

The TALKING MACHINE WORLD

AND NOVELTY NEWS

Published Each Month by Edward Lyman Bill at 373 Fourth Avenue, New York, June 15, 1912



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

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

These famous artists—universally acknowledged *the* greatest, and commanding the highest salaries—make records *only for the Victor* because *only the Victor* brings out their voices as clear and true as life itself.



ZON-O-PHONE

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



Mr. Kwartin is the Cantor of the Kaiserin Temple of Vien, the largest and most beautiful in the world. This temple was built by a Kaiserin after hearing him, as a fit setting for his marvelous voice, and he has been Cantor there ever since.

His voice is of such texture as to place it on a level with the best in the world, and his records should be in the home of every music lover. Any Talking Machine dealer will gladly play them for you.

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

Universal Talking Machine Mfg. Co.

Fourth and Race Streets

PHILADELPHIA, PA.

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

ARKANSAS

Hot Springs..... Joe Hilliard, 216 Central Ave.

FLORIDA

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

ILLINOIS

Chicago..... Joseph Jiran, 1333 West 18th St.
Chicago..... W. H. Sajewald, 1911 Milwaukee Ave.
Chicago..... Treash, Peters & Co., 78 Fifth Ave.

MARYLAND

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

MASSACHUSETTS

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

MICHIGAN

Detroit..... J. E. Schmidt, 836 Gratiot Ave.

MISSOURI

St. Louis..... Knight Mercantile Co., 211 N. 12th St.
St. Louis..... D. K. Myers, 8889 Finney Ave.

NEW JERSEY

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

NEW YORK

Brooklyn..... R. G. Warner, 1218 Bedford Ave.
New York..... Greater New York Phonograph Co.,
310 Grand St.
New York..... S. B. Davega Co., 126 University Place

OHIO

Cincinnati..... J. E. Poorman, Jr., 689 Main St.

PENNSYLVANIA

Allegheny..... H. A. Becker, 601 Ohio St.

TEXAS

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

WISCONSIN

Milwaukee..... G. H. Eichholz, 559 12th St.
Milwaukee..... Hoeffler Mfg Co., 308 W. Water St.

The Talking Machine World

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New York, June 15, 1912.

Price Ten Cents

MONTALVO REMODELS STORE.

Live New Brunswick, N. J., Dealer Makes Special Arrangements for Handling His Rapidly Increasing Business—Believes in Advertising.

(Special to The Talking Machine World.)

New Brunswick, N. J., June 5, 1912.

Ramon Montalvo, Jr., the prominent and successful talking machine dealer of this city, has just



Montalvo Boosting New Brunswick Week.

completed the remodeling of his quarters at 209 Neilson street, where he has installed two new sound-proof booths for demonstrating records at the convenience of his customers. Mr. Montalvo held a special opening on May 25, which was continued during the following week, which was set aside as "Boost New Brunswick Week," and attracted much attention to the event through live advertising, part of which took the form of a number of boys in white uniforms, who were sent about the city on various errands. Mr. Montalvo, who handles typewriters and vacuum cleaners in addition to Victor, Edison and Columbia talking machines, is a firm believer in advertising, to which he owes much of his business success.

EASTERN DEALERS ELECT OFFICERS.

David Switky Assumes the Presidency of the Eastern Talking Machine Dealers' Association—Other Officers Elected.

The annual meeting of the Eastern Talking Machine Dealers' Association was held at 330 Sixth avenue, New York, on May 28, when the following officers were elected: President, David Switky; vice-president, John G. Bremner; treasurer, J. Lasus, and secretary, J. Henry Dodin. Considerable business was transacted in the way of developing plans for an active campaign to enlarge the membership of the association and to consider several questions of vital interest to the future of the industry as far as the retailing end is concerned. It is planned to hold several meetings of the executive board to develop these plans.

THE MAKING OF THE SALESMAN

A Problem the Solution of Which Rests with the Salesman Himself—A Broad Knowledge of Business Necessary to Win Success.

One's job is what he makes it. He can either do barely enough to hold it, or he can, by self-development, raise the importance of his place to prominence and profit. It lies in the "I will" in a man, and in the concentration of his mind applied continuously to the work in hand. The will to do comes first because conscious effort requires the whip and spur.

The salesman performs one of the necessary functions of business. He has the biggest opportunity of any man to make his place whatever he will. Salesmanship keeps business going. It is an art with the glib and superficial, and both an art and a science to the earnest, the thoughtful and the industrious.

Efficiency of mind increases by use. Mind asks little of body except that body be kept in health, and depends not at all upon the size of stature or confirmation of the physique. The measure of a man, therefore, is not in the size of his biceps, nor in the number of pounds drive at the end of his fist, but the deep gray convolutions inside his skull.

To be a Class A salesman is to be a big man in mental stature—to have a broad knowledge of business—to know commercial customs—to know something of forms and accounts—to keep up with the current thought of the day—to be alive—to be generous—to have charity and sympathy—to have a sense of humor—to have cheerfulness, determination, philosophy, in defeat as well as in victory; and finally, essentially, one must know his goods, not superficially, but thoroughly, as they apply to the business of the prospective customer. More than this, the salesman must know the competitor's goods in order that he may intelligently prove to his customer that his own goods have points of superiority which should give them the preferred place.

The best salesmen are the broad men, the big men—not those whose entire horizon is narrowed down to one set of ideas. These men are originators and producers.

The time to make plain to a salesman your wants and wishes regarding him and his work is when you hire him. It is much easier to object to certain habits before the employe has shown that he possesses them.

INTEREST ON INSTALMENT SALES.

Talking Machine Dealers of Los Angeles Resolve to Charge and Collect Interest at the Rate of Seven Per Cent. on Time Sales Other Than Those Sold on 30 Days' Time.

(Special to The Talking Machine World.)

Los Angeles, Cal., June 6, 1912.

At a meeting of the talking machine dealers of this city, held recently, the following important resolutions were adopted and signed by the leading houses, bearing upon interest charges on instalment sales of talking machines—a move which the local dealers hope will be put in practice universally throughout the country:

"We, the undersigned talking machine dealers of Los Angeles, Cal., believing it for the best interests of the business, do hereby agree and bind ourselves that from this date on we will charge and collect interest at the rate of seven (7) per cent. per annum on all instalment or time sales of talking machines other than those sold on 30 days' time open account.

"We pledge the honor of our respective firms that this agreement be faithfully lived up to in letter and in spirit hereafter. Southern California Music Co. (per C. H. Rundel), the Wiley B. Allen Co. (E. P. Tucker, manager), J. B. Brown Music Co. (by B. J. Everest, secretary), Smith Music Co. (per E. E. Smith), Boston Piano Co. (per J. H. Montgomery, secretary), Max A. Schiresohn, Baxter-Nothup Co. (by H. V. Baxter), the Bender Piano Co. (C. C. Bender), T. J. Johnson (T. J. Johnson), E. J. Brent (per F. F. Foley), George J. Birkel Co. (A. E. Geissler, vice-president and secretary), Andrews Talking Machine Co. (J. W. Andrews), Eilers Music House (E. O. Johnston, manager), Angeles Talking Machine Co. (per A. Pfaff), Fitzgerald Music Co. (J. T. Fitzgerald), Pasadena Music House (by W. R. J. Campbell), Crown City Music & Piano Co. (Z. M. Meyers, manager), Wilson Music Co. (C. R. Wilson), Schireson Bros. (J. Schireson), The Talking Machine Shop (Albert D. Wayne)."

CLEVER VICTROLA PUBLICITY.

New Form of Advertising Carried on by a Live Dealer in New Jersey—Copy That Should Arouse Interest and Bring Results.

The following is the manner in which a talking machine dealer in West New York, N. J., calls attention to his stock of Victrolas and late records through the columns of the local papers. It is an idea that should arouse interest and bring real results:

OVERHEARD ON A PALISADE TROLLEY CAR.

John—Say, Bill, that there song of Champ Clark's is a hummer; everywhere you go you hear it; gee, it's great, "You Gotta Quit Kickin' My Dawg Aroun'!" You know I was in George's last night, and, by Jove, he was playing it on one of his Victrolas.

Bill—That so?

John—Yep; and not only that, but he had an orchestra selection called "The Gaby Glide" that was some glide, all right; jest couldn't make my feet behave, and a couple of others—oh, yes, two songs by a fellow named Bill Murray; his name made me think of you. One was "Gee! But I Like Music With My Meals," and the other was a corker, "Take a Tip From Father."

Bill—Here, here, what are you raving about? Where is the show, anyway? What's it all about?

John—Why, I thought you knew. George Stabel's new Victrolas, and the records that he played for me were some of the new ones that just came in. I'd have stayed longer to hear more, but my car came along just then. You can bet your life I'm going to save up and get one of those machines just as soon as I can. They're all right.

GREATER NEW YORK PHONOGRAPH COMPANY

SOLE JOBBERS OF

Zon-o-phone Machines and Records

IN GREATER NEW YORK

Best and promptest delivery in the country. Also Jobbers in Cabinets and Needles. Prices which will surprise you. Before buying any goods call to see our line.

GREATER NEW YORK PHONOGRAPH COMPANY, 308-310 Grand Street, NEW YORK, N. Y.

TELEPHONE: ORCHARD 3425

CONDITIONS MOST FAVORABLE

As Far as It Affects the Talking Machine Trade in Cleveland and Vicinity—U-S Phonograph Co. Busy—Opening of the B. Dreher's Sons Co.'s New Store—Hart Piano Co. Installing Several Demonstration Rooms—Large Manufacturing Concerns Order Dictaphones—High Class Machines Have the Call—The News of the Month in Detail.

(Special to The Talking Machine World.)
Cleveland, O., June 7, 1912.

Reports generally touching conditions in the local talking machine trade are of a very favorable character, and both jobbers and dealers are optimistic regarding future business. The steamers and yacht clubs have contributed largely to the expansion of sales of machines and records this season, as also have the numerous summer resorts. The first half of the present year has developed a volume of business in excess of the corresponding months of last year, and the prospects are of the most encouraging nature.

The United States Phonograph Co. is very busy these days, orders showing a daily increasing demand for both machines and records. The company is adding numbers of fine new selections to its already extensive catalogs.

The Hart Piano Co. has fitted up several demonstration rooms in its quarters, No. 33, The Arcade, and the talking machine department is in full operation. Succeeding to the Talking Machine Co.'s business, which the Hart Company recently purchased, it has stepped into an established trade, which is reported very satisfactory.

The Columbia Phonograph Co. reports very prosperous conditions, and a profitable trade for the past month. Manager Geo. R. Madson said: "The month of May closed very satisfactorily for us, showing a large increase over the same period in 1911, in both the wholesale and retail departments. The marked call for the more expensive types of Grafonolas as well as for our symphony records, at this time of the year is very gratifying.

The Eclipse Musical Co. reports business during the past month has been fair. "Our record trade," said Roscoe R. Gorham, in charge, "is holding up remarkably well, and is especially marked for the Red Seal list. Recently there is an increasing demand for the small Victrolas, for camp, yachting and out-of-door use. There has not been so much demand for the large Victrolas though we are making many sales of them."

Mrs. Frances E. Clark, head of the educational department of the Victor Co., attended a playground convention here June 6. She is greatly pleased with the success she is meeting with.

The W. H. Buescher & Sons Co. is moving into its new quarters on Euclid avenue. Business

is being continued at the old stand while the moving is in progress, and Mr. Roberts says it is remarkably good. He claims the new store will be unsurpassed in design and beauty. The new location is across the street from the Columbia Co., next to the B. Dreher's Sons Co. building, a few doors from the Eclipse Musical Co., and a stone's throw from the W. F. Frederick Piano Co., H. E. McMillin & Son Co., and the Caldwell Piano Co. They are all pleasantly situated in the new "Talking Machine Quarters" of the city.

The B. Dreher's Sons Co. had an opening of the new store, Nos. 1028-30 Euclid avenue, May 24 and 25, which was the event of the week in musical circles. The five-story building and basement is occupied by the company. The first, second, fifth and basement floors are devoted to the display of pianos, player-pianos and music rolls. The third floor contains the general and private offices. The entire fourth floor has been set apart for the talking machine department, and under the supervision of F. B. Guyon, manager, has been artistically arranged with a view to its practical use. There is a lobby a large reception room and several sound-proof demonstration rooms, the furnishings vieing with the Victrolas in beauty. Mr. Guyon stated that notwithstanding the interference occasioned by moving, business had continued remarkably good, and that with the superior location and greatly improved facilities, he expects to do a largely increased business.

Business in the talking machine department of the Caldwell Piano Co. compares favorably with that of the piano trade. The new manager of the department, Earl Wagar Bachert, who has succeeded H. D. Scroton, who has returned to Buffalo, said business was fairly good, and had been very good for two months past. Mr. Bachert is making strenuous efforts to introduce Victor machines in the public schools and believes he will be successful.

G. F. Probeck, manager of the Dictaphone department of the Columbia Phonograph Co., is highly pleased with the condition of business in his line, and well he may be, for he has just installed a number of Dictaphones with some of the large manufacturing concerns of the city. Among others, the Printz-Biederman Co., large cloak manufacturers, have purchased twelve machines. The Atlantic Refining Co., prominent competitors of the Standard Oil Co., have also had fifteen machines installed, while sales have been negotiated with a number of smaller users.

Manager Norman H. Cook, of the talking machine department of the W. F. Frederick Piano Co., reports the demand for high class machines and records holding up to the high standard fixed by the company at the installation of the depart-

ment here and more recently at the Canton store. "Judging from our very successful business in May," he said, "and thus far in June I begin to think there is no such thing as a 'dull season' in the talking machine line. In several instances our every resource was exhausted to enable us to obtain Victrolas sufficient to supply our waiting patrons, numbers of whom we are daily adding to our list."

"You may truthfully state," said A. O. Peterson, manager of the Lucker Edison distributing house, "that considering the season of the year orders are coming in remarkably good. There is a normal demand for both machines and records, and dealers generally are doing an excellent business, judging from the number of orders we are in daily receipt of. The Amberola No. 3, both in beauty of design and absolutely correct tonal qualities, is a musical marvel. Everybody is pleased with it, and I have already booked a number of orders. Notwithstanding it is a Presidential year I predict we are going to have a good year's business."

The talking machine department of the Bailey Co. is one of the busy places in that establishment. Mr. Friedlander, manager, said he was selling some \$200 machines and a good many of the cheaper grades, and that the record demand was fine. "We are having a good trade in our small musical goods line," he stated. "The business is improving and we are enlarging the department. We are now doing quite a mail-order business and shall materially extend it this year."

Miss Ethel M. Volk, manager of the phonograph department of the Macy Co., said: "Business is quite good. We are having an excellent trade in machines and records, in both the Victor and Edison lines. The Edison June list contains many exceptionally attractive Amberol records. That of Eleonora de Cisneros, 'Ben Bolt,' is fine, both in the words and music, and 'My Dreams,' by Thomas Chalmers, is attracting many buyers. The prospects are very encouraging."

Sam Goldsmith, the urbane and popular district manager of the Victor Talking Machine Co., spent several days in Cleveland during the past few weeks. He is an earnest seeker for and winner of business.

The H. E. McMillin & Son Co. is doing an all-around fine piano and musical instrument business, and not the least busy portion of the establishment is the talking machine department. An excellent demand for both Victor and Edison machines and records was reported.

If you consider advertising a gamble, you will be wise to leave it alone. It should be treated as an investment which will pay the store regular dividends.

WRITE US FOR INFORMATION AND PRICES NOW

EDISON

Headquarters for
NEW ENGLAND
MACHINES
RECORDS AND SUPPLIES

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

VICTOR

Distributors
Largest, Most Complete Stock
East of the Factory

AND ABOVE ALL

YOU SHOULD KNOW ALL ABOUT OUR

NEEDLES .. "Grand Opera" .. NEEDLES

EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET

BOSTON, MASS.

FOR SIXTEEN YEARS AN EXCLUSIVE TALKING MACHINE HOUSE



Victor-Victrola

Music dealers have seen the Victor-Victrola take foremost place among the world's musical instruments.

They have seen prestige and profits come to dealers from their association with this greatest of all musical instruments.

They have seen the Victor-Victrola elevate this branch of the musical industry from comparative insignificance to a position of dignity and refinement, and become the most profitable part of the entire retail music trade.

