between employees is discouraged at all times as interfering with the operation of the business. There are many similar factors in the Blackman business and the policies controlling it, that go far to explain the success that has been achieved during the first decade of its history.

THE VICTOR LINE IN PITTSBURGH.

Henry Klecher & Bros., the prominent piano dealers of 35 Wood street, Pittsburgh, Pa., have taken on the complete Victor line of machines and records and have devoted the entire first floor of their store to that department. The store is handsomely decorated and the equipment includes four soundproof demonstrating parlors.

J. C. Van Horn, formerly of Wanamakers, New York, is now located in San Francisco.

Retails for a Dollar With 80% Profit to You—The Most Profitable Record Album on the Market

Schafford Albums

For sale by the best of album makers. They possess qualities found in no other and are made in many sizes and styles. If you have not yet discovered Schafford albums, take advantage of this opportunity. You can have a special cover, and stamp in your name and trade mark without extra charge. Send with your order, "Tell me what and how much you want," and Schafford will supply it to your satisfaction.

$1.00 RETAIL.

The Schafford Album Co.
23-25 Lispenard Street New York.

Something New—"Record Folios for Birthday, Wedding and Remembrance Gifts

The Schafford Record Folders hold 6 records, either 10-in. or 12-in. People who buy 5 or 6 folders will now buy 10 or more folders, and get a Record Folio. It increases your record business and your sales profits.

The Record Folders are bound in Velum de Luxe, in Viennese Embossing, with your name stamped in large letters, in a box. Sold at popular prices.

Special folders furnished with your own advertisement, at no extra cost, if your order is large enough.

Send for our new illustrated folder "Suiting All About," it will increase the sale of your records, 25 to 50 per cent.

The Schafford Album Co.
23-25 Lispenard Street, New York.
TEN YEARS AGO on May 1, 1902, after a previous experience of five years in the Talking Machine Business, J. NEWCOMB BLACKMAN established the BLACKMAN TALKING MACHINE CO. as a JOBBER at 19 Beekman Street, New York.

He started in a Modest Way, in a Small Store, with Small Capital and Two Employees, but with a Firm Conviction that he would succeed and that no work would be too hard that would make success possible.

A BIG BROAD POLICY was adopted, supported by very little “WISHBONE,” but a determined “BACKBONE.” It was a policy of “A SQUARE DEAL FOR ALL.” A policy not to attempt too much at once, to be honest and conservative in buying and selling and not to “plunge.”

The confidence of everybody was sought, and Mr. Blackman decided not to sell any goods he could not stand back of.

The first six months was “HARD SLEDDING,” but at the end of the first year success was assured and each year since has shown a STEADY and HEALTHY GROWTH.

The sales for last year, ending April 30, 1912, are 10 TIMES those of the FIRST YEAR, and those of the one month only, DECEMBER 1911, were DOUBLE the ENTIRE FIRST YEAR’S SALES.

We believe this indicates that the “BLACKMAN POLICY” is a good one and that the trade that supports such a Policy is a good trade. We want the “BEST POLICY” and therefore complaints and suggestions will always receive careful attention.

“BLACKMAN SERVICE” must always be the BEST we know how to make it.

J. NEWCOMB BLACKMAN, the founder, head and controlling owner of the business, tenders his sincere thanks and appreciation to all patrons, creditors, employees and others who have contributed to the success of the business, and pledges himself to continue the “BLACKMAN POLICY” of the last 10 years, or any Policy that will make for “Honest Dealing” and “Reciprocity Square Deal” for all.
Theatre News from Germany.


(Special to The Talking Machine World.)

Berlin, Germany, May 4, 1919.

Conditions in the theatre are superb. The German and throughout the Continent generally are flourishing and there is apparently no diminishing of the interest of the public in either machines or disc records. The one needs no special acceptance, while equal progress has also been made in the records, which are now offered in a larger list of tangles and are generally of superior reprodutive quality.

Caruso Interested in New Company.

Much interest is shown in a new company recently registered in this city, the Planimicroco. According to the fact that signor caruso, the famous grand opera tenor, is heavily interested in the new venture. The new company plans to make records of 45 cm (18 inches) in diameter and it is claimed that they will be of particularly high quality.

Record-Lending Library in Berlin.

Bremen is the first to institute for talking machine discs. A former venture of this kind, which was intended to cater mainly for restaurant proprietors, proved a failure owing to the discs soon becoming useless through wear. The new undertaking has profited by the experience of the old and is restricting its attention to private users. These users are solicited. The charges per subscription are three and a half marks for six discs. The same number of the most expensive discs cost five marks a month. Arrangements have also been made to furnish 10 discs a month at prices ranging from 420 to 6.75 marks a month and discs for from 5 to 8 marks. For 24 double discs per month the price varies between 10 and 15 marks, according to the kind of disc. Any disc can be exchanged against other discs of the same kind during the whole duration of the subscription. The exchange can be effected daily, weekly or monthly at the option of the subscriber. The subscriber can also exchange the discs singly or all at once. Of course, the hornless model is now the most generally desirable. It is easy to see that the committee has a perfect understanding of the public taste. The committee has paid dividends of 20 per cent. on 2,000,000 old shares and 10 per cent. on 1,500,000 new shares. The International Talking Machine Co., of Weis-sense, (Germany), owned by the Fonotipia Co., paid dividends of 12 per cent.; the Lindstrom Co., of Germany, the Fonotipia Co. paid dividends of 12 per cent. and 20 per cent., respectively. The Lindstrom Co. paid dividends of 20 per cent. on 2,000,000 old shares and 10 per cent. on 1,000,000 new shares.

Declare Big Dividends.

The extent of the talking machine business in this country is clearly indicated when the earnings of the Carl Lindstrom Co. for the past year are considered. The net earnings of the company are given as 492,359 kronen, and the Bela Record Co. and the Fonotipia Co. paid dividends of 12 per cent. and 20 per cent., respectively. The Lindstrom Co. paid dividends of 20 per cent. on 2,000,000 old shares and 10 per cent. on 1,000,000 new shares. The International Talking Machine Co., of Weiss-sense, (Germany), owned by the Fonotipia Co., declared dividends of 100 per cent.

Chicago a Poor Market.

Notwithstanding a population of some 400 million, China is still only a small buyer of talking machine discs. The figures for 1919 show that they totaled only 163,156 tael (a tael equals about half a crown). Nevertheless this is a 50 per cent. increase over the figures for 1907. In this market curiously enough the German exporter enjoyed a better fortune. Mr. caruso's name is still much talked about in this country. He has not only reached a higher position than third place, which is the position he held in the market. No. 1, but on the contrary, advanced from No. 4 to No. 3. The actual distribution was as follows: Belgium 150,872, Germany 111,187, China 111 per cent., Russia 111 per cent., Canada 9 per cent. and the United States 8 per cent.

Perfect Talking Pictures.

Professor William Stirling, of London, succeeds the late Mr. Willson as assistant to General Manager Lyle, of New York. Mr. Willson is at present in the East and will be sent out to the largest branch stores of the company, going as far West as California. His route calls for the Western territories and the far West of the country and returning via the Southern route.

The object of the above-mentioned committee is to promote efficiency in the branch stores, inaugurating new and more modest methods of carrying on business in both the selling departments and the manufacturing process. It is easy to see that the committee has prospects of doing much good service in the interest of the Columbia company.

The Tennessee Co., of Detroit, Mich., has arranged to handle the Victor talking machine in its new store in Detroit next month.

Wanted—Three salesmen. Must have experience selling Victor Talking Machines. Must have good knowledge of all lines of retail. Permanent position and good salary to the right men. Apply promptly by letter only, giving full particulars, to Max Landay, general manager, Landay Bros., 535 Fifth Avenue, New York.
This is the way we featured the new Grafonola from the "Saturday Evening Post" of May the fourth. The "Princess" design, another Columbia instrument that will meet with no slight favor, is going to be as big a winner of substituting for it. That looks pretty good for the Columbia business to the dealers' doors.

Are you one of us? If not, come in. There policy is the open house policy.

$84.30 for this new Columbia

including the "M 10" series of Columbia
Double-Disc Records and Record Album

Until July 1, delivered ON APPROVAL by 7500 dealers, payment terms $7 a month—no interest, no extras—and subject to a guarantee of full satisfaction.

Or $75 flat for the instrument alone. No other upright instrument has ever been offered for less than $100, with NO records.

This new Grafonola "Princess" is a beautiful mahogany table, ready at all times to serve all the purposes of such a table, worthy of its place in any part of any room in the house, yet likewise ready to provide music of any class you happen to desire, and capable of all the quality of tone of any instrument by which you may happen to judge it.

This newest musical instrument, with the "M 10" outfit of records—a total of 24 different selections, sufficient for an entire evening's delightful entertainment, together with an album to contain them—costs you just $84.30, and until July 1st, may be paid for at the rate of $7 a month, and will be delivered on approval by your dealer. Besides the "M 10" series of records, do not miss the opportunity of hearing this most versatile of all musical instruments render selections by Lillian Nordica, Olive Fremstad, Mary Garden, Emmy Destinn, Alice Nielsen, Zenaletta, David Bispham, and any of the other great artists whose voices appeal to you.

Go To Your Nearest Dealer

The nearest one of 7500 dealers will place this complete outfit in your home on free trial, giving you an opportunity to combine an evening's entertainment with a thorough demonstration, and guaranteeing the outfit to be exactly as advertised or money refunded.

If by any chance there is no dealer in your neighborhood who is prepared to supply you, drop us a line and we will see that your inquiry is attended to.

Columbia Phonograph Company, General
Tribune Building, New York

Toronto—McKinnon Building. (Prices in Canada plus duty.)

Dealers Everywhere, but the fast increasing Columbia demand affords splendid opportunities for MORE DEALERS. Write in for trade particulars. Exclusive selling rights granted where we are not actively represented.

Columbia Honeless Graphophone
"Lyric"—$25

Columbia Grafonola
"Favorite"—$150

Columbia Grafonola
"Nonpareil"—$150

Columbia Grafonola
"Regent"—$200
"Princess" in our double-page space in the "Princess" is another Columbia exclusive and without competition.

still following the policy which we told you straight sales talk calculated to bring the to "Favorite." There will be no possibility Columbia dealers, doesn't it? reason why you shouldn't. The Columbia

First announcement of the tone-shutters, replacing the two small doors, and providing more sightly, more effective and more convenient control of tone-volume.

By turning the small knob, it is easy to partly or completely close the tone-shutters at the opening of the sound-chamber, regulating the volume of music without affecting its tonal integrity.

An Exclusive Columbia Feature

There are other Columbia Grafonolas at other prices (Graphophones from $17.50 up)
It's carrying goods that people want and can't get elsewhere that brings the profits. The Columbia "Princess" for instance: Fremstad's records for instance.

STRONG ARGUMENT AGAINST PATENT REVISION BILL.


We present herewith the argument recently made by M. Dorian, treasurer of the American Graphophone Co. before the committee on patents of the House of Representatives in opposition to the harsh and oppressive provisions of Sections 17 and 32 of the Oldfield Bill introduced in the House of Representatives to codify, revise and amend the laws relating to patents.

The American Graphophone Co.

Gentlemen—The American Graphophone Co. is a manufacturing corporation organized under the laws of the State of West Virginia. Its principal factory, located at Bridgeport, Conn., gives employment to 2,000 people. Its output consists of phonographs, phonograph records and other articles called talking machines—and sound reproducing records for the phonograph.

This output is manufactured under letters patent of the United States owned or controlled by it. All of this output is marketed both here and abroad. The Columbia Phonograph Co., which organization maintains about 30 stores throughout the United States, in addition to having a large number of dealers and distributors.

Neither the American Graphophone Co. nor its selling agent, the Columbia Phonograph Co., is a member of any pool, combination or syndicate for the control or regulation of the business in which it is engaged.

Be it known that the retail price at which its products may be sold by a dealer's contract or price maintenance agreement, of which so-called "pool," "trust" or any other arrangement is alleged, to the Columbia Phonograph Co., which organization maintains about 30 stores throughout the United States, in addition to having a large number of dealers and distributors.

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in a fair craft. With such a possibility confronting him as a menace that he could not ignore--capital--no invention which was not complete and perfect at the moment of patenting would command any support.

All, or nearly all, really great inventions are crude, incomplete, range rather between the beginning, requiring to be made useful and practical by a succession of all time, history and patience. The ability to grant exclusive rights in the invention which is imperfectly essential to this development and perfecting. Take away this ability by compelling the granting of these indiscriminate licenses and the incentive to develop and perfect is gone. Mutually highly useful inventions possessing great potentialities are often perishable. In 1870 the Committee on Patents of the United States, in its investigation, was impressed with the fact that the inventor had been the foremost agent in promoting the progress of the useful arts, and in discussing changed uses this language:

"No change should be made in the patent law to permit the application of those industries which have been heretofore made to the small storekeeper or country merchant which will at all contemplate on the shelves of merchants. Profit he must have but if he have quality alone and no stability of price he fails inevitably in creating or retaining a market. If his article be sold at one price to-day and another price tomorrow, or at one price in Washington and another price in Baltimore, it may be accepted as a fact, that no large stocks of his article will be found on the shelves of merchants.

If the article is one which can be sold by department stores, and they are allowed to offer it at a bargain price no small storekeeper or country merchant will stock it at all. Price maintenance, therefore, is as essential to success as quality, and sometimes more so. The right to fix a uniform price and to maintain that price is as vitally important to the inventor as the right to make, use and vend his discovery."

In any provision of this measure which, if enacted, will work against this will show you how later, but first--with 16 years. A long step backward and a blow at a large number of very deserving and very important people in this country. It is a mockery because "unrestricted" right to vend means unrestricted right to reproduce in the hands of the one who purchased the patentee or to manufacture and turn into just the terms "exclusive right to make, use and vend the invention or discovery throughout the United States."

The paragraph provides that any purchaser of a patent may make and sell productions of manufacture in the patentee's hands without the patentee's permission. It is a mockery because "unrestricted" right to vend means unrestricted right to reproduce in the hands of the one who purchased the patentee or to manufacture and turn into just the terms "exclusive right to make, use and vend the invention or discovery throughout the United States."

It grants to the purchaser of a patented invention or discovery the privilege of making and selling it, but the patentee is to have the exclusive right to make, use and vend the invention. This is a long step backward and a blow at a large number of very deserving and very important people in this country. It is a mockery because "unrestricted" right to vend means unrestricted right to reproduce in the hands of the one who purchased the patentee or to manufacture and turn into just the terms "exclusive right to make, use and vend the invention or discovery throughout the United States."

It is destructive of it. Not as a right which a strained or distorted interpretation of the law would produce, but as a right which is of the essence and spirit of the law. A right which the public is under obligation to respect and protect.

It is the interpretation given by the Circuit Court of Appeals of the State Circuit in which Judge Taft, now President of the United States, and Judge Lourie, now an Associate Justice of the Supreme Court, both concurred, and has been repeatedly cited with approval by the Supreme Court of the United States.

There are numerous other decided cases which adopt this same interpretation. The paragraph under consideration would destroy utterly such control of the established price. It would place it in the power of a competitor to utterly disrupt an article with no price and its meritorious. It would enable the department store or the great jobber to make it impossible for the small storekeeper to sell that article at all because the small dealer could not afford, even though he bought at the same price, to sell it at a profit. He could not afford to carry it on his shelves until the department store withheld the cut price in the hope of eventually getting his investment out of it. All over this country the small merchants, such as florists, grocers, dealers in the sale of articles on which the manufacturers maintain a uniform price for large per cent of their profits. Articles which are of constant demand and which they can supply to their customers as readily as the department store and cut-rate drug stores solely because a uniform price is maintained.

Take away this protection by the enactment of this provision and all that could be marketed could be diverted from the small merchant to the big one and there it will stay. The public may buy cheaper but that is a doubtful advantage if it results in driving many good men out of business.

A LITIGIOUS BILL

Had the entire Patent Bar of the United States not in convention and voluntarily deliberated as to ways and means to promote legislation between patentees and owners of patents--assuming that the Patent Bar could so demean itself--to bring all that patent counsel and patent experts thought was rich and powerful, no more powerful and fruitful medium could have been evolved than this bill had they deliberated for months.

If this bill be enacted into law the coup de grace will be appalling. The courts will be choked with litigant. Years must pass before we will begin to see light out of the obscurity of many clauses and sections.

I had it been desirable to write to the small storekeeper and the country merchant the last measure of protection which has stood between him and annihilation at the hands of the department store syndicate, the cut-rate drug store and the mail order house, no more effective, sure and swift weapon could have been devised than the abolishment of the patent bar agreement which this bill proposes.

CONCLUSION

The subject is too vital to the welfare of the Nation to be hastily disposed of. It is physically impossible to do it justice in the limited time at the disposal of your committee.

A commission should be appointed and authority given it to consider all phases of the question, to summon witnesses and experts, take testimony and report to Congress its findings, conclusions and recommendations. That way only safety lies.
THE COLUMBIA IN THE SCHOOLS.

How Manager Walthall, of the Louisville Store of the Columbia Phonograph Co., succeeds in introducing machines into the schools of that city—putting the matter up to the teachers and getting results.

(Special to The Talking Machine World.)

Louisville, Ky., May 10, 1912.

In line with the recent announcement that part of the musical education of the children of Louisville, received in the public schools, is to be administered through the medium of the talking machine, the Louisville store of the Columbia Phonograph Co. is definitely presented with the prospect of selling sixty-five Columbia Grafonolas.

Mr. Walthall has made it a point not to appeal to the Board of Education for an appropriation to cover the cost of instruments for the schools. A special salesman has been engaged to wait upon the scholastic trade, showing the phonographs and music in the children's march from one class-room to another, in keeping primary classes good-humored and in inculcating an appreciation of really good selections throughout the school.

Mr. Walthall's idea of selling talking machines to the schools themselves is greatly simplified through the existence of Parent-Teacher Associations throughout the city. These organizations work toward the benefit of the institutions toward which they are connected, and it has proved to be an easy matter for the association, through entertainments, popular subscriptions, etc., to raise enough money to cover the cost of an instrument. Although the local Columbia campaign has been pushed for only a week, two Grafonola sales have been completed outright.

Mr. Walthall has extended himself in affording every possible conclusive demonstration to the principals and teachers that a phonograph is really a sine qua non in the public school. A special salesman has been engaged to wait upon the scholastic trade, showing the phonographs and music to the children from one class-room to another, in keeping primary classes good-humored and in inculcating an appreciation of really good selections throughout the school.

Special assortments of records are provided with the school phonographs. A new Columbia selection, "Peek-a-Boo," has proved to be just suited to the primary grades, being composed of simple melodies which are easily caught by the youngsters. The records are scaled upward to meet the requirements of the various grades until the high school students are found enjoying "Aida," "Lohengrin," and "Tannhauser," as opposed to the rousing but popular strains of "Everybody's Doing It" or "Alexander's Rag-Time Band."

The Louisville Columbia store expects to extend its system of school phonograph sales through the twin cities of Jeffersonville and New Albany, Ind., as soon as Louisville is covered.

OUR FOREIGN CUSTOMERS.

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

WASHINGTON, D. C., May 6, 1912.

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

APRIL 16.

Antofagasta, 4 pkgs., $362; Callao, 5 pkgs., $355; 100 pkgs., $185; Christiania, 4 pkgs., $907; Colon, 4 pkgs., $113; Cristobal, 9 pkgs., $362; Guayaquil, 10 pkgs., $285; Havre, 8 pkgs., $292; Kobe, 11 pkgs., $601; La Guayra, 6 pkgs., $169; Manila, 58 pkgs., $4,007; Santo Domingo, 4 pkgs., $211; Santos, 34 pkgs., $3,334; Sydney, 4 pkgs., $384; Valparaiso, 17 pkgs., $606.

APRIL 23.

Berlin, 31 pkgs., $996; 13 pkgs., $285; Buenos Ayres, 11 pkgs., $352; 251 pkgs., $19,695; Callao, 8 pkgs., $355; Copenhagen, 44 pkgs., $2,148; Corinto, 10 pkgs., $458; Guantamano, 66 pkgs., $589; Havana, 39 pkgs., $1,603; Kingston, 5 pkgs., $182; La Guayra, 3 pkgs., $115; Liverpool, 2 pkgs., $355; London, 20 pkgs., $1,591; Manila, 66 pkgs., $3,258; Para, 19 pkgs., $387; Vera Cruz, 50 pkgs., $917; 53 pkgs., $1,681.

APRIL 30.

Antwerp, 40 pkgs., $1,278; Caracas, 3 pkgs., $100; Guayaquil, 10 pkgs., $549; 5 pkgs., $107; Havana, 10 pkgs., $250; Havre, 1 pkg., $1450; Para, 7 pkgs., $397; Para, 7 pkgs., $383; St. Johns, 14 pkgs., $176; Trinidad, 5 pkgs., $105; Valparaiso, 7 pkgs., $906; Vera Cruz, 42 pkgs., $3,251.

MAY 6.

Barranquilla, 2 pkgs., $107; Berlin, 27 pkgs., $900; 5 pkgs., $109; Buenos Ayres, 88 pkgs., $2,531; Callao, 8 pkgs., $1,027; Colon, 14 pkgs., $168; Guayaquil, 3 pkgs., $123; Havana, 7 pkgs., $366; 48 pkgs., $926; Liverpool, 4 pkgs., $425; London, 161 pkgs., $6,165; Manila, 36 pkgs., $2,266; Melbourne, 765 pkgs., $11,593; Montevideo, 51 pkgs., $5,641; Rio de Janeiro, 40 pkgs., $3,807; Singapore, 11 pkgs., $360; Valparaiso, 27 pkgs., $417; Vera Cruz, 85 pkgs., $3,276; Vienna, 8 pkgs., $466.

True loyalty in business means "to stand up for your own opinions before your employer, and for your employer's opinions before the world." By the appearance of your store will you be judged, by its cleanliness and good order; judged not only by your customers and competitors, but by those from whom you ask credit as well.
LOUIS F. GEISSLER DISCUSSES NEW PATENT BILL.

Sees Commercial Catastrophe if Congress Prohibits Maintenance of Fixed Prices—Issues a Strong Statement to the Trade in Which He Points Out the Unsoundness of the Attacks Upon the Fixed Price Principle by Those Congress Would Democratize Trade at Large and He Makes Earnest Plea to the End That Merchants Everywhere Protest to Congress Against the Proposed Legislation—Action Should Be Taken at Once and by Everyone.

Louis F. Geissler, general manager of the Victor Talking Machine Co., in discussing the bill now before the Legislature in Washington, for the purpose of revising the patent law, and which prohibits the manufacturer from giving protection to the dealers against price cutting on patented goods, has offered the following very timely and pertinent words in favor of the idea: "It is not necessary to go back very far in history to see that so may they at once get in touch with their representatives in the National Senate and House of Representatives to the end that their views may become known.

There is placed in jeopardy, by a proposed legislation now before the Congress of the United States, the whole system of distribution through a price maintenance system of any article of merchandise; the proposed legislation, through a revision of the patent laws, is aimed at patented articles, but the result must be that any price control or price agreement on any article between the manufacturer, the dealer and from the dealer to the public, will be annulled.

We believe that every dealer—and the great public itself—will agree with us, after deliberate thought, that such a condition would be nothing more nor less than the greatest possible commercial catastrophe, and we must make it impossible to anybody dealing in merchandise (and every man, woman and child has something to sell and is a salesman of his commodities or his talents) that any law could be passed which would prevent the person in control of any article—and especially a patented article—from making an open and above-board agreement to sell this article at a maximum fixed price.

Practical merchants and observers, whether they be merchants or exclusively consumers, know that the very foundation upon which the wares are built and through which the lowest of prices are quoted, is the business principle of "one price" and "fixed prices" marked in plain figures.

These very conditions are a guarantee that in 99 out of 100 the "fixed price," the "plain figure price," is the lowest price that the manufacturer or merchant is able to quote with any kind of assurance that he can live.

In the first place, he knows that by thus establishing prices his business is an open book to all consumers, and immediately susceptible to anybody dealing in merchandise (and every man, woman and child has something to sell and is a salesman of his commodities or his talents). Any law could be passed which would prevent the person in control of any article—and especially a patented article—from making an open and above-board agreement to sell this article at a maximum fixed price.

Practical merchants and observers, whether they be merchants or exclusively consumers, know that the very foundation upon which the wares are built and through which the lowest of prices are quoted, is the business principle of "one price" and "fixed prices" marked in plain figures.

The safeguard to the public, however, in advertising fixed prices is the impossibility of the dealer lowering these prices to the great majority of buyers who live in the smaller towns and in the country. No merchant has the temerity to overcharge his customers when they are aware of it. They simply learn to shop elsewhere.

No influence has been so powerful towards the lowering of costs on merchandise to the consumer as the Fixing of a Single Price for all Wares. In the case of the manufacturer, whose every interest is served by having the consumers' price fixed at the lowest possible point which will permit of distribution of the goods.

The point is that the manufacturer is concerned only with the interests of the public. If they are served and the public is pleased, his goods will sell better and found, no matter how fast or slow they may be moved. It is the public who are the source of supply; the dealer and jobber being only too anxious to engage in the distribution of the manufacturer's wares to supply a demand already created.

A manufacturer seeks to safeguard his article by the fixing of a retail price, and perhaps surrounding it with other conditions of sale only that one dealer may be as fairly treated as another, and, to protect dealers against the illegitimate assault of piratical price cutters and those who would pull down hundreds of structures, if not, they could profit temporarily by a so-called "cut price" article or sale, and never a fair-minded person would wish to see throughout the country, so the main streets of their cities and in their most reliable stores all the chaotic conditions of a Monday morning "bargain counter sale," in a department store, for that must eventually lead into a similar state of chaos in their own industry and private interests, no matter what that be.

"Patent Monopoly," being considerably ranted about at present, there is practically no such thing as patent monopoly. Competitive patents appear in the field almost instantly with the original; revisions, modifications, improvements and exact copies make their appearance immediately after any invention secures much attention.

No sooner has any original conception been made known to the public than scores upon scores of labor is immediately developed and the most harassing piratical attacks immediately follow the exploitation of any successes of the patentee.

The patentee must shoulder all the ordinary difficulties of exploiting and finding a market for his new conception, besides which, at once, he is required to defend himself against all sides from those who would usurp his field.

We cite as an instance our own experience with the Berliner fundamental patent, for which we paid $800,000; spent more than that in defending and trying to sustain it and only succeeded in so doing three years before the term of the patent expired. There was not a moment during all these years that infringing goods were not being sold throughout America by a number of our competitors.

This is simply typical of the situation of any business based upon patents and than which there is certainly no more harassing calling in the field of manufacturing and merchandising endeavor. The patent laws of the country would tend to be strengthened in favor of the patentee rather than weakened.

The term of the life of a patent, in justice to the original, should come upon only after it is finally adjudicated in the courts of the country, for, up to that time, he had no exclusive right to it.

This view is taken by most patent attorneys and is held by many eminent jurists, but no organized effort has been made to secure this palpably just situation to the patentee.

We might say that the patent laws, as well as the trademark and copyright laws, are susceptible

(Continued on page 34.)
Destinn, Fremstad, Nordica, Garden, Nielsen, Gay, Pasquali, Zenatello and Bishamp. People want these records. Do you carry them? They’re some of the Columbia exclusives.

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

L. F. GEISSLER DISCUSSES NEW PATENT BILL.
(Continued from page 33.)

of infinite argument; we are neither capable nor
desirous of going deeply into the matter, but the
fundamentals that we are considering ourselves
with in this letter and regarding which the agita-
tion in our legislative chambers at Washington is
being made are too important to every consumer,
dealer and manufacturer in this country of ours
to be ignored; each dealer must take them to
heart and do what he can to see that the proper
information is disseminated and that the favorable
sentiment of every consumer is aroused in their
behalf. They are these:

First—That the privilege of the present patent
law, to fix the price at which his article shall be
sold, both at wholesale and retail, must not be
taken from the patentee.

Second—That his present right to sell or not to
sell his patented wares to whomsoever he pleases
must not be questioned.

It surely must be plain to you that to enact any
law interfering with the above constitutional rights
of a citizen would be to attempt to interfere with
the inherent rights of every one and should meet
with the most vigorous and outspoken objection
from every voter in America.