And backed by the tremendous resources of the Victor organization, the influence of the Victor-Victrola grows bigger every day, constantly enlarging the field and profits of dealers everywhere.

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

Berliner Gramophone Co., Montreal, Canadian Distributors.

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

VICTOR DISTRIBUTORS

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

DISCUSSES EUROPEAN BUSINESS.

John A. B. Cromelin, General Manager of the Columbia Interests in London, Visits Headquarters in New York—Completes Plans for Rebuilding New Quarters to Replace Those Recently Destroyed by Fire, Which Will Be Larger and More Complete—Discusses Price Maintenance and Price Cutting in London.

John A. B. Cromelin, European general manager of the Columbia Phonograph Co., arrived in this country on the Lusitania a day or two ago, and sailed again for Europe on the same ship, after spending a week-end in New York.

In a talk with the representative of The Talking Machine World Mr. Cromelin said: "After the serious fire which took place recently in the Columbia plant in London, in which a large part of the buildings and machinery were destroyed, I came to this country to have a talk with the head officials in the home office with reference to the changes and enlargements that should be made when rebuilding the plant in order to take care of the large and rapidly growing business of the Columbia Co. in Great Britain and Continental countries.

"Although the firm has had a big and well equipped plant, it has been found inadequate for the last two seasons to satisfy public demand for this line of records, which have been brought to an enviable position in public favor by constant and aggressive recording of the highest quality, the use of well known and popular artists, and wide public advertising. When the Columbia plant was established in London it was laid out on a generous plan with the idea that it would be adequate for many years to come, but the most optimistic anticipations have been far surpassed, it having frequently been necessary to run the plant day and night for months at a time in order to cope with the demands. Even then the company was in both a fortunate and unfortunate position, having to sublet some of the business that was offered it,

seek emergency suppliers, owing to its inability to run the plant more than twenty-four hours a day. In graphophones and Grafonolas it has been the same story, the handsome and up-to-date line of these models, with their attractive design and exclusive Columbia features, having so met the appreciative taste of the careful and discriminating European buyers that the quantities which the previous facilities of the Columbia have enabled the company to turn out in Europe have been largely oversold. This has brought the Columbia Co. face to face with an urgent necessity for very much bigger space and manufacturing facilities, both for machine and record lines."

Mr. Cromelin said he found the officials and board at the home office greatly pleased with the prosperous state of business in Europe, and the clear prospect of further large expansions of trade right at hand, and cordially approved the proposal for utilizing the old Columbia site and the buildings which were unimpaired as a nucleus for a more imposing and spacious plant. "In addition to restoring the previous principal buildings as they were," said Mr. Cromelin, "floors will be added, and a large three-story building will be erected on the only remaining available ground. This increased space and the additional machinery which will be installed will provide for a substantial expansion in product, and the Columbia people believe will enable them to take care of all the trade that is offered them during the next several years."

In reference to the question of maintenance of prices on the other side of the water, where it has been said the trade was largely demoralized as the result of the widespread cutting of prices there, Mr. Cromelin said that there had been a good deal of trouble in this respect, but that as the result of the active campaign waged by the Columbia people against price cutters, conditions have been improved to such an extent that so far from feeling discouraged they are going ahead to erect a bigger plant than ever before in order to take good care of the business of the legitimate deal-

ers, who have loyally supported them in their efforts to stamp out price cutting in the Columbia line.

"One of the most gratifying details during the last year or two," said Mr. Cromelin, "has been the increasing prominence of the Dictaphone, this indispensable office appliance being also a Columbia product. The Dictaphone is handled in Europe along lines similar to those in the United States, as a separate and distinct product marketed through exclusive representatives, each one covering a specified territory and having an organization of specialty salesmen in all principal European cities. The increase in the use of this system in the last year or two has been amazing, the well-known advantages of the Dictaphone being as widely recognized in Europe as in the United States."

"TALKER" RECITAL DRAWS CROWDS.

The Talking Machine Co. of Minneapolis Has Large Audiences at the Recital of "Madam Butterfly"—Foster & Waldo Take on the Victor Line—W. J. Dyer & Bro., St. Paul, Open Talking Machine Department on Second Floor—Other News of Interest.

(Special to The Talking Machine World.)

Minneapolis, Minn., May 17, 1912.

The Talking Machine Co. gave a recital of "Madam Butterfly" one evening recently at its new store at 928 Nicollet avenue. The store was beautifully decorated with Japanese lanterns and umbrellas, and the burning of joss sticks gave the atmosphere of Japan. The story was told and songs explained in an able manner by Mr. Matheis. This was a special evening for the school teachers, and a very novel idea was introduced during the "Duet of the Flowers." While this song was being described beautiful flowers were passed around to everybody, which was very effective. The S. R. O. sign was out, and the sidewalk was blocked to the street by outsiders who could not gain admission. Mr. Matheis has made these recitals about the most popular thing in the talking machine line in the city of Minneapolis. All of the operas have been reproduced, as well as recitals of all the artists who have appeared in the city during the winter.

Foster & Waldo, the well-known piano dealers, have put in the Victor line. Their store is located about a block from the new store of the Talking Machine Co., on upper Nicollet avenue, directly across the street from C. A. Hoffman, the optician and Victor dealers. This will concentrate the talking machine business in this section, and with all firms pushing should result in much good to all. Arthur Magoon, the well-known talking machine salesman, lately of Dyer's of St. Paul, and the New England Furniture Co., is in charge of the department, and will make a good go of the new venture.

Koehler & Hinrichs, of St. Paul, are adding many new dealers; business has been good, and they look forward to an increased trade in the fall.

W. J. Dyer & Bro., of St. Paul, have opened a new department on the second floor. This gives them the most elaborate quarters west of Chicago. Beautiful rooms, splendid lighting effects and a grand recital hall in the rear make it something that other dealers should see and try to work up. Mr. Mairs has been working day and night on this for months. There was a grand opening a few weeks ago, when a reader gave a description of several operas, and the whole affair was a grand success.

AN ATTRACTIVE VICTOR WINDOW.

The retail talking machine store of David Switky, 330 Sixth avenue, New York, has been the subject of much interest from passers-by owing to the very attractive window display which he has arranged and in which the possibilities of the Victor as one of the essential equipments for camping out is demonstrated.

In writing a business letter, make its meaning so clear that there can be no question as to what you intend to say. Remember that inflection of the voice and accent does not appear in writing.



Won't You Have a Lesson in Spanish?

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

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

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

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

International Correspondence Schools

Box 918, Scranton, Pa.

An initial large profit, a rapid turn over, and a practical lien upon every Columbia instrument you sell, because every purchaser of a Columbia instrument comes back constantly for Columbia records.



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

AN ATTRACTIVE RECITAL ROOM

Is That of the Florida Talking Machine Co.—Smaller Quarters for Recital and Demonstration Purposes Possess Advantages That Often Are Not Realized in Larger Halls.

That comparatively limited space can be put to excellent use as a recital hall by talking machine houses has been demonstrated by a number of progressive concerns in various parts of the country, who have devoted small rooms or sections of their store to recital purposes, taking small groups at a time and perhaps getting better results, from



Music Room of Florida Talking Machine Co., Jacksonville, Fla.

a sales point of view, than if they were demonstrating before a large hall of people wherein the individual was lost.

This is shown in the accompanying view of the music room of the Florida Talking Machine Co., Jacksonville, Fla., which seats close to one hundred people without crowding, and where a number of successful Victrola recitals have been given at regular and stated intervals. The room is attractively decorated, potted plants abound and the walls are hung with pictures, all tending to relieve the bareness and make the members of the audiences feel at ease and in a mood to listen to good music.

POINTS WORTH STUDYING.

Every salesman must consider and study these points, viz:

1. The best way to show the goods.
2. The strongest talking features of the goods,
3. Its uses to the customer.
4. The best answers to objections.
5. The best way to approach the customer.
6. Consider the class of trade you seek.
7. Compare present sales in your territory with those of the past.
8. Determine to make these sales steadily increase.

ACTIVITY IN LOS ANGELES.

Wiley B. Allen Talking Machine Department in Charge of R. E. Wolfinger—Bowling League of Southern California Music Co. Has Good Time—Many Orders Placed by Visiting Dealers—Edison Home Kinetoscope in Favor—Agency Secured by Dealers.

(Special to The Talking Machine World.)

Los Angeles, Cal., May 28, 1912.

After one week of the most gorgeous display of the visiting Shriners to this city talking machine business has again resumed its swing and

Williamson, captain. Talking Machine Department—H. H. Fish, Guy Pooler, B. H. Burke, T. T. Gardner and F. W. Carnes, captain. Wholesale Department—W. E. Smith, J. V. Hanes, O. W. Terry, H. E. Depue and O. A. Lovejoy, captain. H. H. Fish and Harold Jackson originated a very clever menu in bowling phraseology, for the occasion.

C. H. Rundel, president of the bowling league, was the toastmaster for the evening. Through the kindness of the coast manager, W. S. Gray, and Local Manager W. F. Stidham, of the Columbia Phonograph Co. (General), the bowling shirts with the notes as the emblem were donated by these two popular talking machine men.

O. A. Brehler, Edison dealer of Sanger, Cal., and I. L. A. Broderson, Redlands, Cal., who is a very successful Victor and Edison dealer, spent a few days in this city recently. The former left a good order for Edison goods.

The J. B. Brown Music Co. has taken the agency for the Edison Home Kinetoscope.

A. G. Farquharson, special representative of the Columbia Phonograph Co. (General), of this section is in the east and with H. L. Willson, assistant to the general manager, Geo. W. Lyle, of the Columbia Phonograph Co. (General), will visit the principal cities from the Pacific to the Atlantic.

W. G. Walz, Jr., secretary of the W. G. Walz Co., El Paso, Tex., is spending a few days in Los Angeles enroute to San Francisco, accompanied by his wife. The W. G. Walz Co., being Victor and Edison jobbers of El Paso, has been conducting a most brilliant business in the talking machine line.

Carl G. Strock, Edison dealer of Santa Ana, is making preparation to handle the Edison Home Kinetoscope.

Sr. Rafael Cabanas, president of the Cia Fonografia Mexicana, S. A. Columbia jobbers of Mexico City, has been passing several days in this city and stated business was very satisfactory in his section of the country.

M. J. Buck, of the M. J. and B. M. Buck Co., Lansing, Mich., Victor dealers, was one of the visiting Shriners to Los Angeles.

Mr. Brown, of the Houston Phonograph Co., Edison jobbers of Houston, Tex., who visited Los Angeles recently, reports a steady demand for Edison goods.

A. Graham Cook, who has been manager of the talking machine department of the Geo. J. Birkel Co. for many years, will leave for the east June 1, visiting his home of boyhood days in Boston.

THE MAN THAT—

The man that knows not and knows not that he knows not is stupid—experience may educate him.

The man that knows not and knows that he knows not is appreciative—help him.

The man that knows and knows not that he knows is asleep—arouse him.

The man that knows not and thinketh that he knows is a fool—shun him.

The man that knows and knows that he knows is wise—follow him.—Elec-Tricks.

dealers are much encouraged over the results obtained during May. Great preparations are being made by those dealers who will handle the new Edison Home Kinetoscope. Enthusiasm is the keynote for this new line, which will no doubt bring very gratifying results to those interested.

The Wiley B. Allen Music Co. has just completed the remodeling of its talking machine department. All the soundproof rooms are elegantly furnished, thus making every possible comfort for its customers. R. E. Wolfinger, the new manager, is putting every effort forth to make this department a great success.

Mr. Wolfinger, formerly with the J. B. Brown Music Co. for many years, is a real talking machine man and a drawing card for the business.

A. S. Olds, of Goldfield, Nev., was in the city for several days, bringing with him good reports concerning the Edison line in the mining district.

W. T. Bryant from Hong Kong, China, is now located with the Southern California Music Co. His special line will be the Edison Home Kinetoscope department.

The first annual dinner of the Bowling League of the Southern California Music Co. was given May 14 at one of the leading hotels of this city. The teams were represented by the following: Small Goods Department—J. J. Appfel, L. V. Phippen, I. J. Westphal, Harold Jackson and W. S.

The Edison

The Opera



This type has a powerful double spring motor, geared to body. It plays Amberol Records only, and is equipped with the new style Model L reproducer which is stationary, the mandrel feeding the record past. Furnished in mahogany or oak with self supporting wood, cygnet, horn to match.

All Edisons have

The right home tone.

The sapphire reproducing point.

The long playing, smooth running motor.

Thomas A Edison
INCORPORATED

59 Lakeside Avenue, Orange, N. J.

Phonograph

Amberola



The finest sound reproducing instrument made. Furnished with cabinet of oak, mahogany or Circassian walnut, capacity 100 records. New style motor with double springs and improved suspension, direct drive, will play five Amberol records with one winding. Stationary reproducer, model L, plays Amberol records only. Automatic stop of new design.

All Edisons render

Amberol Records.
Every kind of music.
The best talent.

Home recording with Triumph, Home, Standard Combination, Fireside, Gem and Alva types.

Thomas A Edison
INCORPORATED

59 Lakeside Avenue, Orange, N. J.

The **TALKING**
For the **MACHINE**
makers & **WORLD**
sellers of
talking
machines

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 68, Kitterstrasse 72. Telephone Amt. IV, 11754.

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Long Distance Telephones—Numbers 5892-5893 Madison Sq.
 Cable Address: "Elbill," New York.

NEW YORK, JUNE 15, 1912.

TRADE during the summer months is usually quiet in many lines, but in special lines people have drifted into the habit of believing that business will be dull—hence they have relaxed energies and naturally a slowing up of the vitalizing forces means a lessening of trade.

Surely, there is good talking machine business to be secured during the summer months—in fact, quite as good a character of trade as in the winter.

There are yachts, camps, summer cottages and outing excursions—everything of that kind to be consistently worked for talking machine and record sales.

It requires some energy and some original planning, but there is no reason why the talking machine dealers of this country should sit down during the summer months and complain about trade stagnancy while doing nothing themselves to better business conditions.

Of course, things will be quiet if the merchants stagnate. Quite naturally sales will slow up if energy be withdrawn. There is no use to sit around and complain of the heat and say that trade is dull.

Have your men get out and see that the machines sold are in good working order. See that every adjustment is perfect and in the meantime have a nice bunch of new records to entertain the owners of new machines.

Think of the fine record sales that can be taken.

Why not ship out a few machines to good people to put in their cottages?

Let them try them for a week. They will never return them.

It is only a question of just getting down to brass tacks and trade can be dug out in satisfactory quantities during the summer months just as well as the winter months.

READERS of The Talking Machine World in every section of the country are vitally interested in price stability and, therefore, despite the fact that the patent bill may not be reported at the present session of Congress, they should continue to write their Congressional representatives expressing their opinions regarding the bill which Congressman Oldfield has introduced which, if enacted into law, would seriously affect the future of the talking machine business, for it would prevent manufacturers from fixing and enforcing retail prices on patented goods.

Now, ever man knows the value of stable conditions.

He knows that price cutting has a most demoralizing effect

upon trade everywhere; and the more communications Congressmen receive from business men the more they will be impressed with the fact that the substantial business element of this country most heartily protest against any law which will throw trade stability to the winds—in other words, permitting price cutting in a way which will depreciate stock values everywhere and make the conduct of business distinctly unpleasant.

Do not overlook this important matter—it is too vital to delay action on a single day.

FOR some time past the question has been frequently asked in talking machine circles: "When are the Edison disc machines to be placed upon the market?"

Some have found reason to complain at the delay, and considerable disappointment has been manifest in many quarters on account of the failure of the Edison disc machines to materialize.

It is well, however, before passing criticisms upon the alleged delay caused by the officials of any corporation to make thorough investigations and learn the causes.

In the first place, few people have an adequate conception of the gigantic task necessary to reorganize—revolutionize almost—a great business for the manufacture of a distinctly new creation.

A plant like the Edison, which covers many acres of ground, cannot be completely revolutionized in a month or a year. Some seem to feel that it is easy to do it over night.

It should be understood in the first place that the creation of special machinery is a tremendous task. In other words, it is creating practically a new business and at the same time maintaining all of the machinery for the old.

Visitors, however, at the Edison plant who have been favored with an inner survey of the actual developments have come away convinced that the Edison officials have been hard at work in a readjustment of their business to new conditions, and that they have succeeded in producing disc machines and disc records of a grade which is bound to interest is conceded.