This is a very, very, vital question and to lay
this matter aside without making an attempt to
declare for ourselves and our interests from such
an interference with our present patent laws would
stamp you as being utterly dead to the best in-
terests of yourselves and your customers.

FRANK L. DYER TO EUROPE.

President of Thos. A. Edison, Inc., to Spend a
Couple of Months in Europe—To Visit Head-
quarters in Berlin and Paris—W. W. Wyper
Also Leaves for the Old Country.

Frank L. Dyer, president of Thomas A. Edison,
Inc., accompanied by Mrs. Dyer, sailed Wednesday
morning last on the Lusitania bound for a few
months’ visit in Europe. Mr. Dyer was given a
great send-off at the pier by the managers and
heads of departments. He is planning to visit the
Edison offices in Berlin and Paris, thus combining
a little business with pleasure.

Sailing on the Lusitania, too, was W. W. Wyper,
managing director of Thomas A. Edison, Inc., in
Sydney, N. S. W., who has been at the Edison
plant for the past few weeks. This is Mr. Wyper’s
first trip to the United States since he went to
Australia six or seven years ago to assume his
managerial duties. As reported in last month’s
World, he was tendered a dinner by his associates
on leaving the Antipodes for the United States and
Europe.

JOHN WANAMAKER AND SUCCESS.

I think I could succeed as well now as in the
past. It seems to me that the conditions of to-day
are even more favorable to success than when I
was a boy.—John Wanamaker.

WANT A TWO-PRICE SYSTEM.

The Talking Machine Retail Dealers’ Associa-
tion of Philadelphia, Discusses the Desirabil-
ity of Separate Prices for Cash and Instal-
ment Sales—Call on the Victor Co.

(Special to The Talking Machine World.)
Philadelphia, Pa., May 11, 1912.

At the last meeting of the Talking Machine Re-
tail Dealers’ Association of this city, much time
was given to the subject of means for inducing
the manufacturers to fix separate prices for goods
sold for cash and those sold on the install-
ment plan. It was claimed that there was an increased price
announced and charged on goods sold on the in-
isation plan it would induce many people to take
the advantage of the lower cash price with the consequent saving and thereby give the dealer a
better chance to carry his business. It was pointed
out that the dealers were expected to pay their
bills on a thirty-day basis no matter on what terms
they sold their goods.

Considerable complaint was also made regarding
the practise of the department stores in securing
the jobbers’ privileges, with the greater profit and
then advertising particular low installment rates on
high-class machines.

The officers of the local association, including
Orin Gibson, president; John A. Popp, vice-presi-
dent; M. A. Goetz, a member of the by-laws com-
mitee; and M. A. Goetz, recently called upon
Louis F. Geissler, general manager of the Victor
Talking Machine Co., and spent some time in the
talk about the promotion of the two-price system with promising results.

300 PER CENT. INCREASE IN MONTH.

Excellent Sales Record Claimed by the Louis-
ville Store of the Columbia Phonograph Co.—
Some Personal Items of Interest.

(Special to The Talking Machine World.)
Louisville, Ky., May 10, 1912.

The Louisville store of the Columbia Phonog-
raph Co. has announced with justifiable pride
that its sales during April aggregated 300 per cent.
more than those of the corresponding period in
1911. The phenomenal increase, according to Man-
ager E. B. Waithall, may be attributed to the
popularity of Columbia Grafonolas, from $50 up-
wards in price, with the better classes in Louis-
ville which are becoming accustomed to purchase
talking machines just as readily as they buy pianos
and player-pianos.

T. A. Laurie, an assistant auditor of the Colum-
bia Phonograph Co., with headquarters in New
York City, recently paid a visit to Louisville, ex-
pressing himself as being extremely gratified with
the practises of the department stores in securing
jobbers’ privileges, with the greater profit and
then advertising particular low installment rates on
high-class machines.

A CLEVER WINDOW DISPLAY.

A window display which attracted much attention
to the Field-Lippman store in Maryville, Mo.,
was recently arranged by R. H. Hancock, the manager
of the store, and represented a miniature touring
car made entirely of Victo-Victrola. The wheels
were made of turntables. Two cabinets made the
body of the machine. The seat was made entirely
of needle boxes, the winding key was the crank. A
beautiful doll occupied the seat and the “Victor
doggie” sat beside her, all attention to “His Mas-
ter’s Voice.”

NEW LINE OF FINISHES READY

Columbia Phonograph Co. jobbers are now in
position to fill dealers’ orders for the popular “Mig-
nonette” Grafonola in Fumed and Golden Oak
finishes, as well as mahogany. The various finishes
which it is now possible to obtain in this machine
should be a big boost toward making the instru-
ment even more popular than ever. The “Mignon-
ette” combines the machine and record cabinet as
a unit.

It is a mighty fine thing to train oneself to re-
gard the unpleasant things that bob up now and
then as mere punctuation marks in a long para-
graph of pleasure.

A NEW VICTOR RECORD CATALOG.
Advance Copies of the May Subject and Alphabetic-
tical Catalog of Victor Records Just Sent Out
to the Dealers—January Edition of the Catalog
Accorded Enthusiastic Reception.

The Victor Talking Machine Co. has just issued
to the Victor dealers advance copies of the May
Subject and Alphabetic Catalog, which will be
ready for distribution within a few days. In the
letter to the dealers, which accompanied the new
catalog, the Victor Co. says:

“The January edition of this great catalog was
accorded just the reception we thought it would
receive from distributors, dealers and the great
army of Victor owners. Never has any catalog
ever published been so unanimously endorsed, or
brought forth so many interesting letters of ap-
preciation.

“We are convinced that the influence of this cata-

glog on the sale of Victor records was instantaneous,
and we can assure you that all the little errors
and omissions of the January edition have been cor-
crected in this May issue and you will also find
many new subject headings and pronunciations fol-

lowing titles, names, etc., right in the body of the cata-
glog. A short story of the composers is also one
of the new features.

“You cannot afford to allow a single copy of this
catalog to be wasted or remain idle. We want you,
as you receive your supply, to make it your per-
sonal business to see that a copy is placed in the
hands of every Victor owner.”


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gard the unpleasant things that bob up now and
then as mere punctuation marks in a long para-
graph of pleasure.

(Continued on page 36.)

From Our Chicago Headquarters
Room 506, No. 37 South Wabash Avenue, E. P. Van Harlingen, Manager.

The Wade
The Wade

Fibre Needle Cutter

The Fibre Needle was one of the revolutionary departures in the talking machine trade, but it remained for the WADE FIBRE NEEDLE CUTTER to make it thoroughly practical. Repointing fibre needles is a joy—a positive diversion when the Wade cutter is used. It works like a pair of scissors or pliers. Has a triangular guide for holding the needle in position while repointing, and other unique and practical features.

Price Only $1.50 List
Ask Your Jobber or Write Us for Name of Nearest Jobber

Wade & Wade
1227 East 46th Street, Chicago, Ill.

"We push the small machines at this time of the year not so much for the profit we get out of them but because they have proved to be feeders in the long run for sales on the more expensive machines. We consider that when one of these machines goes out of our showroom it means a sale of a higher priced one in a few weeks or a few months at least. We are certainly satisfied to do business in this way, for their is a small profit on these machines and since they mean extra sales later we reap two profits."

"I expect," said Mr. Siemon, "that business from now until fall will be about as it has been for the two months past. This is the fall season in the talking machine business. However, it is not duller this year than it has been in years past."

Davidson brothers, of the talking Machine Shops in the Steger building, say the bulk of their sales for April was on the $200 line. However, when compared with the general piano business, the talking machine business has been good and it is a notable fact that dealers who have handled the two lines together have had the best business for the past two months. It would seem unusual at this time that the sales in talking machines should run mostly to the more expensive instruments, but it is true according to the dealers, who say that the burden of their sales in April was in the $200 line.

The talking machine department of Rudolph Wurlitzer Co. has been conducting a special rush campaign with the direct purpose of getting high grade dealers to make it thoroughly practical. They would be pleased to write a letter to any piano dealer who does not handle talking machines at present, telling them how a profitable department can be inaugurated.

New Salter Cabinets.

The Salter Manufacturing Co. of this city, manufacturers of talking machine record and music roll cabinets, has now in press a new catalog which shows some most attractive styles of talking machine record cabinets now put on the market. Under the first line of these there is a cabinet put on the market which would be a great advantage in the trade, as it would be an important feeder for the piano business. They would be pleased to send a copy of this catalog to any interested dealer.

Restaurant Uses Victrola.

As an extra feature of entertainment for the patrons of his restaurant, A. J. Meyer of Portland, Ore., recently installed a Victrola in his establishment. The machine was furnished by the Eilers Music House, and each day during the luncheon hours a programme is given. Mr. Meyer, who is himself a great lover of music, allows nothing but classical selections to be played and his excellent eating establishment is gradually gaining an enviable reputation for that reason.

Believes in Recitals.

In taking advantage of the advertising campaign that is being conducted by the Columbia Co. on its Graflex Princess through the Saturday Evening Post and local newspapers, Miller's Graflex Shop, 1125 East 63rd street, this city, arranged a special concert to carry out patrons in this week. Attractive printed invitations were sent out broadcast by Mr. Miller. The invitations bore the following inscription: "Selections to suit everybody, including the children, will be played Tuesday evening, May 7th, at 7:30 o'clock. Come, bring your friends, and don't forget to bring the kiddies." It is this sort of pull that has enabled Mr. Miller to so increase his business. He is known as one of the most energetic and up-to-the-minute dealers in the trade.

This plan of interesting bath present and prospective customers will be followed up from week to week.

Successful Protest Against Advance.

While in the East last week as chairman of the Transportation Committee of the National Association of Talking Machine Jobbers, L. C. Wiswell, manager of the talking machine department of Lyon & Healy, appeared with other representatives of the dealers' association before the Official Classification Committee of the railroads. The meeting was used by the dealers to protest against certain railroad freight rate classifications which make a distinction between talking machines with horns and those in cabinets. A number of freight inspectors have been putting the cabinet talking machines in the same class with furniture, which make the shipping charges upon them almost one-half more than upon talking machines with horns. This was deemed unfair, and in fact excessive, the rate on born machines to Chicago from the factory being $3.55, while on cabinet machines...
it was approximately $1.35 more, when there is, so far as shipping rates are concerned, no difference in the two instruments. Had the classification which the inspectors enforced been allowed to stand, the talking machine business in Far Western States would have been practically a money-losing proposition, owing to the high freight rates which would have made the cost of shipping a single machine from the factory to Montana about $22.

When the dealers' side of the matter was explained, the new classification was ordered nulled, and a saving of thousands of dollars a year to dealers was accomplished.

Attractive Talking Machine Quarters.

Davidson Brothers, proprietors of the Talking Machine Shops, have now completed the interior finishing of their ware and sales rooms on the fourth floor of the Steger building. A complete stock of all styles of talking machines is carried on this floor, and is displayed to extra advantage because of the fine general appearance of the room and excellent light that comes in from two sides of the building—the south and west. In accordance with their plan outlined in the World of last July issue they have stocked their demonstration booths with lines of machines all in one finish. For instance, one booth contains all of the different styles of instruments in the mahogany finish; another one of golden oak finish. This gives the booths a very pretty appearance. On the main floor of the display rooms a number of instruments in different finishes and styles have been placed effectively.

The floor has been carpeted to match the finishing of the woodwork and what furniture there is in the room, all of which is mahogany. In contrast with the dark richness of the woodwork are the ten demonstration booths grouped around the south and west walls, all of glass and white enamel woodwork. As soon as convenient a few additions are to be made to this room in the way of record cabinets. It is the intention of the Talking Machine Shops to carry a complete line of record cabinets. This gives the booths one of the most attractive window displays advertising the Victor that has appeared recently on Wabash avenue. A hunter's camp in the woods with all out-door-life utensils and accoutrements has been reproduced and prominent in the foreground of the scene is a much used Victrola and selection of records. The window is so attractive that there is a crowd in front of it from morning to night.

Have Good Exhibit.

The Chicago office of the Columbia Phonograph Co. has a most attractive exhibit at the Chicago household show which is in progress at the Coliseum this week. They are showing practically all types of their machines and are doing a nice business.

A Universal Service.

Lyon & Healy are not only able to give dealers a splendid service on Victor and Edison goods and talking machines auxiliaries of all kinds, but can also supply them with everything in the musical line, including Lyon & Healy and Washburn pianos and player-pianos from their own great factory, band instruments, small goods, sheet music and music books, etc. It constitutes a great, unified service which the trade should not lose sight of.

Good Auto-Stop Trade.

Mr. Carlton, the Western representative of the Condon-Auto Stop Co., is meeting with great success in his new connection.

New Quarters of the Talking Machine Shops.

The interior photo shown herewith is a view of the New Quarters of the Talking Machine Shops.

AD SERVICE FOR THE SMALL DEALER.

Trade Producing Assistance Offered by the E. C. Plume Advertising Agency—Combating the Mail Order Houses Successfully.

Chicago, III., May 8, 1912.

Throughout the country Edward C. Plume, head of the E. C. Plume Advertising Agency, of Chicago, is becoming noted as an enemy of the mail order store and a champion of the interests of the small town merchant. His company was organized to furnish an advertising service to the small merchant which will enable him to secure the business in his own community that rightfully belongs to him. A few years ago it would have been practically impossible to sell a bill of goods by mail order to the rural consumer, but with the advent of peculiarly seductive advertising methods which especially characterize the mail order schemes the business has now grown to an enor-
PROOF-CONVINCING

Satisfactory Service
A Few Testimonials From Our Files

If You're Not One of Our Dealers—Be One
Sign coupon below, mail to us, and it will bring you an interesting bit of news.

The Talking Machine Co.
(Wholesale Exclusively)
137 N. Wabash Avenue, Chicago, Illinois
SPRING RUSH IN MILWAUKEE.

Talking Machine Dealers Much Pleased with
the Outlook-Crop Conditions Excellent.
Collections Strong.

Dealers Preparing for Summer Resort Business
Lawrence McGreal Joins Kent of Merchants
Manufacturers Association.
Activities of the Various Dealers—Recent Victo
Records—Other Interesting News.

(Special to The Talking Machine World.)

Milwaukee, Wis., May 10, 1912.

The spring business has opened with a rush in
Milwaukee and about the State, and talking ma
chine dealers and jobbers believe that the result
will be one of the most successful seasons in the
history of the trade. While conditions in some
lines, particularly in the iron and steel industry
here, are hardly satisfactory, the talking machine
situation is indeed bright. People seem to be
buying just as many machines and records as
though the country was not in the throes of a big
political campaign, with a Presidential election
only a few days away.

Conditions about the State are especially hopeful.
It has been many seasons since the crop outlook
has been so good as it is this year. The heavy
season of snow for the winter put the soil in excellent
condition, and a heavy field in all lines is pre
dicted by crop experts. Money is plentiful in all
the smaller cities and towns about the State, and
talking machine dealers believe that they ought to
got their share of the prosperity.

Collections in Milwaukee are showing considera
ble improvement and very few repossessions of
instruments are reported. Conditions in general
are taking a marked life with the spring revival,
and money is not quite so "tight" as it has been.
Dealers say that the demand for high grade ma
chines is still strong.

Talking machine jobbers all over Wisconsin are
now busy in their preparations for the big sum
mer resort business that is anticipated this season.
Wisconsin and Michigan are both well-known sum
mer resorts, and many of the dealers have hundreds of
attractive little lakes. Dealers have been push
ing along this trade each season, educating the
people to the enjoyment that may be gained from
the lakes, just because people are not like to cart their big Victrola to their summer home or into the wilderness.

Miss Gertrude F. Gannon, head of the Wisconsin
Talking Machine Co., jobber for the Victor
line in Milwaukee and about the State, sailed from
Liverpool on May 3rd after an expected arrival in
Milwaukee some time before the middle of
the month. Miss Gannon, in company with a party of
friends, has been spending several months in tour
ning the European countries and visiting other countries,
turning through Europe, where she visited England,
Ireland and Scotland.

Friends of A. G. Kunde, Columbia jobber and
retailer, will have a new Victrola store at 617 Grand
avenue, after the work of remodeling the
establishment has been completed. The entire store
is being redecorated and enlarged, and several new
novelties have recently been installed. Seven
showcases will be in readiness for the trade within a
few days. It is only a few months ago that Mr.
Kunde erected a new store front, and, when the
improvements which have been completed, the
establishment will be one of the finest in the down
town section.

Mrs. A. G. Kunde, wife of the Columbia jobber
and retailer, has been busy in her preparations for the
business, spent a few days at the Chicago office of
the Columbia company recently.

George D. Ornstein, sales manager of the Victor
Talking Machine Co., who has been over in Milwaukee
a few days recently while on his way to the Par
Cific Coast. Mr. Ornstein is the old home of Mr.
Ornstein, and two of his sisters live in this city.
Mr. Ornstein reports that the prospects are bright
for a good spring and summer trade in the Victor
field.

Lawrence McGreal, president of the National
Association of Talking Machine Jobbers and Edin
jobber for Milwaukee and Wisconsin, will again be
a prominent member of the party of Milwaukee
business men, members of the Merchants and
Manufacturers' Association, who will enjoy the
annual junket in June. This year's trip, which will be
taken from June 3 to 9, will cover the leading trade centers in Southern, Central and
Northern Wisconsin and points in Northern Michi
gan. Many of the leading trade men of the several ma
chines and a large supply of records with him on the trip, and will make himself one of the most
popular members of the party as a result. Mr.
McGreal will call on his dealers and he expects that the trip will be a successful one for him from the
standpoint of both business and pleasure.

Among the recent visitors in the Milwaukee
trade were Roy J. Keith, of Tho Talking Machine
Co., of Chicago, and Daniel G. Williams, of the
Northern Wisconsin and points in Northern Michi
gan, to visit the leading trade centers in Southern, Central and
Northern Michigan territory, spent a short time in Milwau
ekkee recently while on his way to Western Wiscon
sin.

The William A. Knauf Music Co. has finally
decided to drop the talking machine line with the
view of paying particular attention to the sheet
music and musical merchandise departments.
Mr. Knauf carried Victor machines and records.

Some good Victrola sales are reported by Joseph
Plumer, who now carries a complete line of Victo
machines and records.

VICTOR RECALTS MAKE GOOD.

Plan Worked Out by the O. K. Houck Piano
Co. for the Purpose of Demonstrating Victor
Goods Proven Successfull.

(Special to The Talking Machine World.)

Louisville, Ky., May 15, 1912.

That the Bluegrass policy of phonographic
demonstrations is being enthusiastically advocated
further in the Southland is evidenced by news re
cently received in this city from Nashville, Ten
n, where the O. K. Houck Piano Co. has been fea
turing the Victor line through periodic concerts.
The Houck Company, one of the best-known in the
privilege capital, has made the Victor Opera
Stage in presenting scenes from well
known grand operas, accompanied by correspond
ing selections upon the Victrola. Two concerts per
month have been given, admission being secured only
through coupons appearing in the Houck newspaper
ads. The demonstration stunts have proved to be
extremely practicable in boosting Victor business for
the Nashville dealers.

CARRYING A BIG LINE OF SUPPLIES.

One of the important distributors of talking machine supplies is Mermod & Co., 305 Fifth
avenue, New York, who sell spring motors, turn
tables, tone arms, sound boxes and original con
structions for inside and outside horn types, its
specialty being to furnish these materials to houses
wishing to build their own talking machines.

This company guarantees the quality of its goods
and will refund the cost in case of defect in the materi
als, which is unusual in a supply company to do and shows its faith in Mermod specialties.
The head of this house is Marc. K. Mermod, who
has been in and about the talking machine arena
for years, and to those who are large enough and
are interested in building their own machines, Mr.
Mermod will be glad to send some information that will show how to be a talking machine builder.

The Western Central Trust & Savings Bank and
W. C. Sober, receivers of the Automatic
Fire Alarm Co., of Louisiana, who handle Victor
talking machines and Edison phonographs in New
Orleans, report total liabilities of $61,219.38
and total assets of $46,389.98. These figures are based
on the appraisal of the appraisers appointed by the court.
DEALERS!

LET US ASSIST YOU

In increasing your sales by giving the very best service in the country.

A few reasons why our co-operation will enable you to make promises and keep them:

1—Our stock consists of over 150,000 records together with a complete assortment of the various styles of machines;

2—All records are guaranteed fresh and in the very best of condition, just as received from factory;

3—A trained and efficient corps of clerks and order fillers is always ready to attend to your demands; no orders too small and none too large to get immediate attention;

4—A separate shipping-room which handles talking machines and records exclusively, insuring you against delays;

Write today for our proposition. Our special terms will interest you.

World’s Largest Combination Talking-Machine Distributors.

LYON & HEALY
CHICAGO
Each Columbia instrument you sell means dividends and investments simultaneously. They who buy come back for new records—and to-day the best records are being made by the Columbia exclusive artists.

COLUMBIA PHONOGRAPH CO., Gen'l Tribune Building, New York

ACTIVITY RULES IN CINCINNATI.

Business During April Keeps Up to Mark Set by Preceding Months—Joseph Krolage Co. Opens Talking Machine Store in That Arcade—What the Various Department Managers Have to Report—Better Grade Machines Have the Call—The News of the Month.

(Special to The Talking Machine World.)

Cincinnati, O., May 4, 1912.

The members of the trade appear to be in a very good frame of mind. Business during April, according to account, was a repetition of the good results obtained in March. The houses are spending more money in newspaper advertising than has been customary. It appears to be a case of one firm trying to tell the public that it has talking goods for sale in just a little better tone than the other fellow. It's just like a continuous show.

One of the prospective important developments of May may be an announcement by the Joseph Krolage Co., on Race street, of the opening of a talking machine store in the Arcade. The concern has secured an option on a store there and has until June 1 to exercise the same. As it is known that the company has been buying pretty heavy in the Victor and Edison lines there is every reason to believe that the deal will go through. Mr. Krolage said it was impossible to sell a record at the same time a customer was trying out a piece of sheet music on a piano. Then, too, the talking machine department is now in the basement, which is not a satisfactory arrangement.

The R. Wortlitzer Co., in chatting of trade conditions, said: "The month of April showed a big increase over the same month of the past year. The business was rather light in the beginning of the month, and the latter part of the month extremely heavy. Outfits for summer homes are already being sold and from the present outlook the Victor Victrola is going to be an essential requisite in every well-equipped cottage and summer camp. The demand for the May records was the heaviest in local history, and judging from the number of active record buyers the record season will still run through the summer with very little diminution. Shipments of Victrolas are not as yet any way near equal to the demand, but they are coming through in better shape and have brightened the outlook very considerably. It will still be some time, however, before the shipments will be equal to the demand."

Manager Ahatz, of the Victor department of the Arolan Co., made the following statement: "We had an exceptionally good month and found it quite a task to keep stocked up, particularly in records. Our feature sales were to several public schools. Mr. Robinson, of this department, devotes two afternoons each week to the various schools and we are getting the results. The educational campaign of the Victor Co. has been of great assistance to all our salernents.

The Columbia Phonograph Co. reported a continuation of their very large and satisfactory March business in April, Manager R. J. Whelen stating: "The arrival of new goods continually keeps both retail and wholesale departments stirred up and alive to the fact that they have to keep busy to be up to date. The 'Princess Regent' at $75 has made the decided hit of the season and it met with immediate favor, as there is no other reproducing instrument that is on the floor independent of a wholesale price of less than $100, and this $100 instrument is the famous Columbia Grafonola 'Mignonne.' Special records have been more than interesting; the new records by Weber & Fields attracting unusual attention from all Columbia customers. Post card announcements of these records have been sent out to the trade and records are also for sale by Zenazello, Alice Nielsen and Pasquail, which have been enjoyed and appreciated by our music loving patrons. The May Festival in Cincinnati May 7 to 11 was the usual gorgeous musical treat. Ellison Van Hoose and Alessandro Bocci, two of the Columbia Co., popular singers, appeared. The Dicaphone department came in for its share of a satisfactory month's business in April, C. M. Beckett, of Springfield, placing a number of Dicaphones with the American Seeding Machine Co. of that city, while the Cincinnati manager has placed a large number in several departments of the Big Four railroad offices of this city.

A. W. Roos, one of the Columbia Phonograph Co.'s auditors, was a welcome visitor at the Cincinnati store this month.

NEW AGENCIES IN BALTIMORE.

Rosenstein Piano Co. and the Hub Piano Co.—Both Newcomers in the Field, Handle the Full Columbia Co. Line—Governor of Maryland Buys a Victrola—Various Houses Making a Strong Bid for Business—General Happenings of the Month.

(Baltimore, Md., May 6, 1912.)

Two things characterized the talking machine trade in this city during the past month. The first was the establishment of two new Columbia agencies with two new comers in the talking machine and piano field and the fact that the sales for the month of April showed up better than for the same period last year. The new comers into the local field are the Rosenstein Piano Co. and the Hub Piano Co., who have just gotten started in the business way during the past month. Both of these firms are carrying a full line of Columbia machines and records and are making attractive displays with them.

The trade as a whole has been in excellent shape during April, as shown by the general statements made by all of the dealers. Each and every one of them report good sales and a heavy demand for both the Red Seal and popular air records.

One of the best sales recorded during the month was that of a $200 Victrola to Governor Goldsborough, of Maryland, by the H. R. Eisenbrandt Sons Co., Inc. Charles P. Stran is in charge of the talking machine department, and he also reports that the Chief Executive of Maryland made an elaborate purchase of Red Seal and popular records along with the Victrola. Mr. Stran also reports a nice demand for Victrolas from the Naval Academy at Annapolis, Md.

Win. Knabe & Co. is making a big effort in the talking machine field with its line of Columbia machines and records, and this far it has had pretty good results. This week one of the most attractive displays consists of thin streamers fluttering around the window display of Columbia machines by means of an electric fan. The arrangement is such as to attract the curiosity of all passers by. S. A. Butler, who possesses considerable artistic ability, is the one who arranges these displays and he is now making preparations to have a miniature of camp life display with all the necessary equipment that goes in connection with camp life.

S. A. Deminson, manager of the local branch of the Columbia Phonograph Co., believes in boosting, and he now offers a fine new hat to each and every one of his salesmen who make sales of $300 and over within a specified time. All of this is in line with Mr. Deminson's efforts to advertise the Columbia machines and all the latest records and that they are not bothering very much whether they get them in the summer or in the winter time. A good month with the Victor line was also experienced by Cohen & Hughes. Manager M. Silverstein states that things have been moving along nicely from a sales standpoint and that he has no complaints to make. He declares that everything looks good for a splendid late spring trade and that he has reasons to believe that there will be more doing than usual this summer.

Thomas Gordon, manager for the talking machine department of the Kranz-Smith Piano Co., and Albert Bowden, manager for this department for Sanders & Stayman, both of which firms handle the Victor and Columbia lines, speak well of trade conditions during April and make similar predictions to those of the other dealers as to the prospects for the late spring and summer season.

A GOOD IDEA OF THE SQUARE DEAL.

I believe in paying for overtime in taking stock, but not for trimming a window or working one or two nights. I had six people out sick at one time and yet I paid them all. It amounted to a great deal of money and I believe that something should be done to regulate the length of the sick period, as a merchant. One stenographer worked for me twelve years and has not been out sick for one day during all this time. I think this sort of service should be rewarded.
A skilled record salesman or saleslady, one who has studied the supplement and other data, one who can by intelligent suggestions sell good substantial selections; one who knows what and where your overstock is.

"Every customer should be handed the latest supplement and list of records (not the general catalog), for invariably when the customer turns to the selecting of records he asserts that he wants the 'very latest.' By thus indicating his willingness to assist in this selection the salesman inspires instant confidence. Of course it is necessary to have a complete stock of the latest records, that is, records included in the newest supplement, on hand; for nothing disappoints a customer more than to be informed that some record he imagines he would prefer is 'out' and he is liable to become skeptical. It is an easy matter to keep an entire stock of at least one month's records.