The Edison records played on the Edison machines will compel attention from music lovers everywhere.

Their carrying power is somewhat phenomenal and it is certain that they will be destined to achieve success when the trade and public are invited to pass upon their merits.

Visitors to the plant are convinced that there have been preparations constantly going on for months which means the taking care of a great trade in a systematic manner.

On the various floors endless rows of cabinets for the disc machines are in evidence and everywhere there is obvious testimony to the effect that the fall will see the Edison disc machines well before the trade—also, there will be a new Edison cylinder record which is well calculated to win a large measure of admiration from music lovers.

It is certain, therefore, that the officers of the Edison corporation have carried their work along disc lines far beyond the experimental stage and have produced machines and records of rare and interesting quality.

That the trade ere long will have tangible proof of their work is sure.

Jobbers and dealers can rest assured that the Edison creative forces have not been inactive.

They have been moving with reasonable conservatism along lines of advance, so that when the finished product is put forth its owners will have the satisfaction of knowing that they have machines and records which will stand up under every test.

ASSOCIATION work may result in practical benefits to industry if there be sincerity of purpose behind any of the moves. In some industries associations meet and pass mouth-filling resolutions and then go back and fail to observe them.

They are soothing to the ear and make pleasant reading, but so far as actual benefits to the industry are concerned they amount to nothing.

Once in a while, however, we have some organizations in all trades which adopt methods and pass resolutions; living up to same in a manner which is helpful to themselves.

We have in mind in this particular the Los Angeles Talking Machine Men's Association. This organization was recently formed by the talking machine men of that city, who met for the purpose

of perfecting an association which should be helpful to the general trade. One of the initial movers in bringing the dealers together was A. G. Farquharson, manager of the Columbia Phonograph Co., who recently has been looking over the trade situation in the East. While here he received a message stating that the association was well started and that the members had met together and signed a document in which it was agreed to fix an interest rate of 7 per cent. on machines sold on the deferred payment plan.

In urging the adoption of this plan, Mr. Farquharson was following out the same business methods which had been sent out from the office of the Columbia Phonograph Co., to local distributors. The agreement, which was signed by practically all of the entire talking machine trade of Los Angeles, appears elsewhere in these columns.

The members have pledged themselves that they will charge and collect interest at the rate of 7 per cent. on all instalment or time sales other than those sold on thirty days' time open account.

Now, here is good practical work for an association, and we have local associations in many of the cities whose members could profit well by the example of Los Angeles merchants.

Here is something that does not help the manufacturer in the slightest, but it does help the pocketbook of every local dealer, and when men enter into such an agreement it is not for the purpose of avoiding the rules laid down—on the contrary, they will live up to them.

The Los Angeles Association certainly has accomplished a great move and we suggest that in cities where there are no associations existing that the men get together and form for mutual good.

There are many things which can be worked out along associations which will better the fortunes of talking machine men by increasing their revenues and this interest-bearing resolution on the deferred payments may well be repeated in the trade in cities throughout the Union.

THE Talking Machine Jobbers' Convention, which occurs next month—July 1 and 3—at Atlantic City, will quite naturally draw together the leading talking machine jobbers of the country.

It is said that a number of important topics will come up for discussion and subsequent action by the association members.

The charging of interest on instruments sold on the deferred payment plan will be one of the subjects brought up for discussion.

This is a very live topic and will interest every talking machine man, dealers as well as jobbers, all over the country.

It is a very important matter. There is considerable expense entailed in the collection of instalment accounts and no good reason can be advanced—or at least we have never heard it advanced—why a talking machine dealer should not receive interest on the unpaid account.

He has to do the bookkeeping and collecting and it is only fair that the purchasers should pay interest on the amount due.

This question will be handled by the association and it is proposed as well to suggest an increase in the number of machines necessary to qualify in the initial order as a dealer.

There are a number of other important matters all of which have direct bearing upon the talking machine business.

Secretary Roush has been working overtime in getting out attractive literature and certainly the members must feel that Atlantic City will look pretty good along about the first of July.

It is a good place to while away a day or two by the sea and this year it is proposed to reduce the schedule down to two days.

This will satisfy a great many of the members better than extending it into four.

The delegates have been invited by the Victor Co. to be the guests of its officers after the close of the convention.

The delegates are to get down to serious effort at Atlantic City because they are going to concentrate all the work within two days, and it should pay all members to journey to Atlantic City and join in with the others in the discussion of live talking machine affairs.

The coming together of men on these occasions surely should result in material good, and the more practical matters are discussed and means adopted to better the general conditions the better it is for all, and every trade association can only justify its business existence by doing things in the particular industry where it operates.

The number of members is one hundred and ten and surely out of that number there should be at least a good round hundred who will take part in the Atlantic City proceedings.

VICTOR CO. WARNS DEALERS

Against Selling Various Makes of Imported Talking Machines Which, It Is Claimed, Infringe Patents Held by That Company.

The Victor Talking Machine Co., under date of June 4, has sent the following letter of warning to its dealers and distributors relative to the sale of imported talking machines:

"We are just informed by a telegram from St. Louis, Mo., that some parties are there endeavoring to sell 'Polyphones' to dealers and consumers. The Polyphone talking machines and Polyphone records are flagrant infringements of United States Letters-Patent, owned by the Victor Talking Machine Co. In keeping with its policy of progress and development this company has continuously improved its talking machines and records, and has also secured United States Letters-Patent, protecting such improvements, and attention is directed to the fact that we claim the Polyphone talking machines and records infringe, among others, the following U. S. Letters-Patent owned by this company, i. e., No. 739,318, dated September 22, 1903; No. 778,976, dated January 3, 1905; No. 814,786, dated March 13, 1906; No. 814,848, dated March 13, 1906; No. 832,896, dated October 9, 1906; No. 896,059, dated August 11, 1908; No. 12,963 (reissue), dated May 25, 1909; No. 13,044 (reissue), dated November 23, 1909; No. 13,069 (reissue), dated January 4, 1909; No. 947,227, dated January 25, 1910.

"Although the Victor Talking Machine Co. owns and controls other patents, which may also be infringed, the above enumerated patents, it is thought, are sufficient to convince anyone that the manufacture, or sale, or use of these Polyphone machines and Polyphone records is illegal, and therefore, whoever manufactures, or uses, or sells these infringing articles makes himself liable to

be sued by the Victor Talking Machine Co. in the United States courts for an injunction and for an accounting of damages and profits."

Under these circumstances we warn all dealers against selling these infringing Polyphone talking machines and records, as we contend such acts

make them liable to be sued, and furthermore, every customer to whom these infringing goods are sold becomes also an infringer and liable also to be sued.

By stopping losses you can increase profits.

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!

LIVER DITSON CO., Boston, Mass.

Columbia instruments: A line to fit the pocket-book of every possible buyer of a talking-machine. Columbia records: A line from which every dealer can meet the musical preferences of any one who owns a talking instrument.



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

PHONOGRAPHIC CORRESPONDENCE.

A Hint Regarding Summer Trade Stimulation
—Conquering Dull Times.

The average dealer looks forward to this season of the year with more or less trepidation. His customers, no matter how attentive they may have been throughout the winter and spring, find so many other mediums of amusement awaiting them upon the threshold of the good old summer time that they lose interest in the talker temporarily, relegating it to the attic, along with the overcoats and the moth balls. Of course, there are the true music lovers who keep their machines going in all seasons, but they are the exception and not the rule.

The fact that Mother Earth, gowned to display her voluptuous charms most lavishly, flirts with your patrons, flaunting her beauty in their very faces, should not discourage you. The old coquette will have "nothing on you" if you meet her attacks with sufficient energy. Make friends with the dame yourself, Mr. Dealer. Allow her to claim your customers throughout the summer for her very own if she insists upon it, but with the distinct understanding that you and the talking machine be allowed to play an active part in the drama also. There is no reason in the world why the talker should be abandoned just because the air is balmy and the birds are singing. Good music is a thing never to be thrust aside as unseasonable, and it is up to you to so instruct your customers.

The time is now ripe for the launching of that vacation advertising, and through this alone, if ably executed, you should be able to maintain the enthusiasm and patronage of your trade. Summer publicity should always be in harmony with the weather. Hot climates demand hot sauces, so do not spare the paprika.

I will not attempt to write your advertisements for you, Mr. Dealer, for I know full well that the task is far beyond me, but will attempt in my crude way to make a reasonable suggestion.

Have you ever encouraged phonographic correspondence among your patrons? Does Mr. Cityman, toiling in his downtown office, realize, I wonder, how much more Mrs. Cityman, sojourning at Bon-Air on the Roncocas, would appreciate hearing from him by record rather than by letter as at present? Hubby is extremely busy piling up the dollars, and, consequently, has very little time for recreation. Wifey, being very much in love and awfully lonesome, demands at least one letter every day, and gives the girl at the long distance switchboard a headache if she does not receive it. Hubby's stenographer finds it embarrassing also to sandwich love letters between legal documents, and, in fact, it is a very unsatisfactory arrangement all 'round.

Here's where you and the talker come in, Mr. Dealer. Get in touch with Mr. Cityman through snappy advertisements in the journal he likes best, explaining to him therein the many advantages of phonographic correspondence. Show him how, in the quiet of his office, through the use of the dictaphone or commercial phonograph, he can talk to

the one he loves best as confidentially and as freely as though he were strolling with her along the secluded pine-bordered paths at Bon-Air. All the little nothings that he knows will please her and that he would not care to place on paper or speak into a telephone transmitter, can be confided to the little wax cylinder with the utmost safety.

No fear of the guests at the hotel reading a mislaid letter and gloating over its contents if phonographic correspondence is indulged in. Even if there is a talking machine in the music room at Bon-Air, Mrs. Cityman may leave her wax missives of love around in any old place if she so desires, and no one will be the wiser as to their contents.

When Mrs. A. Scandal spies a little pasteboard box upon the piano after one of Mrs. Cityman's daily visits to the postoffice, and proceeds to experiment, she hears what sounds to her like a Japanese war bulletin or a stump speech in Choctaw, and returns the record to its place in a very disappointed and disgusted frame of mind. How is it done?

Why, it's a cinch! Listen: Furnish, as an addition *de luxe* to the standard equipment of Mr. Cityman's dictaphone, a belt slightly longer than the one ordinarily in use, and emphasize the fact that it is to be reserved exclusively for the talks with wifey. When adjusting it to his machine, he should cross it, which act, of course, reverses the movement of the mandrel, hence when reproduced, unless wifey is on to the little scheme, and performs a like operation upon her phonograph, the reproduction will be entirely unintelligible.

When oppressed and weary with the noise and gossip of the hotel, Mrs. Cityman will (if your ads so suggest) have her talking machine conveyed to the boat landing, and, comfortably ensconced in her favorite canoe, paddle to a secluded cove where the air is heavy with the fragrance from wild-rose, fox-grape and honeysuckle blooms, and kingfishers dive for perch among the lily pads. Then opening her case of records, she listens to the voice she loves. Every subtle inflection has been caught by the delicate recording stylus. *He* is talking to her, and she is soothed and rested.

Old Mother Earth has claimed her all right, but—here's the point!—her phonograph bore her company.

Now, Mr. Talker Man, get busy with this phonographic correspondence idea. Oil up your shaving machine, and lay in a goodly store of blanks—you're going to need them this summer.

You will sell some commercial machines also if you lay this matter before business men who have not already installed them. The novelty of the thing will tickle their fancy.

HOWARD TAYLOR MIDDLETON.

MAKING MISTAKES.

Just as sure as "to err is human," to make mistakes is a good sign. If we did not make mistakes once in a while, we should be calling for our ecclesiastical harps. A mistake now and then keeps our conceit in check and our hand to the plow.

DOES GOOD WORK IN TEXAS.

Hyatt Lemoine, the Go-Ahead Traveling Salesman of the New Orleans Store of the Columbia Phonograph Co., Increases the Number of Columbia Representatives at All Points Visited During His Recent Trip.

(Special to The Talking Machine World.)

New Orleans, La., June 5, 1912.

One of the most successful salesmen on the staff of the local establishment of the Columbia Phonograph Co. is Hyatt Lemoine. This genial and aggressive traveler for the New Orleans store has just returned from a very successful trip through south Texas, and on which many new Columbia dealers were secured. In one week Mr. Lemoine secured eight new Columbia dealers.



Hyatt Lemoine.

Every order was a bona fide and initial order and was sent in with the necessary signed contracts, etc.

The local manager of the Columbia store, W. F. Standke, counts the record made by Mr. Lemoine in this one week an exceptionally good one, and states that when you consider that the eight dealers are located in eight different towns and are among the best and largest merchants in each place, and that the orders range from the required initial amount up to \$500, this record is one that is seldom equaled.

TO EXHIBIT AT ATLANTIC CITY.

Pooley Furniture Co. to Display Full Line of Cabinets During Jobbers' Convention—Manufacturing Plant Enlarged to Meet Demands.

(Special to The Talking Machine World.)

Philadelphia, Pa., June 10, 1912.

The Pooley Furniture Co. has just bought out two new cabinets, illustrated in its advertisement elsewhere, which are attracting a great deal of attention from progressive talking machine men throughout the country. H. N. McMenimen will attend the convention of National Talking Machine Jobbers' Association at Atlantic City the opening days of July, and has engaged a display room for an exhibition of the entire line of Pooley cabinets.

Within recent date the Pooley Furniture Co. has added considerable floor space, which is given over exclusively to the manufacture of record cabinets, and even with this tremendous capacity the company finds it difficult to fill orders with that despatch which they would like. Meanwhile every effort is made to meet the demands of the trade both in standard of goods and importance of shipments.



EDWARD D. EASTON

Founder and President of the American Graphophone Co. and of the Columbia Phonograph Co., General

Twenty-fifth Columbia Anniversary

A Notable Event in Talking Machine History Which Was Duly Observed and Fittingly Celebrated by the Officials, the Business and Selling Staff of the Columbia Co.—Splendid Dinner Given in Honor of the Occasion—Addresses by President Easton, General Manager Lyle and Others—A Great Meeting of Columbia Forces and an Evening Long to be Remembered by Those Who Were Present—Interesting Reminiscent Remarks and a Delightful Entertainment Make the Occasion One to be Pleasantly Recalled by the Various Speakers.

Last month a notable milestone in Columbia history was passed, for it was on the 15th of May, 1887, twenty-five years ago, that the American Graphophone Co. was founded by Edward D. Easton. The anniversary of the founding of this talking machine business was fittingly celebrated on the evening of May 15 by a dinner given by President Easton to the members of the Columbia staff, departmental heads and branch managers.

The celebration occurred in the East Room of the Waldorf-Astoria. The room and tables were beautifully decorated in honor of the event.

Shortly after 7 o'clock the diners filed in and seated themselves at the tables, which had been arranged in the form of a horseshoe.

MENU.
 Clovisse de Cherry Stone
 Potage à l'oseille, Printanière
 Radis Olives Céleri Amandes salées
 Truite de rivière au bleu
 Salade de tomates et concombres
 Medallion de filet de bœuf, sauce Colbert
 Pommes de terre, Laurette Petits pois français sautés
 Pamplemousse au marasquin
 Jeune pintade rotie en casserole
 Salade de laitue à la Russe
 Glaces de fantaisie
 Petits fours Fromage assortis
 Café

Lacrima Christi

The menu was elaborate, and between courses the diners were entertained by special talent which had been arranged by V. H. Emerson, who was aided by well-known record makers of the company.

Ted Snyder, the well-known music publisher, showed his superb skill at the piano, as well as did C. A. Prince, director of Prince's Orchestra.

Clever specialties which greatly entertained the diners were given by Byron G. Harlan, Arthur Collins, C. Allesandroni, Henry Burr, Will Oakland, Maurice Burkhardt and Fred Van Eps.

When Mr. Emerson announced the close of his part of the entertainment, President Easton arose, after the cigars had been lighted, and extended a cordial greeting to all.

Mr. Easton faced a splendid staff of men, who are in thorough accord with him in the Columbia business policies. There were heads of departments, officers of the corporation, branch managers and representatives from Canada, England and South America. Mr. Easton was received with tumultuous applause.

Edward D. Easton's Address to His Staff.