"When a certain selection is called for the salesman should play it. There are then two openings for suggestions that will appeal strongly to the customer. One is the rendition of the particular selection itself and the other is the artist or artists making the record. Victor record No. 17085 (May Supplement) is a good sample. This piano rendition of 'The Rosary' is a 10-inch D. F. record. When called for it offers a splendid opportunity to play three 10-inch S. F. records of the same selection and a splendid chance to sell a $3 R. S. record. It also offers an introduction to Paderewski, Bachau, LaForge and others. The salesman who interests his trade in the higher-priced records is usually favored with the steadiest increase in business. He should be able to explain every record and awaken an interested, intelligent anticipation in his customer before playing the record. The hearing of the $3 Red Seal record of 'The Rosary' acquaints the customer with that splendid artist, Mme. Schumann-Heink. The salesman then has this interesting singer and all of her beautiful records in the limelight. The customer will get a splendid value in any of them. Does the salesman know where the over-stock is in this series? In order to make the above effective the new supplements must be studied by every clerk each month and all records suggested by the new list noted.

"By going carefully over past sale records and record dealers' demands of your trade can be learned. You have, no doubt, been surprised already to find that the largest portion of your record sales has been confined to comparatively a few selections. Do you sell mostly minstrel and march song records? Does your trade prefer standard instrumental and vocal numbers? Which artists do they call for most? These are things that should be known.

"Before placing a new order it is not bad policy to visit the sheet music departments in several stores in your city and learn from the sales people there what the 'hits' are, which ones they are pushing, what the sales on certain 'hits' are holding up, etc. You will find that in each sheet music department there are music publishers who control them concentrate and push one 'hit' at a time, furnishing the theaters with slides, singers with professional copies, etc. This might be a good suggestion for the record department in advertising and pushing the new records each month; it would certainly help solve the problem for the talking machine dealers.

"The artists and theatrical attractions that are to visit your city the coming month must also be considered. They mean an unusual opportunity to attract customers and to aid in anticipating a demand. If these few things are carefully remembered you will find not only the good sellers in stock in the middle of the month when the demand comes, but also at the end of thirty days an even and well-balanced stock of new records."

INDIAN MUSIC FOR HISTORY CLUB.

The City History Club of New York held its annual meeting at the Colony Club last Wednesday evening at 8 o'clock. Mrs. A. Barton Hepburn, Mrs. Malcolm Stuart, Dr. George F. Kunz and Reginald Pelham Bolton reported the year's work. Dr. Joseph K. Dixon, leader of the expedition, sent out by Rodman Wanamaker to study and record the manners and customs of the North American Indians, delivered an illustrated lecture on "The Farewell of the Chiefs." Incidental Indian music was played on the talking machine.
While the coal strike troubles are over business is still dragging somewhat through the Great Britain—Manufacturers planning to spend large sums in publicity during the next few months. If the dealers co-operate this should act as a great stimulus in operating up trade. Columbia Phonograph Co.'s London factory totally destroyed. Bulk of the English record matrices saved. Factory to be rebuilt—Regulations of Copyright Act—Gramophone Co. urging dealers to develop summer trade. Great demand for Columbia-Rena Ragni time—German Patent Law changes—News of the month chronicled by our correspondent.

(Special to the Talking Machine World.)


Fortunately the coal strike is now a thing of the past. It has left us with a sufficiently unpleasant state of things to warrant the belief that its trade-disturbing effect will be noticeable throughout the season, so, particularly in relation to commodities other than those which constitute absolute necessities. But all circumstances considered, and given an absence of labor disputes in the immediate future, I believe that talking machine sales, while perhaps not up to the average of last summer, will, however, make a fair showing; this in view of the optimistic and energetic spirit which seems to pervade the ranks. The leading manufacturers, too, have planned to spend a substantial sum in publicity during the next few months, and things will doubtless shape up not unsatisfactorily, especially if dealers and factors co-operate and adopt the many excellent suggestions propounded by the manufacturers.

Columbia Co. Factory Burned.

As reported elsewhere, the Columbia Co. has unfortunately experienced perhaps the most disastrous fire known in the history of the trade this side. Practically the whole of their up-to-date factory was ruined by the blaze. But even a disaster of this magnitude has its silver lining, for it must have been a source of keen gratification to the Columbia officials to be the recipients not only of sympathy from the whole trade, but to receive practical aid in the form of their up-to-date fac- ©2019

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While the Coal Strike Troubles Are Over Business Is Still Dragging Somewhat Through the Great Britain—Manufacturers Planning to Spend Large Sums in Publicity During the Next Few Months—If the Dealers Co-operate This Should Act as a Great Stimulus in Operating Up Trade—Columbia Phonograph Co.'s London Factory Totally Destroyed—Bulk of the English Record Matrices Saved—Factory to Be Rebuilt—Regulations of Copyright Act—Gramophone Co. Urging Dealers to Develop Summer Trade—Great Demand for Columbia-Rena Ragni Time—German Patent Law Changes—News of the Month Chronicled by Our Correspondent.

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underestimating, it is a matter of necessity when the trade locally is not cut up by competitors as to render maintenance of full prices absolutely useless. Many straight-dealing talking machine retailers are in this unhappy position. They have to stand by and see their trade decline, and pass to the benefit of local competitors who do not hesitate to offer the public records at prices which leave little or no margin of profit, hoping, however, to make good on other lines. A spirit to catch a mackerel, a kind of fishing which, figuratively speaking, more often than not destroys the net in the finish. To the untrained your hard-working dealer finds his endeavours to maintain prices impossible. He, too, must cut in order to save the fast departing vestige of what was once a prosperous business. It is a really deplorable situation and the remarkable thing’s that the manufacturers’ efforts, such as they are, do not indicate the slightest check on this ever-growing evil.

Things have reached such a serious, not to say grave, aspect that certain of the dealers themselves have moved in the matter, with the result that a society has been formed under the style and title of the British Gramophone and Phonograph Dealers’ Protective Association.

Richmond Crescent, London, N., has been appointed honorary secretary and treasurer pro tem. John Dussey, 3 Richmond Crescent, London, N., has been appointed street, W., and Henry Seymour, Kelvin House, 1, Richmond Crescent, London, N., has been appointed honorary secretary and treasurer pro tem.

The chairman is W. E. S. Wilcox, 33, Oxford Street, London, W., and Henry Seymour, Kelvin House, 1, Richmond Crescent, London, N., has been appointed honorary secretary and treasurer pro tem.

As set forth in the provisional memorandum, the objects and rules are as hereunder:

Objects.—To vindicate the principle of price maintenance in the sale of gramophone and phonograph goods; to prevent “cutting” and other forms of unfair competition, and to protect the interests of the trade generally.

What May Be the Real Object.

Doubtless the real object of the association, always providing that the membership is sufficiently strong, is to bring pressure upon the manufacturers with a view to forcing them to take more vigorous action against known price-cutters. Alone, I have no great hopes of the association ever reaching that strength and influence so necessary to the successful carrying out of their plans, but if they do only obtain the active co-operation of the manufacturers then their future should be a brilliant one. The manufacturers are the fountain source of supply, and as such they and they alone should direct and set into effect measures of sufficient practicability to ensure control of their output. Perhaps something of this nature may result from the action of the little gallery band of dealers, who have at any rate shown earnest recognition of the necessity for immediate action against those who if allowed to continue their operations unabated much longer will surely drive all respectable dealers out of the business.

Details of the Columbia Co. Fire.

An exciting and destructive fire broke out on Saturday morning, April 20, in the factory of the Columbia Phonograph Co. at Bendon Valley, Earlfield, London. The firm occupy a range of buildings of two or three floors, covering an area of something like 150 feet by 150 feet, and fortunately, when the alarm was given, all the men and girls on the premises, numbering about 200, were able to get safely out. A grider named William Cole, however, was unfortunately burned on the face and arms, but this was the only case of injury. The outbreak was first discovered in a room known as the Black Hole,” where mixing and grinding processes were carried on. Spreading quickly to the inflammable materials used in the manufacture of records, the fire developed too rapidly for the staff to cope with, and the alarm was given. On the arrival of the brigade in strong force, hydrants and steamers were set to work at once. By strenuous work the firemen were able to restrict the area of the damage to about two-thirds. In the remaining portion effective work was only carried on by the members of the London Salvage Corps. The loss of valuable machinery and materials, it is said, will run into many thousands of pounds sterling.

Statement by the Company.

We are delighted to learn from the company that they believe the bulk of the English record-matrices were saved. They have issued a notice to the trade saying that pending the reissuing of the factory, they are making temporary arrangements for manufacturing and hope to be in a position in a fortnight or so to start delivering records again.

Spurring Dealers to Summer Activity.

"A word in time" is the slogan of the Gramophone Co.’s initial appeal to their dealers regarding the opening-up of summer trade. They promise dealers an extra amount of advertising support and many other advantages. And there is little doubt but that, given normal conditions in the land, they will conjointly make things hum.

If the excellent bill of fare offered each month has any bearing in this regard, and who can doubt it? there can be no question but that the program for May is extra special and will considerably assist to stimulate dealers to renew their efforts towards ensuring a record trade this coming summer.

Signor Franz, the leading tenor of the Paris Opera House, is the newest acquisition. He has signed an exclusive contract to record only for “His Master’s Voice.” The complete list of titles for May is as follows:

“Egmont Overture” (Beethoven), New Symphony Orchestra; “La Bohème” fantasia (Part I) (Leoncavallo) and “La Bohème” fantasia (Part II) (Leoncavallo), Mayfair Orchestra; “Mickey’s Birthday,” two-step (Joyce), and “Dreaming,”

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‘His Master’s Voice’

Trade Mark is recognized the world over as the Hall Mark of Quality

AUSTRIA: Oester, Gramophon-Gesellschaft, m. b. H., 8, Augeggerstrasse, Vienna.
BELGIUM: Cie. Francaise du Gramophone, 51, Avenue de la Populaire, Bruxelles.
FRANCE: Cie. Francaise du Gramophone, 45, Rue Biot, Paris 9e.
GERMANY: Deutsche Grammophon-Aktiengesellschaft, 15, Kolnstrasse, Berlin, SSt.
ITALY: Compagnia Italiana del Gramofono, 3, Via S. Procolo, Roma.
SPAIN: Cia. Francesa del Gramofono, 9, Bolis, Barcelona.
GREAT BRITAIN: The Gramophone Co., Ltd., 21, City Road, E. C.

BY APPOINTMENT
To H. M. Queen Alexandra
To H. M. the King of Sweden
To H. M. the King of Spain
To H. M. the Shah of Persia
To H. M. the King of Greece
To H. M. the King of Sweden
To H. M. the King of Spain
To H. M. the King of Egypt
To H. M. the King of Italy

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GREAT BRITAIN: The Gramophone Co., Ltd., 21, City Road, E. C.
LONDON, E. C.
waite (Yoree); Joyce's Famous Orchestra; "Bronze Harp" (Cyniche); "America's American Serenade" (Linicle); "A Southern Wedding" (Part I), and "A Southern Wedding" (Part II) (Adolph Lorenz), Band of H. M. Coldstream Guards; "Jane Austen" (Love), Mince Kirkby Luns; "The Distant Shore" (Sullivan), John Harrison; "Molly Brannigan" (Stinson), Percy Whitehead; "Beauregard" (Coven), Blaine Boicer, Robert Bache, Harry Dentz; "Nymphs and Shepherds" (Purcell), Miss Ada Forrest; "Douglas Gordon" (Kille), Mince Eathlete Thorb- ton; "The Last Waltz" (Cherubini), "Hymn of Meditation" (R. Coret), (violin), Fritz Kreisler; "Barcarolle" (Offenbach) (cello), W. H. Squire; (a) "Etude—G Flat" (Chopin), (b) "Szendey" (Tosca), (c) "Irish Scherze" (Coret), "Everybody's Doing It Now" (Irv Berlin) (from the "Empire Revue"), Robert Hale and Miss Ida Crisp; "Paper Bag Comedy" (H. E. Petion), Harry Fragson, "Luca d van Munnemer" (Donizetti) (sexet), Grand Opera Company, Celebrity Records (12/6) "O Mafamaakte," Battistini; "Alda—O Célète Avia" (Veitch), "Carmen"—"Air de la fleur" (Bietz), Signor Franz; and (9) "Czardas Des Fiedlersman" (Nightingbird) (Strauss), Mince Selma Kurz.

Gramophone Co., Ltd. Dividend Declared. An interim dividend at the rate of 10 per cent, per annum, less income tax, on the ordinary shares for the past quarter, has been announced by the Gramophone Co., Ltd.

New Offices for National Gramophone Co. The National Gramophone Co., Ltd., has announced three opening of offices and record-

The mellow and matured tone of these records are illustrated booklet which will be given in an abundance of the present demand for Columbia-Rca records embracing four new ragtime hits—and this exclusive is the double-record in the current monthly supplement which gives us the characteristic of the special Columbia-Rca records. The ragtime numbers on this special Columbia-Rca supplement include a band record of "Alexander's Ragtime Band" and "That Mysterious Rag," and an orchestra record of the Czardas (No. 3) from which the Empire Theatre revue takes its name, "Everybody's Doin' It." Opportunity is taken to enumerate all the previously listed ragtime numbers with Columbia Records only this month. The dissemination of this timely supplement and the records it offers will only serve to intensify the ragtime boom.

Injunction refused to National Phonograph Co. in its Action Against the National Gramophone Co., Ltd., of Great Britain, to Restrain the Latter from the Use of the Name "National"—Defendant's Claim That They Only Desired to Trade in Gramophones, Upheld. Chief Justice Smith: Compelling Points Raised in the Testimony. Continued in Conjunction with the Trial of the Suit.

(Special to The Talking Machine World.)


In the Chancery Division on Wednesday, April 24th, before Mr. Justice Lowndes, the National Gramophone Co., Ltd., v. the National Gramophone Co., Ltd., was dismissed with costs. The plaintiffs claimed an injunction restraining the defendants from carrying on the name "National," the word "National," and their trade mark, etc., under the National Gramophone Co., Ltd., Ltd., the business of selling phonographs and phonograph records, etc., or any other business whatever, whereas the plaintiffs or the American company for whom they were agents, only dealt in phonographs and phonograph records. The defendants further denied that the plaintiff or the American company had commenced to manufacture or deal in phonographs and phonograph records. They declared that the plaintiffs' goods were always known to the trade and to the public as Edison goods, and they denied that confusion was likely to arise.

The plaintiffs were represented by Mr. E. Clayton K.C., and Mr. Cyril Claxton, and the defendants by Mr. P. O. Lawrence K.C. and Mr. D. M. Hogg (instructed by Messrs. Roger Sadd & Stollard). The plaintiffs case occupied three days. Mr. E. Clayton K.C. opened the case. The plaintiff company, he said, was registered by the Patent Office in 1902 with the English patent No. 2354, and the words "phonograph" and "gramophone" had no particular meaning except in relation to talking machines, whereas the defendants' company was commonly called 'National Co. Their words "phonograph" and "gramophone" had no particular meaning except in relation to talking machines, whereas the words were interchangeable among the public.

The American Co. had been manufacturing disc records from November 1, 1902, and in October, 1911, they were ready for the market.

By Mr. P. C. Lawrence K.C. cross-examining: "If you could only tell us the difference between phonograph and gramophone?" He asked that since 1902 he had been attorney for the American Co. The American Co. dealt in phonographs and cylinder records, but in 1911, the distinction between disc and cylinder records was the shape of the article and not the words. The words "phonograph" and "gramophone" had no particular meaning except in relation to talking machines, whereas the words were interchangeable among the public.

One String Fiddle

The mellow and matured tone of these instruments, which are considered a speciality of aluminum, illustrates one of the characteristics of the phonograph voice, or voice instrument, in the trade and the trade knows the difference between phonograph and gramophone.
The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes and Master-Blanks for Wax "P", the best recording material for Berliner-cut.

THE TALKING MACHINE WORLD.

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

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

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

**Finest Reproduction, No Run of Record.**
The secrets of the success of this business is the Japanese and M. M. Marrin & Co. Si gimura and Y. Teraoka are in receipt of letters from various donors.

Livingston one evening recently and formed a company. The witness stated that he knew Mr. Young about 9 years ago, but had only seen him six or seven times during the nine years that he had worked for the company.

The witness said that he had no trouble convincing dealers of its worth, and that his clients had instructed him that raving regard to the foreign rights and the foreign company.

Meetings will be held for the dealers and in any quantity desired.

The San Diego branch of the Southern California Music Co. is enjoying an excellent boom in the talking machine line. This is due to the untried genuineness of Mr. Dible, who is manager of this department. His courteousness and endeavors to please themselves to all who meet him.

An improved lift and force pump.

The illustration at the top always fits in admirably.

The San Francisco Chronicle has lately been undertaken by Shireson Bros. in Los Angeles.

Many dealers in the city and the surrounding country report that trade for the month of April was very gratifying in all grades of machines and records. There is a Columbia Princess which is showing itself to be a good seller for such a short time on the market.

Los Angeles can be proud of the fact that again the closest city for the great gathering of Shriners, who are now gathering and whom we so cordially welcome.

Ed. Borgom, who has spent many years along the coast in the talking machine line, is now engaged in the manufacturing business of the new improved lift and force pump.

Take the Trouble—It Will Pay You. One of the secrets of the success of this business is the general willingness to "take the trouble"; to do each detail in the best possible manner.

Take the trouble—it will pay you. One of the secrets of the success of this business is the general willingness to "take the trouble"; to do each detail in the best possible manner.

Politeness—News from the Smaller Towns.

Some of the most remarkable retail advertising in promotion of Victor talking machines and records is that which has been running and is now appearing in the New York papers over the name of Landay Bros, Inc. This copy is bringing good results to that house, as indeed good copy should. The illustration at the top always fits in admirably, and in any quantity desired. This advertisement is prepared admirably with the headline of the text, and the selection of type faces is pleasing to the trained eye and easily seen by the readers of the paper. For clean-cut modern retail advertising of the Victor, the Landay publicity is worthy in every respect of great praise. These advertisements are prepared under the direct supervision of Max Landay of this company, at the uptown offices and warerooms, 505 Fifth avenue, New York. The other Landay stores, as the trade know, are at 400 Fifth avenue and 27 West 36th street.

RECORDS BY CELEBRITIES

Just issued by the Columbia Phonograph Co. Should Interest the Trade.

The June supplement of Columbia Double-Disc records is out and in the hands of the dealers. Features in this latest supplement are Columbia catalog of January, 1912, which is made up of the most famous artists of the present day. Among those to whom special space in the supplement is devoted is George A. Leblanc Merlett, who has won much fame since her entrance into American operatic affairs. The first two Melosnick records are from Carmen and Thais. New records by Madame Olitzka, Olitzka, Barron Berthald and the popular comedians, Weber and Fields, are listed.

ADVERTISE FOR IT, OF COURSE.

"Will you allow me to ask you a question?" interrupted a man in the audience.

"Certainly, sir," said the lecturer.

"You have given us a lot of figures about immigration, increase of wealth, the growth of trusts and in all that," said the man. "Let's see what you know about figures yourself. How do you find the greatest common divisor?"

Slowly and deliberately the orator took a glass of water.

Then he pointed his finger straight at the questioner. Lightning flashed from his eyes, and he replied, in a voice that made the gas jets quiver:

"See the point?"

Talking Machine Manager to take charge of a very large Victor retail business located in one of the largest cities in the country. In answering give present employment and details about per-

Talking Machine Manager Wanted.

Talking Machine Manager to take charge of a very large Victor retail business located in one of the largest cities in the country. In answering give present employment and details about personal habits, etc. State salary desired. Excellent opportunity. Address V.E.C., care of The Talking Machine World, 373 Fourth Ave., New York.
TRADE CONDITIONS ACTIVE


(Special to the Talking Machine World)

Cleveland, O., May 7, 1912.

With the advent of beautiful spring weather a livelier aspect is presented in the talking machine stores and sales are multiplying rapidly. Distributors of Victor goods complain that they are still unable to obtain sufficient of some kinds to meet the demand; however, they are handling a large volume of business and are hopefully looking forward to the time when supplies will be ample for all requirements.

The gratifying volume of trade during April, and which has continued without abatement since the first of this month, is very satisfactory to the dealers, who have reason to be pleased with the business now in evidence. There is a very satisfactory percentage of gain reported compared with the same period last year, while the prospects are of the most flattering character, from the fact that general business is good.

A notable feature in talking machine circles has been the removal of the B. Dreher's Sons Co. from the old-established quarters in The Arcade to the new and elegant store on Euclid avenue, and the heads of departments are now busy arranging the goods in the various departments.

On the first of June the W. H. Buescher & Sons Co. will move to the new Swetland building, 1016 Euclid avenue, a few doors from the present location. The rooms are now being fitted up and it is claimed will be as fine as any in the county. When the company has moved the talking machine business will be largely centered in that locality.

Charles I. Davis has remodeled his store, putting in new and enlarged show windows, show cases and shelving, making a most attractive and useful improvement. He now has three large demonstration rooms and is strenuously pushing the talking machine department of his music business.

The Hart Piano Co. has purchased the stock of the Talking Machine Co., 48 The Arcade, and has moved the goods across the way into the piano store. The company has fitted up two fine demonstration rooms and will handle Victor and Edison goods.

Conditions at the Columbia store are very satisfactory. "Business," said Mr. Madsen, "is fine and is increasing every month. April showed the largest volume of business since the opening of the Cleveland branch. We credit the increasing business to the elaborate advertising campaigns of our house, and the new types of Grafomolas, which keep up the dealers' enthusiasm and simply makes them hustle for business." There are several new faces in the Columbia store, among which are Sig. Olindo Marscylia, a talented young musician, with a thorough knowledge of operatic music, who is in charge of the retail department, and Miss M. A. Brown, saleswoman formerly with the U-S Phonograph Co. Mr. Madsen says business throughout Cleveland is excellent, new dealers being signed up each month.

The Eclipse Musical Co. reports business continues, as it was throughout April, of the most prosperous. Towell, manager, stated the volume of business was constantly expanding and would be much larger if supplies could be moved more promptly obtained. The company is busy in both the wholesale and retail departments.

Phil Don, manager of the talking machine department of the Colister & Sayle Co., stated that business was very good, fully up to normal at this season of the year, in both the wholesale and retail departments. He said the demand at present was largely for the Victor IV and the cheaper styles of Victor's and that the record sales were good.

The H. E. McMillin & Soo Co. are doing an excellent business in the talking machine department. The company has the entire Edison line as well as the Victor and are building up a nice, large business. The company's store was entered on the night of April 28 by a burglar, who broke open the safe and took $100. He overlooked $775 right at hand.

Business is moving along prosperously with the local Edison distributor, Lawrence A. Luckner. A good, steady demand for machines and records, both locally and from the outlying districts, keeps the manager and force busy six days a week.

The W. F. Frederick Piano Co. is doing a remarkably fine business in its talking machine department. N. H. Cook, manager, is pleased with the patronage already secured and in prospect, both here and at the Canton store. The Victor department is now in full operation and has opened under the most flattering auspices.

All the retail dealers in the city are making daily satisfactory sales of both machines and records and express themselves pleased with the business they are doing.

SHEIP & VANDEGRIFT, Inc. PHILADELPHIA, PA.
Every time a Weber and Fields record is played somebody laughs—and a Columbia dealer capitalizes the laugh. What do you make on that laugh?

GO THOU AND DO LIKewise.

The Letter sent by M. J. Roth protesting against the changes in Patent Laws Affecting the Fixing of Retail Prices Contains an Excellent Resume of the Situation from the Dealer's Standpoint—Worth Simulating.

Talking machine dealers have been earnestly urged by manufacturers to communicate with their representatives in the Senate and in Congress with the object of protesting against the passage of hasty laws prohibiting the fixing of retail prices on patented articles.

A very elegant letter in this connection was sent Senator O'Gorman and Congressmen Kindred by M. J. Roth, talking machine dealer and general merchant at 1485 Third avenue, New York. It is a model well worth simulating and covers the various points at issue in a very exhaustive and interesting way. Mr. Roth is to be congratulated for his good work in this connection. The letter follows:

"Dear Sir—I am informed that several bills are before Congress affecting our patent laws. Among these are House Bills No. 23192 and 23193, introduced by Congressman Oldfield, to prevent manufacturers and patentees from fixing selling prices on their products.

As one of many retail merchants directly affected by such restrictions, I must respectfully request you to use your personal influence towards the defeat of these bills. Our patent laws may need revision to suit modern conditions, but hasty action by our legislative bodies is liable to cripple or ruin many lines of industry without benefiting anybody in particular.

The wonderful progress of our country is directly traceable to our liberal patent laws, which put a premium on human ingenuity and its exploitation. The great bulk of articles now sold at fixed prices have gained their popularity by unremitting energy and perseverance on the part of their manufacturers. They have become the standard of their kind through the law of 'survival of the fittest.' Vast capital is at work to keep them at the top. The very fact that they have a fixed value and are sold at the same price to all, maintains their standard (the same as our dollar represents 100 cents and not 79). Articles retailing at fixed prices are continually in the public's eye and must meet its final judgment as to their quality and value.

"A patentee or manufacturer marketing his product at a fixed price can count on a fair and certain percent of profit. He will constantly endeavor to improve his goods or reduce his production cost and selling price to gain new fields for his output. He not only benefits himself, but more so his employees by being able to pay liberal wages and by opening new channels for their ambition. He benefits his selling agents, distributors and dealers handling his goods, which may number thousands scattered all over the country, by giving them protection against price cutting and illegitimate competition, securing them a living profit tending towards general prosperity. He benefits the consumer by giving him a standard article, the best that can be produced, with the manufacturer's guarantee, at a price which he can well afford and is willing to pay. He gives the public intelligent, expert service, through interested selling agents. Unrestricted imitations and cheaper substitutes act as a constant check against unreasonable profits and exorbitant prices.

"Take off restrictions and make the fixing of retail prices by the manufacturer unlawful and you open the valve wide for illegitimate competition. Big concerns, combination of retailers and mail order houses will seize the opportunity to slaughter standard, popular articles for a while, using them as cheap advertising mediums, the profit loss on which the public has to pay for otherwise. Small dealers, not able to sell at a loss, will gradually be driven out of business. The manufacturer, finding his output diminishing on account of the false standard of value created in the minds of the public through price cutting and the cropping of his channels of distribution, will soon find himself at the mercy of these big retailers and will be compelled to market his wares at their terms.

Another step towards favoring concentration of merchandising against which these measures are supposed to be aimed. Another step towards suppressing individuality. Another step towards reducing the army of small, independent merchants, who constitute a great part of the intelligent middle class, the strength and sinews of the nation.

"Arguments for the maintenance of fixed prices on articles of merchandise could be multiplied indefinitely, far outweighing the doubtful temporary benefits which a few consumers may gain by prohibiting price protection. I therefore ask you to use your particular interest for the subject and the dangers of any law that may prove a serious check on profitable industries and commercial progress."

NEW HEARING TUBE SUPPORT.

A Progressive Feature of the Edison Dictating Machine.

As to prove that their limit of mechanical perfection is never reached, the Edison people at frequently recurring intervals add some brand new improvement to their dictating machine, which seems for the time being to complete the measure of usefulness and attractiveness of that most excellent office appliance.

Their latest addition, while not so much of an invention, is without question a great convenience and as such will be appreciated by transcribers, for whose exclusive comfort it has been designed. It is a support for the improved aluminum hearing tube.

The new device removes whatever "drag" of the tubes on the transcriber's ears there may have formerly been. This will unquestionably insulate the popularity of the improved metal hearing type design, which is already recognized possessed features that recommended it to instantaneous popularity.

The new hearing tube support, as the accompanying illustration shows, consists of a support arm of brass (attached in a bracket in the machine), which acts as a sound modifier and reproducer, and at the end toward the transcriber eighteen inches of tube which connects the arm with the hearing tube.

An ingenious little spring support extending from the support arm into the rubber tube at the transcriber's end prevents the tube from closing, even slightly, and thus insures an unobstructed passage for the reproduction at all times.

The new device will be appreciated by transcribers not alone because it removes practically the entire weight of the tubes from the ears, but for its convenience in other directions. The support permits the tubes to be dropped from the ears and to hang within easy reach where they can be taken up again with no trouble, or it can be pushed up, as shown in the dotted lines of the illustration, and out of the way until wanted, obviating entirely the possibility of breaking the aluminum tubes.

The support, following the idea of universality which obtains in each and every improvement to the Edison machine, can be applied to machines now in use. Any regular hearing tube can be divided into the lengths mentioned (18 and 12 inches) and attached to the support. It will hereafter be supplied, at no additional cost, with transcribing outlets where regular hearing tubes are ordered.

MAIL ORDER TRADE IN RECORDS.