"The American Graphophone Co. was organized on May 13, 1887, and is therefore more than twenty-five years old. We have met this evening to celebrate the twenty-fifth anniversary. During that period we have learned how to design, how to manufacture, how to sell and how to use graphophones, and we have taught the world this art. Every talking machine in the world, by whomever made and however known, is technically a graphophone. The business is now a great world business; there are probably over 100,000 persons engaged in the business; there is no part of the world to which the graphophone has not gone; and the repertoire of records includes every language and dialect of importance in the world.

"In bidding you welcome to this celebration I wish to repeat what has so often been said and so truly, that it is an honor to have co-operated with the men who have created our enterprise, many of whom are here to-night, some of whom we have followed to the grave with wet eyes, all of whom I wish might be with us.

"It is a particularly happy feature of this celebration that we hold it at a time when the condition of the company, in every respect, is the best in its

history; when its financial condition is the soundest and its earnings by far the greatest. It would be difficult to celebrate if we had only age with which to congratulate ourselves, for this is an attribute that does not require very much ability, that simply comes with the passing of time and may indicate senility and decay.

"Let us realize that we cannot live upon the past; that unless we are constantly progressing we must go backward; that there is no standing still. Let us keep for our motto 'Ever Forward,' remembering that as eternal vigilance is the price of liberty, so eternal industry, watchfulness and effort are the price of business stability and success.

"For your support and devotion, for your un-



George W. Lyle.

selfish labor already so generously given and so successful in its results, I feel the deepest appreciation and gratitude; and in the still greater progress of the future I confidently predict the basis for greater congratulation."

He then called upon Geo. W. Lyle, who received hearty greeting, and whose remarks were closely listened to throughout and were applauded at various intervals.

Mr. Lyle Speaks of the Past and Present.

"It is a great pleasure to join with you in celebrating our twenty-fifth anniversary. This seems quite a ripe old age, especially when I recall the fact that at the time I entered the service, some fifteen years ago, and frequently since, so many of my friends have been most solicitous for my future and warned me many times that while the business was all right for the time and was a fad, still if I were wise I would be prepared to 'duck' at any moment; and I must admit that for some years I had a feeling of uneasiness. This was lost, however, as time went by, and especially after reading in a foreign paper an interview with our president, in which he stated that he was certain the business would at some time die, but that time would be when people ceased to have ears.

"We have all learned, however, that the business is not a fad and is still in its infancy, notwithstanding the birthday we celebrate, and that its wonderful growth is due to laboratory advance and

improvements in the art. And the growth of our own company to improvements in product, a strong advertising campaign and a definite business policy (taking care of the interest of every branch of the business, the jobber, the dealer and the user; in other words, in the words of our former President, 'Giving a Square Deal to All').

"All of the above, however, in my opinion, are small factors in the wonderful growth of our company, as compared with the fact that our company is composed of the most honorable, high-minded and loyal set of men ever banded together for the conduct of any business; and it is along this line of thought that I want to say a few words this evening.

"As stated, I have spent fifteen years in the service, and during that time have had the privilege of coming in personal contact with all of our people in all branches of the service, so speak with personal knowledge.

"Regarding our president, with whom we have all had the privilege of becoming personally acquainted, it is hardly necessary for me to refer to his ability; the fact that the talking machine business is in existence to-day is because of him and his faith in its great possibilities when there was no business and few if any believers, and no financial interest ready to develop this line of work. And the great company whose twenty-fifth anniversary we celebrate to-night, as well as other companies engaged in the manufacture of talking machines, stand ready to-day as his enduring monuments.

"It is, however, more directly to his personality I would speak to-night, his untiring energy and ability to overcome every obstacle, knowing no such thing as failure. His high ideals and his pure personal interest in the welfare of every employe, from the highest officer to the humblest employe, are traits which stamp him as a man among thousands, and fortunate indeed are we all in the opportunity of being so closely associated with him so many years, and our sincere hope is that he may be spared to us for many years to come.

"Our board of directors and finance committee are not only composed of successful men of high standing in their different walks of life, but men whose interest in our company is so great that they give to us freely of their time and advice, and from my personal knowledge I am prepared to say to-night that no company is more favored than ours in this respect, and no board of directors of any industrial enterprise has a greater personal knowledge of the affairs of the company which they are directing than our board.

"As for the service at large, I am not going to take your time to-night to mention names or departments, but want to summarize that as officers, laboratory men, factory employes, managers, salesmen, and employes from the highest to the lowest in our service, both men and women, it would be impossible to find a more able, enthusiastic, loyal force, knowing no interest in other enterprises. This has been shown in days of prosperity, and even more clearly in days of threatened adversity; and with such an organization, it is to be wondered that the company grows and recognizes no limit to its possibilities?

"Now, a word of welcome to our esteemed guest, Mr. Edward Lyman Bill, editor and proprietor of The Talking Machine World, our trade paper. He needs no introduction: we all know him, and fortunate has the whole industry been that years ago he saw the possibility of establishing such an organ,

and more fortunate still that in his willingness to put his time and money into such enterprise, he gave us a trade paper conducted on the highest possible plane, and not such a trade paper as some industries are cursed with. His keen interest in the industry, his co-operation in every branch of the work, his willingness to spend liberally his time and money on plans intended to advance the interest of the industry are recognized by us all, and with all of his work he has never failed to give the Columbia Co. the benefit of his advice and counsel and publicity through the columns of his valued paper. I have been fortunate in being thrown personally into intimate relations with him, and his unfailing courtesy and good will have been greatly appreciated, and I have not hesitated to call upon him for counsel frequently in many matters relating to the welfare of the business in its entirety.

"We have with us to-night our factory manager, Mr. Horace Sheble, who leaves us in a day or two now to take up new lines of work. His



Senator Wm. M. Johnson.

leaving will mean a great loss to us in every way and a keen personal loss to me, for in the few years in which we have been so intimately associated I have learned to respect not only his ability, but love his personality and friendship, and I am sure we all join in wishing him every possible success in life and look forward to the time when we may have the pleasure of having him associated with us again, for I know that we have made clear to him that the door is open for his return at any time.

"I want also to extend to Mr. C. E. Woods, our next factory manager, who is with us this evening a word of welcome. I am sure he is going to be able to help us and that he will prove to be the right man in the right place, and so we count him for to-night as one of us.

"Now a few personal words. I am certainly proud of our company and its progress; but above and beyond this I realize to-night that happy indeed has my lot been associated with all the friends making up our organization, whose friendship and regard I esteem higher than any commercial success we might achieve. The fifteen years I have spent with the company have been pleasant ones; I have found friends on every hand, kindness extended in time of bereavement and congratulations extended in times of success, and I trust it is not necessary to express my appreciation of the same or desire to want a continuance of it in the years to come. My hope is that in the conduct of the work which falls to my lot I may be able to so conduct myself as to merit the approval and esteem of all; and more than this, the friendship which I desire above and beyond anything else."

The toastmaster then called upon Senator Wm. M. Johnson, of New Jersey, spoke in a jocular vein at the beginning of his address and then pro-

ceeded to deal at length upon the business side of the talking machine situation.

The next speaker was Edward Lyman Bill, editor of The Talking Machine World.

Edward Lyman Bill Congratulates Officials.

Edward Lyman Bill, editor of The Talking Machine World, when called upon for some remarks, after congratulating the officers of the Columbia Phonograph Co. upon the attainment of their twenty-fifth business birthday, said: "For more than a century previous to the foundation of your company scientists of Europe had been seeking for some means by which to reproduce the sound of the human



Edward Lyman Bill.

voice. Crude and unsatisfactory devices were produced; but along in the early '80s the attention of a bright, blue-eyed young man, who had won a high position as a Government stenographer at Washington, was called to the device of Bell and Tainter. He examined this invention, tested it in his own profession, and became convinced that it possessed a wonderful future. His first step was to organize a company for the manufacture of these products.

"That man was Edward D. Easton, the founder of the American Graphophone Co. in 1887. From modest beginnings and a payroll of \$300 a week, he has seen that business develop to a point of colossal magnitude. He has seen its influence extend to all lands, for the Columbia banners encircle the earth. Mr. Easton has been a business builder in the truest sense, for where no blades of trade grass grew before his time there are to-day rich fields of it.

"Through his energy and aggressiveness, through his business foresight and management, many millions of dollars have been distributed throughout the various trade channels. He has been a trade creator in the broadest sense, and to him we are indebted for many great accomplishments. Such a gathering as this, surrounded as he is by the loyal members of his staff who have worked with him in the accomplishment of his desires there must come great pleasure, and I question whether there have been many moments in his business life charged with more happiness than is afforded by this assemblage. It represents the officers and members of the Columbia staff who have labored side by side for many years, actuated by splendid motives, in building a trade edifice upon a stable and enduring foundation.

"The Columbia business reflects credit upon the men who have reared the substantial business structure, and I believe that the talking machine business to-day is only in its infancy so far as development is concerned. When we figure the marvelous advances which have been made from the crude instruments of days gone by to the magnificent developed types of the present day, it must be admitted that we have been making talking machine history in a striking manner. But the end is not yet. The talking machine to-day is playing a more important part in the life of the nation and of the world than ever before. It is being used as an entertainer, as an educator, and as an adjunct to business. Who, therefore, can say that we have reached the high tide of development? Surely no one who is posted upon past history, for there are points still higher up to be won, and with such men as I see here to-night—men whose loyalty, whose ambition, and whose admitted ability is bent upon the accomplishment of a particular purpose—there is no point from which further advance cannot be made.

"On the Columbia staff are ambitious men, and the result of their concentrated efforts must be further and greater advance. You are all inspired by the example of your chief, whom I trust may be spared many years to guide the destinies of your business.

"I have been associated with the talking machine business for a number of years. I believed years ago in its wonderful possibilities, and a close contact with the men who have made history in this trade, has not caused me to lose any of the enthusiasm which I possessed in the years gone by. On the contrary, I believe in the talking machine more than ever. The surface is hardly scratched. Go in any town in the United States of any size and find out the number of people who do not own a talking machine. Surely, such investigations will only prove what I say, that the work is only begun. I cannot agree with anyone who says that we have reached the highest point in talking machine development. Nor do I believe that anyone here to-night will see that point, because the talking machine will become so thoroughly interwoven with the affairs of men—it will become such an important and growing part in our daily lives—that the output must be constantly augmented.

"Mr. Easton has shown his marvelous ability in his selection of the men who compose his staff, and I believe that for such men united for a common purpose there is a brilliant future. It will require work—plenty of work. It does in any trade or profession to accomplish the best results, and I believe that you are splendidly fitted to accomplish higher points in business building."

The toastmaster then called upon Marian Dorian as a member of the "Old Guard." Mr. Dorian responded as follows:

Marian Dorian's Reminiscences.

"Twenty-five years ago to-day—May 28—I was undoubtedly as happy as normal man may aspire to be.

"I had every assurance of having successfully



Marian Dorian.

and creditably passed an examination which had consumed the entire day, and which was designed to test my fitness to receive a degree from the university at which I had been enrolled for two years as a student of law.

"The examination had been a tiring and exacting one, and I reached my home weary but confident and content.

"When I entered the house about dusk there was a stillness and hush about it quite unusual. No signs of preparation of the evening meal, and no one to greet me or ask me of my success or failure.

"I hurried upstairs and found the explanation there. Nestled close to his mother's side, red, wrinkled, safe, and sound asleep, was this boy here by my side to-night.

"Result of the examination, evening repast, and every other thing of ordinary import was forgotten—swallowed up in the joy of that arrival.

"That's one big, substantial reason why this anniversary celebration gives me unfeigned pleasure and why I am pleased and proud to be present and to be accorded the privilege of addressing

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TWENTY-FIFTH COLUMBIA ANNIVERSARY—(Continued from page 15).

you. I hope I may be pardoned for stating that reason first.

"I have another reason for rejoicing.

"Ten years after the events just referred to I attached myself to the Columbia, and there I have stuck for fifteen years, all efforts to shake me off or make me let go having proven absolutely abortive up to the hour of going to press.

"For fifteen years—60 per cent. of the lifetime of this great corporation—I have been an active and, I trust, a useful member of the Columbia family. Years of its greatest development, hardest trials and most pronounced success. Years in which its contribution to the art have been most momentous.

"At the time I joined the company it was already well known for a unique characteristic which has clung to it ever since. Its officers and employees were notable for their esprit de corps. If a man did not manifest that whole-hearted devotion to the company and its business on entering its service it did not require a very lengthy service to inspire the sentiment in him. If he remained with the company for any length of time he came under its influence and it remained with him.

"I know that this spirit has proved a potent, irresistible element in the past successes of our company, and that admiration for that animating spirit, which pervaded the organization from top to bottom, inspired more than one good man to make sacrifices in order to unite with us.

"Those of you seated about me who remember the old days will agree that I do not overstate the case.

"In those earlier years the organization was smaller and more congruous, and perhaps for that reason the characteristic was more pronounced than it may appear to be now that the organization has expanded to such immense proportions. Perhaps some of us do not attach as much importance to it as we did in the old days. Perhaps we have been too busy to analyze our own feelings on the subject.

"That old-time spirit was a valuable asset, an important factor in those old days, and it is just as valuable, just as effective to-day. If it is dominant or lacking on the job we must rouse it and put it to work. With that old-time animating spirit urging us to do our little best all the time for the company and its interests, we can face the future without a shadow of doubt of our ability to wrest success from it.

"The strong organization we now have, individually and collectively, and the business conditions you have heard so eloquently described are added reasons why we can regard the future with confidence and optimism.

"With a quarter of a century of honorable achievement behind us, a quarter of a century in which we gave to the world a new and fascinating art, and contributed wealth, genius and untiring energy to its development and perfection, and with confidence and zeal as bucklers for the future it is fitting and proper that we should celebrate.

"Prior to the discovery of the art to which we have been such devotees for so many years, good music in the homes of all but the rich was a thing unattainable. Even to the fairly prosperous, grand opera rendered by great artists was a luxury rarely indulged in. To the poor good music well rendered was a thing apart, to be longed for, perhaps, but out of reach.

"In that quarter of a century which we celebrate to-night we have changed all that. We have made it possible for the working man who cannot afford a piano or the expense of having his children taught the art of playing upon it, to own an instrument which amuses, instructs and educates his children while fostering in them a love and appreciation of good music.

"In the palace, the mansion, and the cottage we have made it possible to hear the voices of the great in music, and all this in the brief space of twenty-five years. It is this we are celebrating to-night.

"By our art alone, of all mechanical arts, is it possible to reproduce voice, artistic rendering of the art, and all those beauties of a selection which

the trained and capable artists can impart to even the simplest melody.

"In the creation and development of that wonderful, mysterious and enchanting art our company has played its honorable, conspicuous part during all those twenty-five years. Truly a just cause for celebration and congratulation.

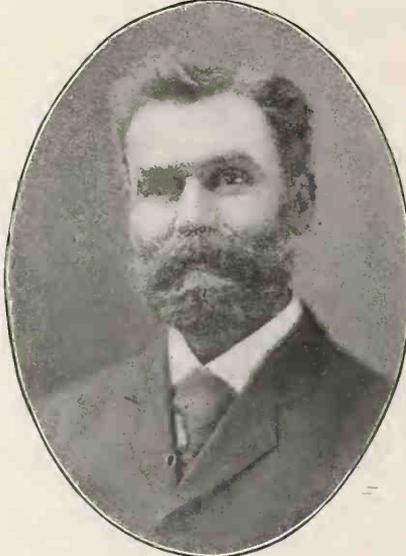
"This wonderful art has already added largely to the world's knowledge and happiness, and is capable of still further enhancing both.

"Judge by the achievement of the first twenty-five years of its existence, by its contribution of an epoch marking character to that art, and by its sturdiness, vigor and vitality to-day, who can for a moment harbor a doubt that in the developments of the future the Columbia Phonograph Co. will be as conspicuous and as successful as in the years of its youth. It is entering now upon its ripe years, its fruitful years. The harvest will be an abundant one."

The toastmaster then called upon the representative of the legal department of the business, Mr. Cameron.

The Legal Department Heard From.