The Will A. Watkin Co., Dallas, Tex., writes The World that the Southwestern Talking Machine Association has announced that the four most popular records in Texas are "Red Wing," "Dixie," "Rainbow" and "Turkey in the Straw." In this connection we may say that the Watkin house is carrying on a great post card campaign and in this way an immense mail order trade for talking machine records has been built up. This eminently affirishes the fact that the men who are going after trade energetically and persistently are winning out.

"If you must blow your own horn, don't use too much hot air."
TRADE IN INDIANAPOLIS.

Slight Slowing Up in Business.—The New Edison Kinetoscope Being Featured by the Kipp-Link Co.—Daily Papers Giving More Attention to Talking Machine Records, Thus Helping the Local Dealers.—Activity with the Columbia Co.—Other Trade Gleanings.

(Special To The Talking Machine World.)

Indiana, Ind., May 10, 1912.

The replenishing of the coal pile may be responsible for the slight slump in the talking machine business in Indianapolis; at any rate, the talking machine men here are wishing that the man in charge of the weather would not prove so tardy in his spring delivery. Business is good, but April did not measure up, with one or two exceptions, to the record set in February and March, even though the weather has been of the kind that is dealt out in those months.

The local talking machine houses, and also those throughout the State, are appreciating a monthly feature introduced by the Indianapolis Star, one of the daily papers. Each month this paper gives more than a half column of space to the new records in the different talking machine houses. The record is good enough to warrant the announcement of the new records each month. While the companies are not backward in their use of the advertising columns of the papers, they appreciate the value of space in the reading matter columns.

With the coming of spring the talking machine companies are paying more attention to the lighter ballads. The Kipp-Link Co., State agent for the Edison machine, announces three new I. O. F. records. The first of these gives the opening and closing odes, the second the initiation and installation odes and the third the funeral ode. They are given by a male quartet, accompanied by the organ.

The kinetoscope, the invention of Thomas A. Edison, has been introduced in the Kipp-Link store, and the interest resulting from the exhibition leads the local Edison house to believe that a large number of the machines will be sold. The machine on exhibition is the only one, so far, that has been brought to Indiana. A. G. Buck, of New York, had charge of the machine. The exhibitor emphasized the educational value of the machine. Mr. Buck explained that pictures have been made to be used in connection with public school text books up to the high school grade. The machine, Mr. Buck said, would bring the motion picture into the home.

Thomas Devine, manager of the local branch of the Phonograph Co., has recovered from the injuries received in the traction wreck recently, and is now in charge of the store again. Mr. Devine says the store has had a good trade in the last month or so, and the local store manager has not lost his interest in the talking machine business.

Reed Miller and Harold Jarvis, tenor soloists, who sing for the Columbia Co., gave a recital in Indianapolis recently and the local store made a special display of their records, boosting their sales considerably.

Mr. Devine has just received a stock of Weber and Fields records. They are proving to be big sellers.

Albert Jaszinski, who sings for the Victor Co., visited the office of the Wulschner-Stewart Music Co. recently. W. S. Barringer, of the retail department, reports a good retail business. The sales of April this year exceeded considerably those of the same month last year.

Mr. Barringer says the Victor department of the Wulschner-Stewart Co. has grown wonderfully in the last year or so.

Wills M. English, traveling representative for the Victor Co. in Indiana, says that the summer and fall trade will be good. Mr. English has been pleasing the local house by turning in large orders from all parts of the State.

A Louisiana teacher changed the entire character of picture shows in her town by asking the manager to co-operate with her in class work. When her pupils in literature were reading "The Vicar of Wakefield" the manager exhibited a picture film of that classic. When the geography class began to study Switzerland the manager secured films showing Alpine climbing.

The New York State Board of Charities wishes to interest people in the public interest in the good work and methods pursued in various State institutions. It had a film company take moving pictures in orphanages, reformatories, hospitals, schools for the blind and the crippled, homes, etc. These are now exhibited in commercial clubs and at conventions and county fairs.

The Rev. Walter Burr, pastor of the Congregational Church at Olathe, Kan., found that he could not induce people to come to his church during hot weather. On Sunday night he rented the local airfield, showed religious films and talked to enormous gatherings. C. B. Viekery, general secretary of the Missionary Educational Movement, is doubling and trebling the attendance at his meetings by introducing films showing phases of foreign life which missionaries aim to alleviate.

TEACHING AIDED BY PHONOGRAPH.

Keeper at Milwaukee's Zoo Has Great Hopes for His Class of Ten Chattering Birds.

Teaching magnifies to talk is one of the pleasant tasks Keeper Edward H. Bean, of the Washington Park Zoo, in Milwaukee, Wis., has taken upon himself. Ten of the birds were donated to the local zoo by the Wulschner-Stewart Music Co. recently. W. S. Barringer, of the retail department, reports a good retail business. The sales of April this year exceeded considerably those of the same month last year.

Mr. Barringer says the Victor department of the Wulschner-Stewart Co. has grown wonderfully in the last year or so.

Our flag is nailed to the mast

We're after the business of every Victor dealer who wants "real" service.

We have one hard and fast rule that always insures his getting it all "goods shipped the same day the order is received.

That's why we never fail our customers; why we get more customers all the time.

What about your jobber? Is he delivering the goods and keeping you in right with your customers?

If not, you know the answer. Whatever your needs in Victor, Victor-Victrolas, Victor Records, record cabinets, needles, repair parts, fiber cases, horns and other accessories, we have them right here all the time and a call from you will bring them on the jump.

Give us a trial order and you'll "See," for you'll get the goods as fast as wheels can turn.

A card brings our booklet, "The Cabinet That Matches," and our latest catalog.


Successors to Victor Distributing and Export Co.

83 Chambers Street

New York
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World)

Phonograph Attachment for Kinetoscope
Peter John Mukautz, Kansas City, Mo. Patent No. 1,090,302.

The invention relates to record holders for phonographs used in connection with kinetoscopes, the phonograph supplying the lines for the actors in the pictures projected by the kinetoscope.

Fig. 1 is a side elevation of the machine, certain parts of which are shown in section and broken away; Fig. 2 is a cross section on the line 2-2 of Fig. 1 and upon an enlarged scale; this view is also upon an enlarged scale; Fig. 3 is a section on the line 3-3 of Fig. 1 and further illustrating the construction of the record holder; this view is upon an enlarged scale; Fig. 4 is a cross section on the line 4-4 of Fig. 1 and further illustrating the construction of the holder; this view is upon an enlarged scale; Fig. 5 is a cross section on the line 5-5 of Fig. 1; this view is upon an enlarged scale; Fig. 6 is a transverse sectional view of a phonograph corresponding to that of Fig. 2, but showing certain modifications in construction; Figs. 7, 8, and 9 are similar sectional views, showing the sound-box and adjacent parts alone appearing and being shown in a different operative position from that of Fig. 2; Fig. 4 is a view similar to Fig. 3, but showing the parts in question in yet another operative position; Fig. 5 is a plan view of the sound-box carriage with parts broken away to show certain operating details; Fig. 6 is a transverse sectional view of a phonograph corresponding to that of Fig. 2, but showing certain modifications in construction.

In said annexed drawings: Fig. 1 is a front elevation of a phonograph embodying the several improvements; Fig. 2 is a transverse sectional view thereof with parts appearing in elevation; Fig. 3 is a similar transverse sectional view of a part only of the device, viz., the sound-box and adjacent parts alone appearing and being shown in a different operative position from that of Fig. 2; Fig. 4 is a view similar to Fig. 3, but showing the parts in question in yet another operative position; Fig. 5 is a plan view of the sound-box carriage with parts broken away to show certain operating details; Fig. 6 is a transverse sectional view of a phonograph corresponding to that of Fig. 2, but showing certain modifications in construction; Figs. 7, 8, and 9 are similar sectional views, showing the sound-box and adjacent parts alone appearing in different operative positions from that of Fig. 2; and Fig. 9 illustrates, by a corresponding section, the adaptation of the invention to a slightly different type of sound-box.


This invention relates to phonograph reproducers and has for its object the provision of an improved mounting for the stylus lever in order that the same may have great freedom of movement in tracking the grooves of the sound record, and that the defects due to inertia of the moving parts may be obviated.

More particularly, the object of the invention is to provide a mounting for the stylus, which shall permit the latter to be used in connection with records having two hundred threads to the inch, and track the same faithfully and without injury to the record or the stylus. While the stylus mounted in the manner of the invention is equally well adapted for use in connection with records having one hundred or some other number of threads per inch, the requirement of great facility of movement of the stylus lever both in a direction parallel to and transverse to the record groove, is particularly important in the case of the two hundred thread record or other record having a great number of threads per inch, owing to the thin walls between the record grooves, which might be broken down or jumped across by a stylus, the parts moving with which have considerable inertia, and owing to the character of the record grooves generally. Accordingly, a stylus mounting of the greatest freedom of lateral movement and the least possible inertia is very desirable. This is provided for in the invention by mounting a comparatively light member pivotally on or in a recess in the floating weight, so that the said member may be free to rock upon its pivot in a plane nearly parallel with that of the diaphragm, the said pivotally mounted member carrying the stylus lever pivotally thereto on a horizontal pivot. The stylus lever is thus free to oscillate in a plane at right angles to the plane of the diaphragm in response to the undulations of the record groove, and also is free to move laterally with the member to which it is pivoted with the very slight inertia belonging to the very light pivot member above referred to. It is to be noted that the floating weight to which this member is pivoted is itself mounted for a limited movement in planes substantially parallel to and crossing at right angles the plane of the diaphragm, as is common in the art. It is preferable to pivotally mount the member which carries the stylus lever at a point not far distant from the pivotal point of the floating weight. A further object of the invention is to provide yielding means by which the pivot member and the stylus lever carried thereby may be normally held in a central position axial to the record groove tracked by the stylus.

Fig. 1 is a central vertical section through a reproducer equipped with the invention. Fig. 2 is a bottom view thereof.


The present invention relates to an improved automatic brake for talking machines. According to this invention a brake is provided which will automatically stop the machine when the selection has been played and the brake may either be operated by putting a crosswise pressure on the sound arm as it reaches the end of the selection, in the manner proposed with other known constructions of automatic brake, or this sidewise pressure may be dispensed with and the record furnished with an auxiliary spiral, in well known manner, running from the end of the sound line to a circular track around the center of the record. A further feature of the invention is that the brake can be taken off, so as to start the machine running, by bringing the sound arm back to the starting position, that is, the position which will cause the reproducing needle to the commencement of the sound line.

This invention is illustrated in one form in the accompanying drawings. Fig. 1 is a plan view of part of a disc talking machine fitted with the improved brake, the brake being shown in the off position. Fig. 2 is a similar view, but with the brake on. Fig. 3 is a side elevation of Fig. 2. Figs. 4 and 5 are side elevation (partly in section) and plan, respectively, of the brake on an enlarged scale. Fig. 6 is a top plan view of a modified form of this invention, and Fig. 7 is a fragmentary front elevation of a portion of the same, looking in the direction of the arrow in Fig. 6.

Process for Making Sound Records. Frank L. Dyer, Montclair, N. J., assignor by Mesne assign-
The objects of this invention are to provide in a talking machine a plurality of sound boxes arranged to reproduce either simultaneously or separately the same tones from a single record, and to arrange the said boxes so that the operator is enabled to change the volume and quality of the sound at will, by raising one box while the other continues playing; to provide means whereby a pair of independent sound boxes may be supported by a single sound tube, and to provide other improvements, as will appear hereinafter.

In the accompanying drawings Fig. 1 is a plan view of a talking machine constructed in accordance with this invention; Fig. 2 a side elevation of the same; Fig. 3 an enlarged plan and partial end view of a detail of the same; Fig. 4 an enlarged top plan view half-in to the final central section of a detail of the same; Fig. 5 a side elevation of one portion of Fig. 4; Figs. 6 and 7 are a side elevation and a longitudinal central section, respectively, of a detail of the same; Figs. 8, 9 and 10 are a rear, a fragmentary central section and a fragmentary bottom view, respectively, of an improved sound box forming a part of this invention, and Fig. 11 is a diagrammatic view of a detail of the same.

The machine embodies a carrier for the desired number of records, means for holding the carrier at rest, means for rotating one record while the carrier is at rest, a reproducer, and means for imparting traversing motion to the producer.

One feature of novelty of the new machine consists in an automatic feed mechanism for the record carrier. This mechanism includes a shaft geared to the record-carrier, a sliding member, a pair of ratchet devices actuated by the sliding member for operating the aforesaid shaft and means for moving the sliding member. In connection with the shaft and the record carrier there is provided a locking mechanism which holds the carrier at rest, but which is releasable automatically at the period of moving the carrier, so as to present a new record to the reproducer. Another feature of this apparatus is a means for returning the reproducer automatically to its starting position after said reproducer shall have traversed one of the records. In addition to the common feed screw, this machine is equipped with a coarse thread feed screw which is suitably driven, and the traveler is equipped with two sets or cut sections which are adapted to respectively engage details of construction and arrangement to be hereinafter pointed out and claimed.

In the drawings Fig. 1 is a vertical section through a portion of a disc graphophone, illustrating a preferred embodiment of the invention; Fig. 2 is a plan view of the same, partly broken away, and Fig. 3 is a detail, viewed from the left in Fig. 2.


This invention relates to phonographs wherein is employed means for carrying a plurality of records, says, four, six or more, each of which is adapted to be brought into co-operative relation to a reproducer in such manner that the record will remain in place and be rotated axially while the reproducer travels along said record, after which the next record is brought into position with relation to the reproducer, so that the aforesaid operations may be repeated, and so on throughout the number of records used in the machine.

The machine consists of one or more or of the foregoing features, and also of the variations being preferably performed simultaneously.
A further object of the invention is to provide an amplifier, with a right hollow portion or section which shall also act as a rigid support for the vibratory portion, whereby the vibratory portion is rigidly supported from one end only and whereby the sounding boards, by means of which the sound is further amplified, are free to vibrate substantially throughout their entire area and to vibrate in sympathy with the waves of sound conducted to proximity with the same.

A further object of the invention is to make the sounding boards or sounding surfaces used in connection with the sound amplifying device resonant, and capable of being readily set into vibration by sound waves.