S. T. Cameron said: "The gentlemen of the legal department, whose mouthpiece I am this evening, take a commendable pride in the fact that



S. T. Cameron.

their labors and their efforts lay at the very foundation of the magnificent commercial organization into which the American Graphophone Co. has developed. We do not appear very often in the limelight, and are not conspicuous in the administration of the commercial affairs of the company. We are rather like the stokers of our great ocean-going steamers, and we realize to the fullest extent the responsibility resting upon us, and that if we fail to perform our part wisely and efficiently the great machinery of the company sooner or later is liable to come to a standstill. While this condition of affairs is one that causes us to indulge in a certain self-complacency, nevertheless it carries with it also very grave responsibilities. You can hardly realize how many times the courage, as well as the professional ability, of the legal department has been tested during the twenty-five years that have transpired since the organization of this company, and during all of which time the legal affairs of the company, particularly those relating to patents and patent matters, have been entrusted to our office. Think for a moment what it would have meant to this company if the tremendous onslaught that was made on the Jones patent, covering the method of making disc records, had not been successfully met. Think what it would have meant if the fundamental Bell and Tainter patent, which lies at the foundation of the commercial talking machine art, had not been sustained. When we allow ourselves to stop and think that the success of this fine business organization represented by you gentlemen may be jeopardized by failure on our part to do our full duty, the weight of the re-

sponsibility is sometimes appalling. But while the duties of a patent lawyer have their grave and oft-times oppressive responsibilities, they have, on the other hand, their great compensations. We come almost daily into contact with the brightest minds in science and mechanical arts—minds that are pushing forward on to the very frontiers of each of the practical arts and devoting themselves to the lessening of the labor of mankind and the adding to his enjoyments and his comforts. In the office which I represent the Bell Telephone patent had its birth. In that office the Bell and Tainter talking machine patent application was prepared, and that application rests in the archives of the Patent Office to-day, in the handwriting of Philip Mauro, who through so many years successfully and brilliantly conducted the patent litigation of this company. In that office the first patents on the automatic sewing machine—the Wilcox & Gibbs—were taken out.

"Think for a moment what the telephone, the talking machine and the automatic sewing machine have done for the world in contributing to its comfort, to its pleasures, and to its business enterprises. Can you wonder that any man should feel proud that he was in at the birth of these great inventions, and that he personally knew the men who gave these inventions to the world? It is an epoch in any man's life to have known Alexander Graham Bell, a man whose personal, genial character is as attractive as his inventive ability is great. It was a great privilege to have known Sumner Tainter and Chichester A. Bell, and to have worked with the originators of the great automatic sewing machine industry. And it is a source of pride to me this evening to stand as the mouthpiece of the office that has officiated at the birth of these great enterprises and that has been in personal touch with these great men.

"The American Graphophone Co. was founded on a great invention, and much is due to Alexander Graham Bell, Sumner Tainter and Chichester A. Bell for producing that invention, but I am not betraying any secret or announcing any new fact when I tell you that the commercial success of any great invention depends as much upon the business ability of the men who establish the commercial enterprise founded thereon, as on the inventive ability of the men whose efforts originated the invention. It is the universal experience that no matter how meritorious an invention may be, it will never develop into one of great use to the world unless it is backed by the brains and indomitable energy and persistence of the man of affairs. Fortunately for the talking machine art the affairs of the American Graphophone Co. almost at its birth fell into the hands of such a man. When I entered our office, some sixteen years ago, the first thing that struck me was that the business of the Graphophone Co. had the right of way. The graphophone was the first all the time. Later, when I became more intimately acquainted with the gentlemen who were pushing the commercial side of the enterprise, I found that this was not a peculiar characteristic of the legal department, but that with every man connected with the organization the success of the Graphophone Co. was placed over and above and before everything else. And still later I found that that was a spirit which was injected into the great organization by its leader. And when I found that out I found the secret of the success of the great company.

"I spoke a moment ago of the privilege it was for the patent lawyer to come into contact with great inventive minds. It has been the privilege of the members of the legal department to come into contact not only with great inventive minds, but by reason of their personal relations with the management of this company, to come into contact with men who were not only great as inventors but also with men who were masters of the commercial side of the enterprise as well. And during a long association with these gentlemen we have learned not only to admire their ability as business men and inventors, but have become profoundly

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Photograph of the banquet given at the Waldorf-Astoria, celebrating the twenty-fifth anniversary of the founding of the Columbia business.

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attached to them as friends. It was a great privilege to have known and worked with Andrew Devine, to have been associated with and loved by R. F. Cromelin, and it was an inspiration to have known Thomas H. Macdonald, than whom—bar none—no greater inventor in the talking machine art has ever lived.

"All countries have their great, their grand old men. Every organization has its grand, its conspicuous leader. And every corporation has its grand man on whose shoulders the burdens incident to the success of the company ultimately rests. England had her grand old man in Gladstone. America has her grand man (but possibly politics are out of place here). The American Graphophone Co. has its grand leader, and I ask you to fill your glasses and join with me in drinking to the wish that the close of another twenty-five years may find in that man the grand old man of the talking machine art—Edward D. Easton."

Elisha K. Camp's Remarks.

During the course of the evening Elisha K. Camp, attorney for the company, called attention to certain facts which, in his opinion, furnished abundant evidence for the phenomenal success which has attended Mr. Easton's efforts in developing the talking machine industry to its present-day proportions.

Mr. Camp showed that the American Graphophone Co. was organized in 1887 "for the purpose of acquiring and exercising the exclusive right to manufacture, use and sell the patented invention known as the graphophone and its parts and appliances within the United States and Canada."

Two years later Mr. Easton acquired certain sole and exclusive rights in regard to the phonograph and graphophone for the States of Maryland and Delaware and the District of Columbia. These sole and exclusive rights he transferred to the Columbia Phonograph Co.

Five years after that Mr. Easton organized the Columbia Phonograph Co. (General), sole and exclusive selling agent for the American Graphophone Co.

Mr. Easton, as the president of all of these three companies, then immediately began to give his sole and exclusive time and attention to the development of these sole and exclusive rights. He has been doing it ever since. So has Mr. Lyle. Their example has been contagious. It has spread throughout the service from top to bottom, and if you should search throughout the length and breadth of this great country of ours you would not find the officers and men of any other corporation devoting their sole and exclusive time and attention to the business in which they are engaged to any greater extent than those of these great companies. They have suffered nothing to come between them and their ambition to make the talking machine truly one of the marvels of the world and one of its greatest industries.

Victor H. Emerson's Witty Recital.

Victor H. Emerson was the next man to entertain the diners.

Mr. Emerson's speech took unto itself the form of a valuable contribution to talking machine history. True, every other sentence dug up a whirlwind of laughter, but it was some serious history without a doubt.

Speaking about the real birth of the musical record business, Mr. Emerson said that that really took place in New Jersey. Said he:

"The promoters of the enterprise in those early days believed that the real commercial value of the phonograph or graphophone lay in its commercial features. I know I was hired by a concern to take charge of the dictaphones they had out at that time, and I was asked by Mr. Charles Cheaver to make a report upon the subject and take a week to it, and not to be afraid to tell the truth about the situation. I thought with a week's practise I would be able to tell the truth about it, and made my report to Ernest Lippincott and Cheaver. It was an adverse one, and I know that I lost my job the next day. I then went to work for the New Jersey Phonograph Co. and with my



Victor H. Emerson.

fair experience with the dictaphone I thought that to keep my \$15 a week coming in I had better try to get them started on the musical features. I was very busy jollying capitalists for about a week, and figured out that it would cost about \$15 to try the stunt.

"The board of directors consisted of Nicholas Murray Butler, now president of Columbia College; S. S. Batten, president of the First National Bank in Newark, and George Frelinghuysen. They held a directors' meeting and concluded that the \$15 risk was too great. I told them that I would pay the \$15 if we lost. They asked me to put up the \$15. I didn't have \$15, and told them they could take it out of my pay if the thing went wrong. That was a sure bet, because if it went wrong I'm sure I would have lost my job and I would have been in \$15 anyway. They finally consented, and I set up ten machines on Market street beside the Prudential building, which they were about to tear down at that time. Just as I had finished setting up the machines I heard the most lovely music playing out in the street. The tune was "Boulangers' Patrol." It was being played by a mud-gutter band of four pieces. I asked the orchestra leader to come up into the office, as I wanted to talk business with him. He evidently had never talked with a real business man before, and was very much embarrassed, but he finally said that he did not want to do that kind of business, as he was making money in the legitimate field and he didn't think it would be worth his while. But I told him that we were sports, and he could play sitting down on chairs instead of kicking the bouquets on the street. And he finally said that he would play for \$3.50 a day for four men.

"All phonograph men are economists—if they were not they would not be in this business—and so I jewed him down fifty cents and closed the contract. He played all day, and we made about 2,000 records. These cost us nothing, because we got the blanks on credit from the Edison works and we never paid our bills—neither did anybody else—it was merely a habit at that time. I'm sure the people that bought them from me never paid for them.

"To my knowledge, there never was a musical record sold before this time, and so we held many confabs and figured out what profits we had to make on those 2,000 records, considering the large investment of \$3. As I said, they were about to tear down the Prudential building, and a man came over and said it would be a good scheme if I could exhibit a phonograph over in the Prudential place. He was sure I could make some money out of it. I told him it was an expensive thing to do, and he acknowledged it. But finally we rented the place at a cost of about \$60. "Now," he said, "what about records?" I told him we had some John Philip Sousa band records here

that we had made at very large expense, and we would sell them for \$3, meaning \$3 a dozen. And he said, "All right, here is \$24 for twelve." Well, we sold all those records at practically \$3, and now the great question that concerned us was how to stock them.

"I got the manager to consent to give me \$5 of that \$24 and let me buy a cabinet. I went to a junk store and bought a second hand kitchen closet. It had a nice, large, fat pork chop in it, which quite substantially increased the assets of the company and at the same time gave us something to eat if the worst came to the worst. The only other expense was ten cents for chloride of lime, and we stocked those records. I thought it was fun to have grand concert up in the office, and when the stock got low I said to Mr. Smith we had better make some more. He asked, 'How many have you got left?' and I said six. He said, 'Well, gracious me, wait till we sell them all!'

"The next great artist we had was George W. Johnson, the composer of the 'Whistling Coon' and the 'Laughing Song,' and I think that the phonograph companies have made more money on those two records than on any other two records in their catalog. I contracted with him to sing at twenty-five cents a song, and kept him busy all day and all night. But the price of whiskey went up about that time, as you all remember, and it was the same problem then as now. You must give a man sufficient money so that he can live and have the necessities of life. So George struck, and I had to bow to the yoke.

"Our next artist was J. Gaskin. He was the leader of the Manhansett Quartet. He very fortunately broke his contract just as we were perfecting our duplicating machine. I want to say, by way of diversion, that this duplicating machine was originally invented by Frank Capps. He used to go into a slop parlor in Chicago, borrow a record, take it home and duplicate it, and would return the other record, but in another color. That looked suspicious to us, and we traced him up and found him climbing telegraph poles somewhere near Peoria, Ill. We bought him out and started him manufacturing duplicating machines for us. But what I want to say about Gaskin is that he told me one day that he had a new quartet now and that he was going to put it on the market and bust our business. Says



George P. Metzger.

he, 'The very name will do it.' And I asked, 'What's the name?' And he said, 'We call it the Mozart Quartet. Mozart, you know,' he added, 'was a great musical moke.'

"Well, gentlemen, from that beginning we ran into a business of probably 500,000 records per year in a short time, and I would have done a large and profitable business were it not for the

TWENTY-FIFTH COLUMBIA ANNIVERSARY—(Continued from page 18).

fact that Mr. Easton started in about that time and used to buy records from me and scooped up all my new customers with my own records. The only thing that kept us alive was the fact that the Columbia Co. actually did pay its bills, and at that time it was about the only company that did."

Geo. P. Metzger's Optimistic Views.

The toastmaster then introduced Geo. P. Metzger as "our great advertising man," who said:

"I believe we have just begun!

"Most of the time during my five years with the Columbia Phonograph Co. I have been on the inside, looking out. And I have felt most of the time that we were on the right track.

"I have just this hour returned from the advertising convention at Dallas by way of some of our wholesale branches. And from the outside, looking in, it has become clear to me that our confidence in the correctness of the Columbia policies and the certainty of a continuous increase of prosperity is well justified. I have never felt so sure of the soundness of our merchandising program as I do right now.

"Naturally, the relation of our advertising policy to our increasing success is peculiarly interesting to me.

"It may be that our officers have never especially prided themselves on possessing an excess of imagination. I have had occasion to notice that facts and figures seem to appeal to them. Yet the agreeable tabulations of facts and figures laid on our president's desk every day are due to the liveliest sort of imagination, coupled with a far-sighted courage.

"It required a high degree of imagination to build one of the world's greatest educational and amusement business-appliance enterprises on the foundation of a crudely demonstrated principle in physics. And it required a similar degree of courage to inaugurate a policy of broadly extended advertising during a panic year when the business tendency nearly everywhere was to climb a tree.

"Gentlemen, I want to join you in congratulating the company on its history. And I want to join you in congratulating the company on its sure and splendid future, and at the same time remind you that the company deserves it!"

Among the other speakers of the evening who were heard with a great deal of interest were T. D.



T. D. Merwin.

Merwin, one of the old and respected directors of the company; Horace Sheble, retiring factory manager, and Clinton E. Woods, the new manager of the factory at Bridgeport, Conn., also spoke.

The evening was a notable one in many ways for the reminiscent remarks of the men who have been associated with the talking machine industry since its inception down to the present time, and were interesting and more than ordinarily entertaining.

As the evening wore on the affair, through its informality, seemed to take on the character of a family reunion rather than a formal celebration.

The Columbia officers are to be congratulated upon the organization which they have built up and which carries with it world-wide influence. They have a great business organization, composed of men who are working harmoniously together in every department of the business.

Before the entertainment was over Mr. Easton, in a few well chosen words, proposed a silent toast to the memory of the Columbia men who had long been identified with the association and who have passed on to the Great Beyond.

The guests arose and the toast was drunk standing.

The affair was a notable event in Columbia history, not merely because the talking machine industry had passed a few years beyond voting age, but because it was the coming together in a most delightful way of the officials and staff members who have labored long and loyally together, and who renewed their enthusiasm as to the possibilities of further accomplishments to be won.

Among those present were: Edward A. Easton, Geo. W. Lyle, E. N. Burns, T. D. Merwin, C. A. L. Massie, Hon. W. M. Johnson, C. W. Cox, H. A. Bishop, H. A. Yerkes, C. E. Woods, H. L. Willson, F. Van Eppe, W. Van Brunt, T. Stevenson, E. V. Sloan, R. L. Scott, B. C. Root, H. B. Ray, W. P. Phillips, N. Osborne, T. E. Novakoski, J. Meyer, H. McClaskey, J. Keiser, J. Hoffay, H. C. Grove, A. G. Farquharson, V. H. Emerson, O. C. Dorian, F. A. Dennison, J. A. B. Cromelin, H. Cleveland, F. L. Capps, E. K. Camp, J. C. Button, H. A. Budlong, J. P. Bradt, C. Alessandrini, R. F. Bolton, J. I. Brereton, M. Burkhardt, S. T. Cameron, A. Campbell, L. Chilla, A. Collins, R. E. Demarest, J. Devine, F. Dorian, M. D. Easton, A. C. Erisman, R. L. French, B. G. Harlan, G. C. Jell, M. E. Lyle, G. P. Metzger, S. H. Nichols, W. Oakland, W. E. Parker, C. A. Prince, H. Reed, E. F. Sause, H. Sheble, T. Snyder, S. Tyler, H. Van B. Valentine, J. D. Westervelt, C. W. Woddrop, A. C. Wright, Edward Lyman Bill, M. Dorian and C. Morison.

MUSIC AS A MILK PRODUCER.

Some Remarkable Conclusions Set Forth in the Reports Presented to Si Perkins as to How Sweet Music Will Increase the Milk Supply.

That ever "reliable," versatile and "always truthful" correspondent of the New York papers in Cedar Grove, N. J., writing one of his customary effusions last Sunday, states that "the Cedar Grove Board of Poultry Trade has tested the theory advanced by Joseph Grant, of Wisconsin, that sweet music will increase the milk supply. Seven separate tests were made by seven individual members of the board and seven reports were handed in to Si Perkins, chairman of the board. Mr. Perkins summarizes the results as follows, to wit:

"Bill Bogan says that Grant is a liar, net. Bill played a fife into his barn while his hired man, Olaf Sniggerwich, milked two Jerseys, and Olaf ain't come out o' the hospital yet. Loss, 42 quarts of milk.

"Wally Dobbs hired the Singac Drum Corps at \$2 a day to play into his barn for the evening milking, and what little milk was milked the drum corps drank. Loss, 64 quarts of milk.

"Lem Polly moved his old organ into the barn and put his sister Sue to work on it. Lem's prize bull Black Spot wrecked the organ. Loss, one organ, one dress and 92 quarts of milk.

"Adonirab Pflutter tried a French horn, but it wasn't a go. The cows got wild, and in the excitement Adonirab swallowed his new lowers. Loss, half a set of teeth and 56 quarts of milk.

"Hugo Pebbles played a harmonica into his barn, and his cows ain't back yet. Loss ain't stated.

"Frank Rue whistled a waltz onto his fingers an' was gored by his favorite cow, Buttercup. Loss, 32 quarts of milk and doctor's bill \$3.75.

"Abe Slem played the fiddle into his barn and three of his cattle went plumb crazy. Loss ain't estimated.

"There ain't no doubt into the minds o' the Cedar Grove Board of Poultry Trade but what that Wisconsin man is a horrible liar, and we'll send him afferdavids to that effect."

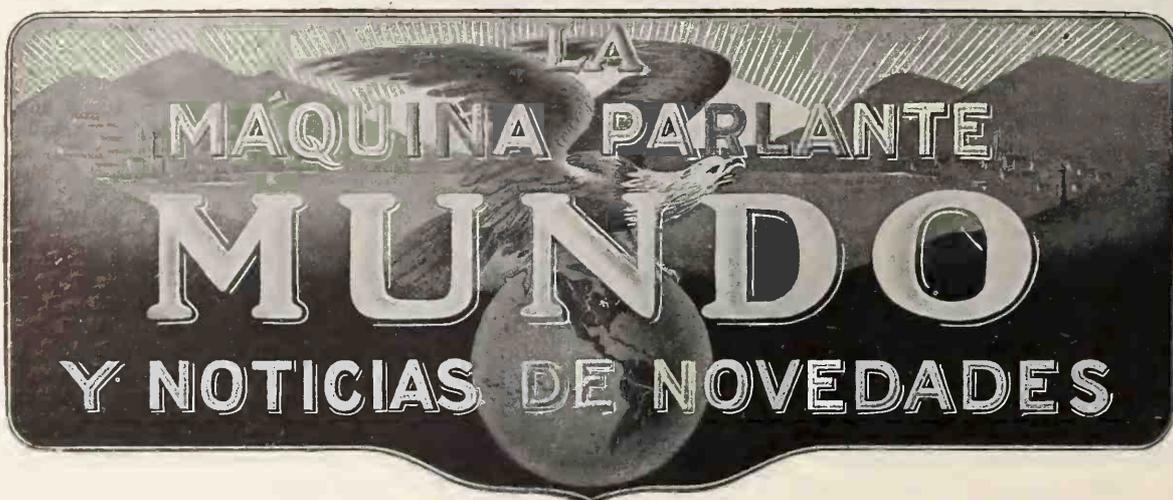
You should know as well whether each clerk is a paying investment as whether each line of goods produces a profit.

Waste no time worrying over the success of other men. It will not reduce their chances and it eliminates your own.



Columbia Co.'s Offices Decorated.

One of the pleasing features of the celebration of the twenty-fifth anniversary of the founding of the Columbia business was the decorations of the offices of the company in the Tribune Building, New York. Potted plants and cut flowers were used in profusion as well as the national colors, the whole forming a most beautiful decorative effect, which is impossible to set forth in the photograph shown above.



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

GERMANY, 72 Ritterstrasse

KARL E. DIESING, Representative for Germany and Austria

CONDITIONS IN SAN FRANCISCO.

Great Campaign of Advertising Now Being Carried on Bearing Fruit—Columbia Phonograph Co.'s Active Battle for Trade—Recitals Effective in Developing Business—Sales of Edison Business Phonographs by Bacigalupi—Talking Machine Men Much Interested in Baseball and Many Clubs Which Will Be Heard from This Season Have Been Organized.

(Special to The Talking Machine World.)

San Francisco, June 5, 1912.

Local talking machine dealers note some improvement over the previous month, but it is generally admitted that the sale of machines is a little slow. The record business, however, is extremely active, both in the local retail trade and for outside distribution, and the total volume is helped out materially by the increasing attention given to high class machines.

Some Effective Advertising Work.

The general advertising work which is being carried on by the talking machine manufacturers, has been of great and easily traceable benefit to the dealers on the Coast. The Victor advertising has aroused more comment than anything else, owing to the coupling of the Victor with the names of dealers in the leading coast dailies. The Wiley B. Allen Co., in this connection, scored a hit locally, as arrangements were made some time before the advertisements appeared by which this company has all the extra space in the Victor ads in all the San Francisco papers. The effect, according to Geo. R. Hughes, of this company, has been most satisfactory, bringing in many inquiries which could not have been expected otherwise. In Portland, Ore., this company also secured space in one of the leading dailies, the other being taken by Sherman, Clay & Co., coast agents for the Victor line. In Los Angeles the Victor page is shared with a number of different firms, including the Wiley B. Allen Co., Geo. J. Birkel Co., Holmes Music Co., Eilers Music House and J. B. Brown.

Feature "Spring Maid" Records.

Simultaneous with the production of the "Spring Maid" opera in San Francisco, Sherman, Clay & Co. made a striking window display, showing a scene from the play. Similar displays were made at several of the company's stores, attending the opera company down the coast, and at each place a heavy demand for "Spring Maid" records was reported. According to Andrew G. McCarthy of this firm, not only are records moving well, but sales of machines are larger than for May of last year, the gain being most notable in the higher-priced Victrolas.

Keeping in Touch With Branches.

James Black, talking machine manager for the Wiley B. Allen Co., is spending the week at outside branches. The department in the local store is undergoing further improvements, the office being rearranged. The increased attention given by this company to the talking machine department has given highly satisfactory results, and it now ranks as one of the foremost talking machine firms of the city. One innovation just started is a new system of keeping check of the records, this work being in charge of Arthur Foley. By this means it is expected to avoid all confusion and delay in the handling of records.

Columbia Men Active.

W. S. Gray, coast manager for the Columbia Phonograph Co., made another trip to Los Angeles about the middle of the month, just too late for the Shriners' convention in that city. He met E. D. Easton, president of the company, in the southern city, and accompanied him as far north as San Francisco. Among the Columbia retailers who visited the city this week were A. McDowell of Petaluma and Mr. Metzger of Smith's Pharmacy, St. Helena, Cal.

Much Interest Shown in Baseball.

The talking machine men of San Francisco and Oakland are keeping up their interest in amateur baseball, though if things continue as they have been going, the San Francisco contingent will lose interest. A game was played at Recreation Park, May 30, resulting in an easy victory for Oakland.

Handling Increased Line.

E. W. Scott, who operates the talking machine store in the Kohler & Chase building, is handling a more varied line than before, having Victor as well as Columbia goods. He says he has seen business much better and much worse than for the last month, machine sales being below the average, though he has disposed of large numbers of records.

Manager Transferred.

J. Bergman, who formerly had charge of the talking machine department of the Hauschildt Music Co.'s store in Oakland, has been transferred to San Francisco.

Good Sales of Business Phonographs.

Peter Bacigalupi & Sons say that the talking machine business has been a little quiet all this season, but they are making up for it with large sales of the Edison Business Phonograph, to which they are devoting more attention than ever. Several important local firms have recently placed large orders for these machines, and the number now in use affords a good regular business in supplies.

Getting Results from Recitals.

Herman Beck, who handles the talking machine business of Byron Mauzy, is gaining ground steadily, and has brought in a great deal of new business in the few months he has had charge. The recitals continue to show good results, and further improvements are being made in the rooms every week.

A. R. Pommer Recovering Health.

A. R. Pommer, of the Pacific Phonograph Co., has been on a vacation for the last month, and may not return before the end of June, the business meanwhile being in charge of J. E. McCracken, a well known traveler for the house. Mr. Pommer has practically recovered from the poor health that has kept him away from the business so much during the last year, and hopes to be in the office most of the time after his return. Mr. McCracken notes considerable improvement in all lines, the sale of records being especially active, while the higher-priced Edison machines are also in very good demand with the trade through the country.

Some News Brieflets.

J. C. Van Horn, formerly of New York, recently joined the talking machine force of Sherman, Clay & Co. in this city.

The Short Music Co., Pomona, Cal., has overhauled its talking machine department, putting in

several well equipped soundproof demonstration rooms.

S. E. Babson, who has been in charge of Babson Bros.' San Francisco establishment, returned to Chicago early this month, and will be away for some time.

To Continue Recitals in the Fall.

The Wiley B. Allen Co.'s Los Angeles store has been giving Friday evening talking machine recitals during the spring with great success. With the arrival of the vacation season these recitals will be interrupted, the last having been held May 31. The recitals will be resumed early in the fall, and preparations are being made to introduce some unique features at that time.

Demonstration Record Makes Good.

The Columbia Phonograph Co.'s advertising of its demonstration double-disc records, which are on distribution at the local wholesale headquarters, has met with a strong response, and good results are noted by several Columbia dealers, who anticipate still larger returns in the near future.

INITIATIVE THAT COUNTS.

Prizes in Business Go to the Man Who Thinks for Himself and Originates Instead of Following the Well Worn Track.

The prizes in business to-day go to the men who keep profitably busy as a result of their own initiative. There are too many men who do passably well what they are told to do. And when they finish they inquire helplessly, "Have you anything else for me to do?" Such a question from a man in a live organization reminds one of a day laborer. You tell him to dig a certain ditch, so deep, so wide, from here to there. He does it, and forthwith you have him at your door. "Is there anything else for me to do?" You expect such a question from such a man, but never from a man holding a real job.

Don't be like a trail-car, following always, depending ever upon the man ahead for your power, says Edward S. Babcox. Be your own generator; get up your own speed. Accustom yourself to keep tasks ahead; have a place where you keep a record (memorandum) of things done. Don't run out of things to do. Remember the world is too full now of people who, like Micawber, are "waiting for something to turn up." Don't add your name to the list of waiters. It is too long now! Turn something up yourself. Make something happen; create something; be something besides a mere dependent upon the creative ability of others.

ORGANIZE AND SELECT OFFICERS.

The Southern California Talking Machine Men's Association Adopts Constitution and By-Laws and Selects Officers for the Ensuing Year—Elaborate Dinner a Feature of the Festivities—Much Interested in Association.

(Special to The Talking Machine World.)

Los Angeles, Cal., June 4, 1912.

A very sumptuous dinner was given at the Hol-

lenbeck and entertaining program was arranged by the committee on entertainment. The constitution and by-laws were drawn up, then the officers for the ensuing year were elected as follows: Wm. Hobbs Richardson, manager of talking machine department of the Southern California Music Co., president; A. Graham Cook, manager talking machine department of the Geo. J. Birkel Co., vice-president; and H. B. Hinmann, manager of talking machine department of the J. B. Brown Music Co., secretary and treasurer. A great deal of inter-



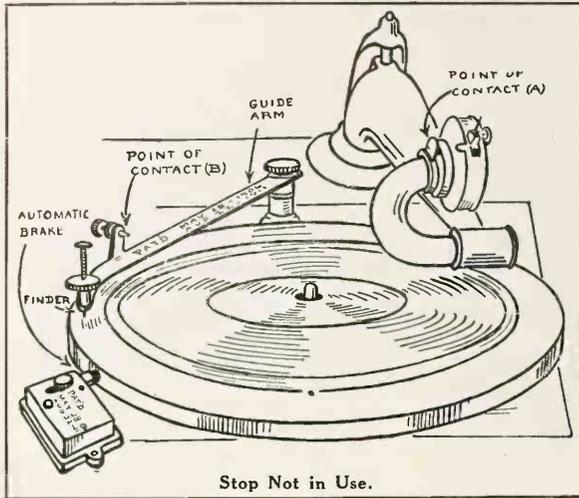
Los Angeles Talking Machine Men at Banquet.

tenbeck Hotel on the evening of May 15 by the Southern California Talking Machine Men's Association. After this elaborate spread a very at-

tractive and entertaining program was arranged by the committee on entertainment. The constitution and by-laws were drawn up, then the officers for the ensuing year were elected as follows: Wm. Hobbs Richardson, manager of talking machine department of the Southern California Music Co., president; A. Graham Cook, manager talking machine department of the Geo. J. Birkel Co., vice-president; and H. B. Hinmann, manager of talking machine department of the J. B. Brown Music Co., secretary and treasurer. A great deal of inter-

est is being taken by all talking machine men of the city in the association, which is purely a social club for entertaining.

Announcement

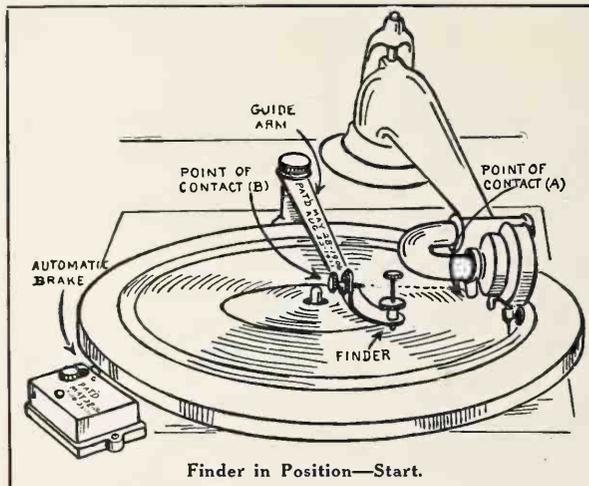


Sesco
TRADE MARK

Here is an electric stop, that does not injure or jar the delicate sound box or affect the most expensive record in its operation. It is so simple that a child can operate it—in fact it is fool proof in every particular, and above all does not detract from the appearance of the machine.

The New Live Wire Electric Stop

When the last note of the selection is played the turn-table stops, and there are no additional flourishes in the way of unnecessary scraping and scratching.

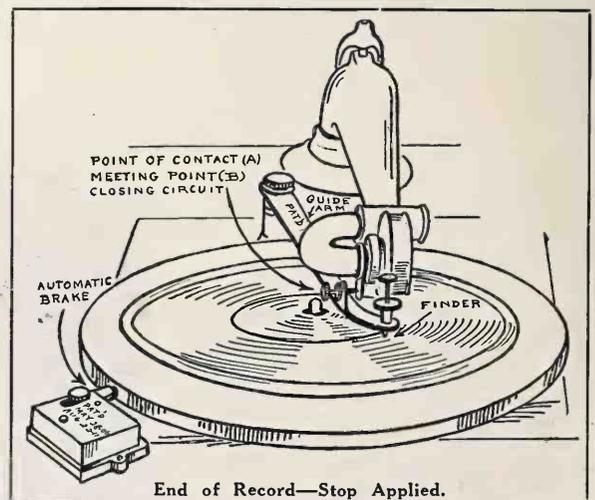


The Standard Electric Stop stretches out a firm, unyielding finger of steel—tells the record with its last note to cease—and insists on it by stopping the turn-table.

For All Disc Talking Machines

Every talking machine should be equipped with the Standard Electric Stop. The reasons why are many. The small additional cost is an investment to any owner—not an expense. It saves records, steps, and temper.

See Our Exhibit and Demonstration at the Convention at Chalfonte Hotel, Atlantic City, July 1st & 2nd.



STANDARD ELECTRIC STOP COMPANY

EMPIRE BUILDING, WALNUT AT 13th STREET, PHILADELPHIA

RUSHING VICTOR CO. BUILDINGS TO COMPLETION.

New Pressing Plant Being Built Which Will Increase Victor Record Pressing Capacity by One Million Records Per Month—Also Building an Extension Addition to the Cabinet Factory—These Two Plants Will Help to Prevent Delays in the Shipment of Stock Next Fall.