In the accompanying drawings forming a part of this specification in which similar parts are referred to by the same reference characters, Fig. 1 illustrates a sound reproducing device or talking machine provided with improved amplifier, the main portions of the machine being shown in cross section; Fig. 2 is a perspective view of the improved amplifying device; Fig. 3 is a diagrammatic view of the method employed to make the sounding boards of the sound amplifying device resonant, and Fig. 4 is a view similar to Fig. 3, showing the method of constructing the sides of the vibratory portion of the amplifier.

Fig. 1 is an elevation looking at the rear of a multiple record phonograph, constructed in accordance with the invention; Fig. 2 is an end elevation looking at the right hand end of the machine shown by Fig. 1; Fig. 3 is a plan view of the invention, parts being broken away and in section, in order to more clearly represent other parts, and

Fig. 4 is an elevation looking at the front side of the machine; Fig. 5 is a plan view of a part of the machine illustrating automatic stop devices by which the record carrier may be arrested at the end of the reproduction on each record or at every second or third record; Fig. 6 is an elevation looking at one end of the device shown by Fig. 5, and Fig. 7 is a view looking at the other end of Fig. 5.

This invention relates to improvements in needles for sound reproducing machines, and relates more especially to needles used in connection with the gramophone type of reproducing machine.

The object of this invention is to provide a needle which will, when turned for adjustment at various positions within its socket, produce tones of any desired volume.

A further object is to provide a needle which will give a true, clear toned reproduction free from objectionable noises made by most of the needles now in use.

Figure 1 is a side elevation of a socket with one of the needles in place within; Fig. 2 is a side elevation of the needle, on an enlarged scale; Fig. 3 is an edge view of a needle on an enlarged scale; Fig. 4 is a sectional view taken on the line 4*-4* of Fig. 5; Fig. 5 is a longitudinal sectional view of the needle within its socket; Fig. 6 is a sectional view taken on the line 6*-6* of Fig. 5, and Fig. 7 is a view similar to Fig. 6, except that the needle is shown in a different position.

The invention relates to phonographs and more particularly to phonographs of the general type shown in the United States patent No. 727,485, granted October 18, 1904, to Weber and Hibbard.

This invention has for its object the provision of improved means for raising and lowering the arm which carries the reproducer or recorder or both. This arm is lowered to bring the reproducer or recorder stylus into contact with the record and is raised to remove the same therefrom in order that the record may be changed.

By this invention a simple and effective lifting device is provided, which is self-locking in each of its extreme positions, and which is thrown by gravity into either extreme position without the necessity of using springs.

Referring to the accompanying drawings disclosing one embodiment of the invention, Fig. 1 represents a plan view of a portion of a phonograph equipped with the invention. Fig. 2 is an end elevation of so much of a phonograph as is necessary to disclose the invention, the carrier arm being shown in raised position. Fig. 3 is a similar view of the carrier arm, the same being shown in lowered position, and Fig. 4 is a detail view showing the various positions of the stop and locking pin on the lifting arm corresponding to the movements of the latter.

THE VICTROLA AND THE FLOOD.

Interesting Story of the Flooded West Appearing in an Omaha Paper.

An interesting story from the flood districts of the West recently appeared in the World-Herald of Omaha and tells of an unique sale of a Victrola—Victrora as follows:

"Many sidelights on the flood condition of the Union Pacific are given by Assistant General Passenger Agent W. K. Cundiff, who was at Fremont during the big congestion of trains there. "Mr. Cundiff tells of a Milwaukee millionaire, John E. DeWolf, who had been called to his home office from California on a very important piece of business. Mr. DeWolf tried in every way to get out of Fremont to Omaha, but finding it impossible, settled down to make the best of a bad bargain. He was a great entertainer. He bought a handsome Victrola from J. C. Acton and had handbills printed advertising a big show in the observation car of his train in the Fremont yards, all delayed passengers being invited. The program was given Tuesday night and lasted four hours, swarms of marooned travelers streaming in and out of the car, where refreshments were served at Mr. DeWolf's expense. Mr. DeWolf is in the investment and bond business at Milwaukee. His fellow-passengers gave him a vote of thanks."

COLUMBIA LINE IN PROVIDENCE.

Among the more recent piano houses to install the Columbia line are the John Shepard Co., Providence, R. I.; H. Edlefield Piano & Organ Co., New Orleans, La.; Hah Piano Co., Baltimore, Md.; Pasadena Mus'c Co., Los Angeles, Calif., and the Craft Piano Co., of Richmond Va. All of the above have placed a large initial order for machines and records.

Polish your sales organization. They are the point of contact between your establishment and the buying public. Smooth them down to that friction between your store and your public will be at the minimum.
COLUMBIA PHONOGRAPH CO., GEN'L.

12-INCH SYMPHONY DISC RECORDS.

Double

12.1147 The Minstrel Boy-Keene.
12.1146 They Gotta Quit Kickin' My Dawg Aroun'-Lodge.
12.1145 The Red Pepper Rag-Lodge.
12.1144 Rum Tum Tiddle-Madden and Schwartz.

10-INCH SYMPHONY DISC RECORDS.

15.1152 CARTE-DE-VISITE-Edward Henry, Act IV.
15.1151 LAMOUR EST UNE VERITE RARE (Love is a Virtue Rare), by R. Gerhard.
15.1150 They Gotta Quit Kickin' My Dawg Aroun'-Lodge.
15.1149 DOUGLAS WALTZ.
15.1148 OFTEN, OFTEN, PEARL, etc.-Byron G. Harlan.
15.1147 Ilery Verse Solo, orch. accomp.-F. Morton.
15.1146 THE TOTALITY OF MUSIC, including The Totality of Love, etc.-Byron G. Harlan.

10-1/2-INCH SYMPHONY DISC RECORDS.

10.1152 BAHIA-Edward Henry, Act IV.
10.1150 OFTEN, OFTEN, PEARL, etc.-Byron G. Harlan.
10.1149 THE TOTALITY OF MUSIC, including The Totality of Love, etc.-Byron G. Harlan.
10.1148 OFTEN, OFTEN, PEARL, etc.-Byron G. Harlan.

10-1/2-INCH DOUBLE-1-SC RECORDS.

17.1152 JESUS CHRISTUS-William T. Reid, German, orch. accomp.-Hans Hanke 17069.
17.1151 DAME-OPERA, etc.-Hans Hanke 17068.
17.1150 THEY'RE ALREADY HAVING A BALL, etc.-Hans Hanke 17067.

10-1/2-INCH BLUE LABEL RECORDS.

17.1152 JESUS CHRISTUS-William T. Reid, German, orch. accomp.-Hans Hanke 17069.
17.1151 DAME-OPERA, etc.-Hans Hanke 17068.
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17.1150 THEY'RE ALREADY HAVING A BALL, etc.-Hans Hanke 17067.
THE TALKING MACHINE WORLD.

RECORD BULLETIN FOR JUNE 1912.

5910 A-Beans! Beans!! Beans!!! (Arthur Collins)
5906 A-My Sumurun Girl (Walter Van Brunt)
5909 A-When You're Married (Billy Murray)
5908 A-A Winter Lullaby (Miss Jennie Kerr)
5904 A-Angela-Intermezzo Two -Step
5903 A-The Gaby Glide-Two-Step. From the New
5902 A-Last Dream of the Virgin (Andante Religioso)
5095 A-Black Diamond-A Rag Sparkler (Fred Van
1479 Haviland's Happy Hits, No.
1476 Violets-Waltz (Fruhlingslander)
1449 Heaven Is My Home
1443 Air by Bach
1435 In Maytime (and) The Red, Red Rose. .John B. Wells
1405 The Day Is Ended
63641 (a) Zazenaj, zazenaj. (piano accomp.) A. Losinski
68329 (a) Vartan-Skansk Ballad (Olson -Ellis)
451 "Sereriade"
452 The Rolling Stone
Chas. E. Wheeler
UNIVERSAL TALKING MACHINE CO.
54 Miscellaneous Vocal Selection, with Orch. Accomp.

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THE TALKING MACHINE WORLD.

58 A-B-Soupirs d'Amour-Valse
59 B-Marche Militaire No. 1
64 A-If I Only Had the Nerve (W. Van Brunt)
59 B-I'll Share All My Play Toys with You (B.G.
89 (b) Na Ilavrane (piano accomp)....A. Losinski
89 (b) Diwnyje otshi (piano accomp)Misha Ferenzo
59 (b) FIejze ino! fijoleczku lesny (Piesn Ludowa)(J. Gall) ..Chopin Conservatory, Male Quartet
59 (b) Sto se zuje (uz pratnju Tamburice)
59 (b) Serajevski Kolo (uz pratnju Tamburice)
59 (b) Das Erkennen-Op. 65. No. 2 (Carl Loewe)
59 (b) Fraser King's Koko (piano accomp)Bernard Mann (piano accomp. by Chas. Albert Baker)
59 (b) Sto se zuje (uz pratnje Tamburice)
59 (b) Serajevski Kolo (uz pratnju Tamburice)
59 (b) Das Erkennen-Op. 65. No. 2 (Carl Loewe)
59 (b) Fraser King's Koko (piano accomp)Bernard Mann (piano accomp. by Chas. Albert Baker)

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EDISON HOME KINETOSCOPE.
The Famous Inventor Has Perfected a Tiny Machine with Negative Film, Which
Throw's A Picture 2 x 11.2 Feet—Would It be Used in the Schools—in This Way Many
Topics Like Geography Would Become More Interesting a Great deal of Amusement Could Be
Told in an Effective Way.

Thomas A. Edison, the veteran inventor, sent over two of his assistants to the Astor House last week to demonstrate for the instruction and edification of a group of experts and reporters the actual workings of his very latest—The Home
KinetoScope. This invention, which is the product of a great deal of labor and a great deal of
money, is simply a miniature moving picture machine, a bantam-sized handle, and that an ordinary
living room can hold. Its chief dif-
fERENCE from the ordinary commercial
kinetoScope lies in the fact that it is very
much smaller, very compact and that its films are non-inflammable.

Parlor L. in the old downtown hotelry was de-
voted to the demonstration, and the little machine about as large as a bantam-sized machine, was
set up about twenty feet from an eliminate screen, a film, not much larger than a narrow typewriter
ribbon, was adjusted, the connec tion was made with the nearest chandelier socket, and off started the
story on the screen.

The pictures shown vary in size, according to the strength of the lens used, the size of the machine
and the distance from the screen. The ones produced were about two feet by a foot and a
half. The machine will project a picture upon your visiting card, held close. It will project on a screen sixty six feet away. The last home results, however, are obtainable at a distance ranging from
fifteen to twenty-five feet, but a perfectly distinct and satisfactory series can be run off with the machine almost in the room and its actual workings of
interest to any fence or nailed to any suitable surface.

This reduction is brought about, both by a con-
traction of the actual picture on the film and a tripling of the pictures on a given film length, for
each film has three rows of pictures which are run off successively, a tiny white spot appearing on the picture, and therefore on the screen, is the
resulting picture on the operator that one row is

warning to the operator that one row is

nearly finished, and that it is time to reverse the course of the film.

The three rows are run off without an objection-
able break, and the space saving is considerable, for a single foot of the Home kinetoScope film will
contain 210 pictures, seventy in each row. The eighty feet of film corresponds to a thousand feet of
commercial film. The reversing process needed for this space saving enables the facing operator to
have a vast amount of amusement by reversing the film at the wrong time so that the reporters
were diverted by the sight of whirling, agile people falling into, out of, trolley cars, and
particularly by the vision of Niagara Falls falling toward the sky.

According to Mr. Phillips and Mr. Gill, the two
demonstrators who showed the invention, the films
have withstood all tests of their non-inflammability and their non-explosiveness.

But Mr. Edison's great dream is one of edu-
cation by moving pictures, and, according to Mr.
Phillips, the children in Public School 155 are sav-
ing up to buy one of the new machines for their
own education. A text book publisher is already
on the road looking into the possibilities, and he is arranging to have scenarios made from school
books.

SIGNS FOR COLUMBIA DEALERS.

Publicity Plans Perfected by Columbia Phonograph Co. in Order to Help Their Dealers—
Opportunity of Securing an Army of Silent Salesmen.

The Columbia Phonograph Co., General, New York, is launching a new departure in up-to-date
advertising. In a letter and circular mailed to
the trade on April 21 the company outlines a sales
promotion plan for the benefit of its dealers. The
plan foresees that this promotion will supply one hundred steel signs, printed in colors of the
"Roadside" variety, the dealers name and town will be printed on each sign. The signs are
made of the best government three guage steel and
are good for at least three years. The wording
is lithographed directly onto the steel and em-
bossed, and each sign is punched so it can be wired
to any fence or mailed to any suitable surface.

This plan offers the dealer an opportunity of se-
curing an army of silent salesmen. The signs well
posted on the highways will constantly impress the dealer's name, business and location
upon the minds of the purchasing public. The ar-
range ment should appeal particularly to the dealers
who are desirous of reaching suburban trade. The
plan foresees that this promotion will supply one hundred steel signs, printed in colors of the
"Roadside" variety, the dealers name and town will be printed on each sign. The signs are
made of the best government three guage steel and
are good for at least three years. The wording
is lithographed directly onto the steel and em-
bossed, and each sign is punched so it can be wired
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who are desirous of reaching suburban trade.
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Dayton, Ohio, Columbia Phonograph Co., 1460 Main St.
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Davenport, Ia., Columbia Phonograph Co., 114 Main St.
Hartford, Conn., Columbia Phonograph Co., 219 Trumbull St.
Indianapolis, Ind., Columbia Phonograph Co., 222 N. Pennsylvania St.
Kansas City, Mo., Columbia Phonograph Co., 112 Grand Ave.
Lehigh Valley, Paterson, N. J., Columbia Phonograph Co., 1000 Main St.
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Pomona, Calif., Columbia Phonograph Co., 530 S. Pomona Ave.
Portland, Ore., Columbia Phonograph Co., 371 Washington St.
Providence, R. I., Columbia Phonograph Co., 157 Washington St.
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55

THE TALKING MACHINE WORLD.
This is the Opera Model of The Edison Phonograph

A type which has leaped to immense popularity because it embodies all the mechanical excellence and finished beauty of the Amberola, but sells for only $85.00 in Oak and $90.00 in Mahogany.

The demand for the Opera model is running neck and neck with its production. This means two things to you—that you can place several Edisons of this type in your locality at once, and that your order for them ought to go forward to your Edison jobber today.