An excellent indication of the demand for Victor records is the efforts being made by the Victor Talking Machine Co. to rush to completion the large new extension to the pressing plant, which, when completed, will increase the record pressing

Co. to practically triple its output of cabinets, the actual size of the addition may be in part appreciated. Delays in shipping machine orders in the past have been due, in most cases, to the inability of the cabinet factory to meet the demand, and the



Site of New Extension to Victor Co.'s Cabinet Factory.

capacity by 1,000,000 records per month. According to those in authority the increased output is badly needed to take care of the present volume of orders. The accompanying illustration shows the beginning of the work of construction on the addition, and the building has already reached the fourth story, bidding fair to bear out the promises of the contractors that it will be ready for occupancy by August 15. The company has placed orders for all the machinery and equipment needed in the new structure, and that will be ready for installation as soon as the contractors formally turn over the building to the Victor Co. The expert knowledge and care given to the problem of choosing selections for recording, the perfection of the recording itself, and the up-to-date and improved methods for cataloging, have all done their share toward bringing about the rapid increase in the demand for Victor records.

Another pleasing indication of Victor progress is the erection of the new extension to the cabinet factory, the site of which is shown in the accompanying photograph. The new addition will adjoin the present cabinet factory and dry kilns on one side, and on the other the big office building, and no effort is being spared to have the structure finished with the least possible delay. Although the site for the addition was cleared only a short time ago, the foundations have been laid and the steel pillars are in place ready for further operations, which the contractors believe will be completed by September 15 or October 1 at the latest. The view of the site offers some idea of the ground plan of the new building, and when it is stated that, when in operation, it will permit the Victor

prospects of having the new addition equipped and turning out cabinets in time for the coming holiday demand should prove pleasing to manufacturers, jobbers and dealers alike.

HOLDING TO THE PRICE.

Little Tendency to Demand the Lowering of a Price Looked Upon as Set.

When you buy a postage stamp you pay two cents for it; of course you don't ask Uncle Sam why he can't let you have it for a cent and a half. You don't accuse him of charging more than the red ink and the mucilage cost him.

You pay the regular price for your railroad

railroads have successfully sidestepped bankruptcy. The telephone companies have lived through a hard winter and kept the wolf from the door. Fairly prosperous institutions, all of them. They don't have to throw a sop to their customers to live.

There's a pretty good rule to go by. What's the matter with following suit? You have as good a right to an arbitrary price as anybody.

If you've ever tampered with prices under the delusion that you had to, change your mind about it now. "Pike's Peak or bust—the full price or nothing"—make that your motto.

There is nothing that so quickly shatters the confidence of a customer as an apparent willingness to shave the price on an article under one pretext or another, for it indicates that the full price has been paid by someone who did not take the trouble to haggle over the amount or that some person, more shrewd, has secured a still lower price. In either case it is almost impossible for the customer to feel contented in the matter, and such a condition does not make for business growth.

TALKING MACHINE EXPORTS.

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

(Special to The Talking Machine World.)

Washington, D. C., June 9, 1912.

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

The total exports of talking machines, records and supplies for April, 1912, amounted to \$193,-



The Pressing Plant Extension to the Victor Co.'s Plant.

ticket. You don't think of asking the agent to trim the price to Louisville, or give you an "inside figure" to Buffalo.

It costs you a nickel to use the telephone. Why not threaten to withdraw your patronage if the company won't let you use the 'phone for four cents a throw?

Uncle Sam has managed to worry along without shading prices on postage stamps. Most of the

093, as compared with \$231,160 for the same month of the previous year. The ten months' exportation of talking machines, records and supplies amounted to \$2,212,966.

Bear in mind that the proposition which looks good to you with the "tungstens" all turned on may present a very different aspect in the daylight of the next morning.

THE Pooley Cabinets

Announcement last month of Cabinets retailing at

\$18.00 AND \$25.00

has met with the approval of the entire trade as shown by the number of orders received.

Our manufacturing capacity is being taxed to the utmost, orders will be filled according to dates received, not in proportionate shipments.

If you desire prompt delivery after July first, place your order at once with your Jobber.



No. 18

Size of Top, 19½" wide, 21" deep.
Capacity 75. (50 active)



Other styles retailing at

\$40 \$50 \$60



No. 25

Size of Top, 21" wide, 22½" deep.
Capacity 150 (110 active)

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

NO LULL IN ST. LOUIS.

Jobbers Especially Enthusiastic Over the Business for May—Carrying on Special Campaigns for Summer Sales—Coming Jobbers' Conventions Arouse Interest—Politics and the Association Discussed—New Houses in the Local Field—Stocks Being Kept Up in Good Shape—What the Various Managers Are Doing—Some of the Big Sellers Among the Machines and Records—General Summary of the Month's News.

(Special to The Talking Machine World.)

St. Louis, Mo., June 7, 1912.

The jobbers are more enthusiastic over the May business than the retail men, but both assert that the showing for the month is better than a year ago. The retail business was perhaps saved by a spurt the last week that was so noticeable that all the prominent dealers spoke of it and none attempted to explain. It just came and it depleted stocks wonderfully for the first of the month statement.

This month-end rush included both machines and records. A part of it could, perhaps, be ascribed to the preparations of a good many persons to depart for their summer homes. The Victor dealers are anticipating a good run of business on the low-priced Victrolas for summer purposes, and some of them made this point in the June 1 letters, calling attention to the fact that the tiny, low-priced machines can be packed into a trunk and will be available for canoes, to use for boat ride serenades, etc. The Columbia dealers are also pushing the Lyric for the same purpose and are working with a view of profiting by the general advertising campaign the company is to undertake on this machine this month.

Too Busy to Go Out for Lunch.

Harry Levy, manager of the Aeolian talking machine department, was found the first of the month eating lunch at his desk, and he declared that such had been his program for several days in order to keep ahead of the work. He was congratulating himself that the ability to get machines and records from the factory had simplified matters for him so that after the hard work results were very satisfactory. "We are going ahead nicely and are profiting on improved crop prospects," he said, "and we have a number of new accounts that are going to help a good deal. The floods have not hit us as seriously as we expected." He reported that the retail department was enjoying good business, especially on a run of records.

Interested in Coming Convention.

The Atlantic City convention is arousing a good deal of interest among the local jobbers. E. C. Rauth, of the Koerber-Brenner Music Co., and Harry Levy, of the Aeolian Co. are sure they are going, and Mr. Levy hopes to be accompanied by Manager Alfring, of Aeolian Hall, who is becoming much interested in talking machines. Mark Silverstone, of the Silverstone Talking Machine Co., is not sure that he will make the trip, declaring that he is a man of peace, and he does not care to go that far to get into war. Mr. Silverstone and Mr. Rauth are both outspoken against the proxy requests and both have declined to give them so far.

Mr. Rauth said: "We want all jobbers in our association, because we want to work to the end of benefiting the talking machine business. Besides, I want to be a part of the convention when I get there, not merely an onlooker, watching others do as they please."

Wants Politics Eliminated.

Mr. Silverstone was greatly amused over a post card that he had received from O. K. Houck, who is in the East. It was written from Atlantic City and said, "Be sure and come, the Edison Band will meet you at 'Roush's Steal Peer.'" As to the proxy business, Mr. Silverstone answered the president's letter, saying: "Last year the proxies we had given were like a dash of cold water on all of us. It practically put us out of the convention and there was nothing for us to do but stand and watch others do as they pleased. The whole affair is not my idea of what proxies are for, and if I

give one for this convention it will be to some person who has no wholesale designs, but who I think will act as I would act if I were there. The political side has practically rent the association. There is still a chance to bring it back to a position of usefulness, but it must be seized at once. No association can possibly be prosperous that does not work for the good of the trade. If the Victor and Edison companies want to fight this battle, let them fight; there is no sense in merchants all over the country dragging themselves into a fight that is for the benefit of a few.

Victor Traveler for Missouri.

C. B. Snow, who has been traveling in the Carolinas for the Victor Co., has been transferred to the Missouri territory, in which there has not been a Victor traveler for some time.

Factory Service Improved.

E. C. Rauth, of the Koerber-Brenner Music Co., Victor jobbers, says he is much pleased with the improved mercantile conditions. The city trade has held up well and the country trade is improving with crop prospects. "But what pleases me most is the facility with which we are filling orders, since the factory is able to get out the goods. The other day I got a fine order from a house that we had been working on for a long time and we filled it 100 per cent., which, of course, please us and the customer. We are averaging 95 per cent. now of orders and the complaints that were so much of a bother a few months back have dropped to almost nothing, which, of course, gives us more time for getting new business. The local department stores are doing a very nice business with the cheap machines for summer homes, I find."

Elaborate New Department Opened.

The Zeigenheim Furniture Co., of East St. Louis, finally has pulled off that long-delayed opening of their talking machine department, and there were no disappointments despite the fact that some lavish promises had been made. Victor machines will be handled and the opening stock was a large one and the parlors handsomely equipped. This store intends to show the folk on the East Side of the river a talking machine store that will equal anything on his side and keep at home considerable trade that has been coming over the bridge because of impressive surroundings.

The Silverstone Incorporation.

The Silverstone Talking Machine Co. has been incorporated during the past month, but no changes will be made in the manner of conducting business. "Most persons thought we were incorporated," said Mr. Silverstone, who is president of the new company, "but it has been purely a personal business. I thought that we had grown to a point where we ought to look out for the unexpected, and as an incorporated company there would be less likelihood of interruption. Miss M. L. Sutter, who is secretary, has been my office assistant for a number of years and will continue in that position. Other employes will be allowed to take an interest in the business, and the wish to give them this interest was one of the strong reasons for incorporating." For a long time Mr. Silverstone has advertised his business as the Silverstone Talking Machine Co. and that is the name under the incorporation.

Manager Ramsdell a Poultry Fancier.

Manager Ramsdell, of the Columbia store, was found on a Saturday noon as he was taking advantage of the first half-holiday of the summer to hurry home to look after the chickens, for he is a poultry fancier and devotes his attention to feathers and eggs out of business hours. "Our wholesale trade is coming nicely," he said. "Conditions look to improve and I do not anticipate an unusual summer slump because there is a campaign on. The business in the South is picking up nicely."

Mr. Ramsdell then introduced W. S. Byrd, south Missouri traveler for the Columbia line. "When I left western Kentucky a few days ago," said Mr. Byrd, "everybody was in fine humor. The flooded fields had been set for tobacco and the weather was ideal to get the plants started and that is half of the battle. Business looks to be pretty good in our lines all along the river, despite the handicap."

Princess Machine Sells Well.

Retail Manager Byars says the local business

is successfully following the general advertising and a very satisfactory trade has resulted for the Princess machine. "Quality of the trade is much higher than it has been with us," he said. "The record business is going nicely and we are selling some good stocks of lighter music for summer homes."

H. L. Willson, of the general manager's office, was a recent caller at the Columbia store.

H. T. Boxley, salesman for the Columbia Co., departed the first of the month for a two weeks vacation. Fishing in Wisconsin was his intention.

To Captain Baseball Team.

Manager Robinson, of the Thiebes Piano Co. talking machine department, was elected captain of the Thiebes baseball team in the Piano Baseball League. Mr. Robinson formerly was considerable of a player and a few practice games showed that he had not forgotten all that he knew nor the ability to deliver the goods. But baseball had not drawn his attention from business. "We have been doing a remarkable business in records for several days past," he said. "It is one of the unexpected spurts and it carried several machines with it. The cheap machines are meeting the summer demand very well and we anticipate a better summer business because of them."

Grafonola on Race Special.

Retail Manager Byars placed an electric Grafonola Favorite at the service of the special train of automobile enthusiasts who went from this city to Indianapolis on Decoration day to see the auto races. The machine was placed in the dining car and was busy all the time. It was connected with the electric motor in use for the cars and the music drew many favorable comments from the wealthy folk on board.

Franklin Meyer, of Carlinville, an Edison dealer, was a recent caller at the Silverstone Talking Machine Co.

The Gift Machine and the Record.

A peculiar incident occurred at the Piano Exchange the other day, which has a counterpart at the Detmer Piano store. A youth applied to Manager Currens to know what he would give for a certain make machine, saying that he never had used it. It had been a gift to him without records and he said that he never had bought a record. Recently Manager Horras, of the Detmer store, took in one of the most expensive of machines, made two years ago, and there was not a record with it. The owner told Mr. Horras that he had drawn the machine at a church fair and never had heard a record on it. The moral would seem that if dealers expect to profit from gift machines that they should see to it that at least a few records go with the machine, for as one local salesman put it, "a machine that does not make a record customer is only half a sale."

The talking machine business is quietly purday holiday to mean new business. Saturday afternoon is a splendid collection day with them and they all leave a few persons on guard to take any and all money offered and to sell to those who come to buy but no effort is made to get business after the half holiday closing hour.

COLUMBIA NUMERICAL CATALOG.

The Columbia Phonograph Co., General, New York, has mailed to the trade a copy of its latest issue of the numerical catalog of double and single disc records. It is convenient for the dealers, as it serves as means of ready reference for the use of salesmen and in ordering stock. It includes all Columbia disc records listed up to and including the June, 1912, supplement. The records in this catalog are indexed by series, beginning with A, being arranged in consecutive numerical order. In the center of the book are several blank pages left for the purpose of pasting in lists, numerically arranged, covering monthly additions to the catalog, which will be issued quarterly.

Manager R. F. Bolton, of the Columbia store at 87 Chambers street, New York, in a brief chat with The World, said that the month of May had been a satisfactory one from every standpoint. Results showed that it was well ahead of the corresponding month of 1911.

Not one of the two million buyers of this week's Saturday Evening Post can miss the significance of the double page Columbia advertisement. You've seen it. Did you read the last paragraph in that advertisement?



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

A GOOD INSTALMENT LETTER.

Some Important Pointers Set Forth Which Should Be Helpful to Talking Machine Dealers Desirous of Building Up Instalment Business—The Letter Is a Model One in Every Respect, Forceful, Argumentative and Convincing.

A very effective argument in favor of the easy payment plan is to be found in the following circular letter sent out by the Talking Machine Co., of Chicago, which forms a very good model for an instalment house to imitate, and which is used with the concern's consent. Some of the largest businesses in the world have been built up through the instalment plan, and although some consider this form of trade as one confined to the very poor, the fact stands that everybody buys on instalment, although, of course, everybody don't have to buy everything on instalment.

The letter is so argumentative and forcefully written that we take pleasure in reproducing it. The address used, of course, is fictitious:

June 1, 1912.

Mr. John Smith,

care Smith, Brown & So., St. Louis, Mo.

My dear Mr. Smith—I am glad we have run up against the wall of Easy Payment Plan. It is something I have been expecting in negotiating the sale of Victor goods to Smith, Brown & Co.

It is *not* insurmountable—it is true, it has its difficulties.

The Easy Payment Plan is a demonstrated success. It is founded on sound business principles.

The Singer Sewing Machine Co. built up its 10,000 branch offices and millions of assets through easy payments of \$1 per week.

The largest department stores in the United States do a tremendous business, and are making enormous profits on the instalment plan.

Two great life insurance companies—the Prudential and the Metropolitan—who insure the poor at 5, 10 and 25 cents a week, have, through this weekly payment plan, amassed between them more than \$150,000,000.

When a man buys a \$50,000 mansion, paying \$5,000 down and giving his notes for the balance, he is simply buying on the instalment plan. He is glad to buy it that way, and the seller is glad to sell.

Entire railway systems are bought, and the national debts of all the great nations of the world are paid on the instalment plan. There is no dif-

ference in the system—only in the size of the transaction. It is a universal idea—a proven success.

Human nature is the reason.

The great majority of the buying public of the United States are wage earners, or hold clerical positions at moderate salaries. As a rule, whether their salaries are large or small, they prefer to pay on instalments. The vast majority want all the comforts and enjoyments they are able to pay for—and want them right now. They are healthfully ambitious, and they are *honest*. They may not have the cash in hand, but they have their positions and their salaries, and in a reasonable time they can pay, and they *do*. Even where they have the cash they often prefer easy payments.

They pay for the time accommodation. They pay more than the interest on the money, pay a bigger profit than the smaller, wealthier class pays, and are *safer* pay.

Statistics prove that the percentage of loss through dishonest instalment purchases is too small to reckon. It isn't one-tenth the loss by straight credit.

Almost the entire piano industry of \$60,000,000 a year rests on the instalment plan.

Bankers are glad to take as security for loans the contracts for instalments on pianos. Yet think how much harder it is to pay for a piano than it is for a Victor. *The Victor is the best of all goods for an instalment business.* There are many reasons for this fact.

The Victor makes a universal appeal—everybody wants it—everybody can enjoy it.

There is a Victor at every price—everybody can pay for it.

The Victor gives lasting pleasure—the possessor never gets tired of the Victor—he enjoys it all the time.

He never feels that he is paying for a "dead horse." He would rather have a Victor than the money.

The Victor does all its own work—it plays itself. The purchaser doesn't have to learn to play it, as he does with any other instrument.

NEW RECORDS.

There is always something besides the payments to look forward to. New pleasure comes to the buyer with every record, and fresh business for YOU. This works both ways. The new monthly records bring people to pay their instalments. This makes the instalment Victor its own collection agent, and those who come solely to pay their instalment end by buying new records. And this is

all cash business. That's one great point about Victor instalment business—it is an entering wedge for a large cash business.

The Easy Payment Plan is the most economical way to obtain business. The extra cost of making collections and keeping accounts, and the interest on your money, is offset by the far greater ease of getting business.

The same advertising that sells the Victor for cash would sell at least ten on the instalment plan. The cost of advertising chargeable to each sale would only be about one-tenth as great. And, as we know, total net profit is what counts.

You have every advantage over the mail order concerns—less expense, less risk, better goods and wider variety.

You are "on the ground," backed by your own and the Victor Co.'s strong business policies.

The Victor Co. do a large proportion of your advertising for you. The national, magazine and daily newspaper advertising reach a vast number of people locally.

They furnish you with the best written and most attractive advertising matter in the business world for your own local use—window cards, newspaper advertisements, and electrotypes free of charge; folders, car signs, booklets and other good advertising matter at the bare cost of printing.

You are able to know your customers locally a good deal better than the mail order man can know his. You know whom to trust and how far to trust them. You can easily have their honesty guaranteed, and the Victor you sell on instalments is always within your reach.

You have only about one-tenth the risk of bad debts that a mail order house has.

You can sell the best instrument of its kind that can be sold by anybody. You have the lowest priced good instrument, and the finest instrument at any price. You have a Victor to suit every purse.

You can demonstrate to possible customers. This is an immense advantage over a mail order concern. You can meet your customers, talk to them face to face, find out their ideas, select the most appropriate instrument and make the most appropriate terms to suit every individual.

No one can cut your prices or obtain any unfair advantage over you on Victor goods.

The writer knows of one order he Victor Co. turned down of over \$250,000 from one mail order house. They are continuously on the alert to stamp out unfair competition amongst Victor dealers.

You will have none of the disadvantages of lack of capital, and if you are going to take up the Victor line, by all means embrace the instalment and of the business. Very truly yours,

THE TALKING MACHINE CO.,
Per A. D. Geissler, Manager.

ORDERS FROM NEW ZEALAND.

(Special to The Review.)

Minneapolis, Minn., June 9, 1912.

The Talking Machine Co. received a large order for Victor Red Seal records from New Zealand, which were shipped last week via express and boat. Even the Far West knows of Matheis.

INVESTIGATE THE HILES-THALHAMMER AUTOMATIC RECORD-STOP

MECHANICALLY PERFECT. PERFECTLY MECHANICAL

The Record-Stop in position for operating.

It acts instantly without jar to the governor and is easy to put on.

Retail Prices in the United States

Nickel Plated, \$2.00 Gold Plated, \$5.00

Liberal Discounts to the Trade.

In ordering, state whether for Victor or Columbia Machines.

THALHAMMER & HILES

458 So. Flower Street Los Angeles, Cal.

Successfully sold in Los Angeles by Geo. J. Birkel Co., South California Music Co., Wiley B. Allen Music Co., and J. B. Brown Music Co., to whom reference may be had.





The Quick Sale Line

U-S EVERLASTING NON-BREAKABLE RECORDS

Are You a Live Dealer

U-S



Phonograph

Opportunity

To Make More Money

Think How Easy it is to Sell with these Selling Points

NO "needles" to change. Sapphire Reproducing Points never wear a record—last forever and are a feature of U-S PHONOGRAPHS.

U-S EVERLASTING RECORDS can be handled by children—cannot be broken by careless handling even in the delicate sound grooves.

U-S EVERLASTING RECORDS never wear out, but preserve their tone values forever.

The most powerful, even-running, and long-running motor ever made for a phonograph.

Plays four-minute and two-minute records. A turn of a thumb-screw to left instantly engages four-minute gear, and to the right engages two-minute gear.

A Phonograph so superbly equipped that it reproduces whispering harmonies of music usually lost in the sound volume. Absolutely true to original rendition.

The everlasting enjoyment of the best talent that the musical, theatrical, and vaudeville world affords, becomes his who accepts this most remarkable offer, which is for a short time only.

It's Easy to Make Big Money If You Get This Winning Line



The Most Sensational Offer Ever Made

WE have arranged so that this PEERLESS U-S PHONOGRAPH, which has been selling at \$200.00, may be sold by you for \$150.00, including fifty U-S EVERLASTING RECORDS free.

Will Sell Like Hot Cakes

The records may be selected by your customer from our catalogue, to comprise 30 Four-Minute Records (other than Grand Opera) and 20 Two-Minute Records, or their equivalent.

This magnificent Phonograph stands 47 inches high, has a depth of 21½ inches, is 22 inches wide, and has no superior as a sound-reproducing instrument.

This Is a Limited Offer

If you wish to take advantage of it, it must be quickly, so fill out coupon and forward at once, and we will give you detailed information by return mail.

The U-S Phonograph Company

Associated with The Bishop-Babcock-Becker Company

1013 Oregon Ave., Cleveland, Ohio
 219-225 W. Washington St., Chicago
 Portland and Chardon St., Boston
 58-60 W. Mitchell St., Atlanta
 210-212 S. Broadway, St. Louis
 5-7 Union Square, New York
 338-40 Minnesota St., St. Paul
 168-70 Broadway, Albany
 1106 Commerce St., Dallas

The U-S Phonograph Company

1013 Oregon Avenue CLEVELAND, OHIO

Send at once full information and literature regarding your special offer to Dealers.

Name _____
 Street _____
 Town _____
 State _____

U-S EVERLASTING NON-BREAKABLE RECORDS

The Coming Line

U-S EVERLASTING NON-BREAKABLE RECORDS

The Talking Machine Trade in New England

NOW HANDLING THE VICTOR LINE.

F. W. Peabody Installs Victor Machines and Records in Gloucester Store.

F. W. Peabody, who is one of those hustling merchants who is able to successfully conduct three large stores, one at Gloucester, one at Amesbury and a third at Newburyport, Mass., has just installed Victor outfits in the store in the first-named city. Mr. Peabody's Gloucester place has a wide reputation as a piano and music house, and now that he has the Victor goods on sale he is looking for even a wider popularity than ever before.

VOICES OF OLD RESIDENTS.

Wentworth's Clever Idea of Handing Down to Posterity the Sayings of Middleboro's Old-Timers.

(Special to The Talking Machine World.)

Middleboro, Mass., June 8, 1912.

H. B. Wentworth, an Edison dealer, is planning a very unique stunt. He is going to record the voices of quite a number of prominent old residents of the town. These persons are going to make records of the history and growth of the community and Mr. Wentworth proposes presenting these records of the history and growth of the community to the local authorities, same as any written records might be preserved. Those of the town who have learned of Mr. Wentworth's purpose have been most enthusiastic over the idea.

WARDELL IN NEW QUARTERS.

"Tom" Wardell, of Lowell, Mass., is about to move into his new store, and he has had built three elegant booths, which his customers will heartily appreciate. He is going to carry a full line of both the Victor and Edison goods.

REYNOLDS DOING WELL WITH "TALKER."

M. J. Reynolds, the well-known music dealer of Milford, Mass., is one of the aggressive men of the business in his town, and the talking machine business is one of the important items in his daily affairs. Mr. Reynolds has been able to interest a great many people in the possession of expensive outfits.

VICTOR LINE WITH DIMOND & SONS.

Another Providence, R. I., store to take the Victor line is L. Dimond & Sons, one of the large department stores of that enterprising city. The concern has just placed its application for a contract with the Eastern Talking Machine Co. of Boston. This is one of those enterprising concerns that, having examined into the talking machine proposition, has been quick to see the value of such a department from the purely commercial, not to say the artistic, side of the proposition.

AN ENTHUSIASTIC EDISON DEALER.

Mansfield A. O'Brien, of Kingston, Mass., down on the south shore of Massachusetts, is one of the enthusiastic Edison dealers. Mr. O'Brien is very familiar with that district and during this summer especially he expects to be able to dispose of a great many outfits among the summer guests, that district being a very popular resort during the warm months.

SCHUEER TO INCREASE FACILITIES.

F. J. Scheuer, proprietor of the Melrose Willow Furniture Co., of Melrose, Mass., reports that the Edison business looks so encouraging that he already is making plans for increasing the facilities of his establishment. He has a very attractive place and business with him is constantly growing.

EDISON ACTIVITY IN NANTUCKET.

It was fortunate for the people of Nantucket, Mass., that C. W. Austin, the Edison dealer, had a good supply of machines on hand during the past long cold winter, for they helped to make the season bearable. So many machines were sold that Mr. Austin has had to lay in a complete new line to meet the demands of summer visitors, for the season at this popular resort promises to be a big one.

REPORT AN EXCELLENT BUSINESS.

L. F. Monahan, of East Dedham, has a fine report to make of the talking machine business for the past few months. Lately he has been able to dispose of a number of the \$90 outfits.

CLEVER NEEDLE PUBLICITY.

(Special to The Talking Machine World.)

Lowell, Mass., June 10, 1912.

What is claimed to be the first booklet ever published devoted entirely to talking machine needles has been issued by W. H. Bashaw, of this city. This is for general distribution and copies will be sent to dealers and jobbers upon request. Typographically, the Bagshaw booklet is pleasing; the cover is of light-blue stock and is printed with blue ink, the inside pages being of buff color with the printing done in brown ink.

Primarily this booklet was published for the purpose of telling the story of Duplexetone needles, the talking machine needles with two tones, but in addition is a vast amount of live reading covering the general business of Mr. Bagshaw. Under the general business comes the service offered to jobbers whereby they can have their own advertisement on the packages of needles without extra charge.

For a specialty that has won instant favor the Duplexetone needles have been very successful. To secure a loud tone and a soft tone with the same needles appeared at first as an impossibility to some of the skeptical, but upon receiving their generous package of samples (which will be sent to any dealer or jobber upon request), and giving the Duplexetone needles a good, forcible test, even the skeptical were convinced of the wonderful merit of this needle. Mr. Bagshaw is spending considerable money educating the trade to the value of the Duplexetone needle and naturally he is pleased at the reciprocation of the trade.

THE PHONOGRAPH IS EFFECTIVE

(Special to The Talking Machine World.)

Great Barrington, Mass., June 8, 1912.

From boyhood George Day, now twenty-one years old, has been deaf. He could not hear even the report of a gun.

The most skilled experts have pronounced his ear drums perfect and there was no apparent reason why he could not hear. They could only suggest as a theory that the nerves of the ear had become unresponsive through lack of exercise.

But a few days ago he began to hear under certain conditions. His hearing is now being developed by means of the phonograph.

Frank A. Minkler, of Great Barrington, conceived the idea that Day might be made to hear loud records played on the talking machine and he secured an extra loud cornet solo record and fitted to the talking machine and ran a long rubber tube from it to Day's ears. The talking machine was started and immediately over the face of the listener there stole an expression of wonder, followed by one of delight. For the first time in twenty years George Day could hear. No ordinary ear could stand the shrill, sharp notes. Now, twice a week the young man is trying the experiment of curing his deafness with the talking machine.

PLACE BIG COLUMBIA ORDER.

Goodman & Derby, of Peterboro, N. H., placed an order for sixty machines with the Columbia Phonograph Co.'s Boston quarters lately. This shows what a hustling firm can do in a comparatively small place, for Peterboro is a comparatively small place, numbering 2,527 people. Goodman & Derby are widely known, for they successfully conduct ten stores in different places. In acknowledging the order, Manager Erisman, of the Columbia, congratulated the house on its enterprise.

Charles W. Persons, of 79 Main street, Maynard, Mass., whose piano house is a well-known rendezvous for the music lovers of that town, has installed a large line of high-priced Victor goods, and some well equipped booths are being greatly appreciated by Mr. Persons' customers.

A wise dealer's Resolution for a "Profit-Convention" all the time!

Resolved, that I will write today to The Pardee-Ellenberger Co. at Boston, Mass., or New Haven, Conn., for full particulars about the profits of the Edison Home Kinetoscope.

BECAUSE this machine retails for \$65 to \$88, which is the right figure for the most sales, and

BECAUSE it allows me a good profit, not only upon the machines but upon the films and coupon books for films, and

BECAUSE the investment is so small that it makes the proposition doubly attractive.

BECAUSE it will increase the sale of talking machines and records.

(Signed) "A LIVE DEALER."

The Pardee-Ellenberger Co. are Distributing the Edison Kinetoscope in New England. Offices at Boston, Mass., and New Haven, Conn.

FROM OUR BOSTON HEADQUARTERS

324 WASHINGTON STREET, JOHN H. WILSON, MANAGER.

(Special to The Talking Machine World.)

Boston, Mass., June 7, 1912.

Business has been making such a notable advance at the Columbia Phonograph Co.'s local headquarters in Tremont street that additional space has had to be taken by Manager Arthur Erisman. A year or so ago the rear part of the second floor of 174 Tremont street was taken and rearranged for the uses of the large clerical force of the establishment; now the front half of the same floor has been leased and it will be completely transformed into a salon arrangement and will be approached from the ground floor both by an easy stairway and elevator. It is Manager Erisman's plan to have one-half of the length of the apartment divided into individual rooms, each one furnished distinctively, that is to say, one will

be furnished in mahogany with a handsome Grafonola to match; another apartment will be finished in oak and perhaps a third in mission style, and in this way it will be apparent to the purchaser or even the casual observer that a machine can be supplied to match any style of furnishings. The other half of the large area will contain a line of high-priced machines, and along the Tremont street front, from which a splendid view of Boston Common may be had, there will be an attractive display of Columbia goods which will show up well from across the street. In the center of the broad expanse of windows is an artistic bow window with each pane opening in, so that the place always will be cool and comfortable. The new quarters of the Columbia should be all ready in the course of a few weeks.

Manager Erisman reports that while there has been somewhat of a let-up in business, the month of May showed up considerably in advance of the same month last season. Just now Mr. Erisman's busy staff is profitably prospecting for summer business.

Chester J. Sylvester Married.

One of the events of the month in local talking machine circles has been the wedding of Chester J. Sylvester, manager of the talking machine department of the C. E. Osgood Co., which took place at Worcester on the evening of Wednesday, June 5, the bride being Miss Mae Morrill, daughter of Mrs. Hannah Morrill. The ceremony was performed by Rev. Clifton H. Mix, of the Pilgrim Congregational Church, and the bride was given in marriage by her mother. The house was attractively decorated and there were guests present for the reception from Boston and Worcester and many distant points. Mr. and Mrs. Sylvester were the recipients of many gifts. On their return from an extended wedding trip they will start housekeeping in one of the suburbs of Boston.

Promotion for J. W. Widener.

J. W. Widener, who formerly was attached to the Boston Talking Machine Co., and was associated with the Columbia Co., has been made vice-president of the F. C. Henderson Co. and is in charge of the talking machine department of the Shepard-Norwell Co., whose department devoted to several lines of talking machines has been a great success from the start. Mr. Widener has had a wide experience in this line of work and Mr. Henderson has been quick to realize the wisdom of attaching Mr. Widener to his staff.

Summer Outing of Eastern Associates.

At the last meeting of the Eastern Talking Machine Associates, held in the hall of the Eastern Talking Machine Co., the members extended a vote of thanks to President E. F. Taft, of the Associates, who is secretary and general manager of the company. In turn Mr. Taft thanked the employes for their unflinching loyalty and support given him in every case throughout the year. It was the last meeting of the season, the next one to be held in September. All the boys eagerly discussed the summer outing which is to be held at Crescent Park, Rhode Island on June 17, and which promises to be the banner occasion of the Associates. There will be thirty going down from Boston, some by train, others by automobile. A baseball squad has been formed and their game will be one of the events of the day. The Boston contingent will be joined at Providence by F. L. O'Neil, who is the manager of the talking machine department of the John Shepard Co., of Providence, and others who will be in the party will be members of the Victor Co.'s New England staff, J. L. Gately, L. H. Ripley and T. W. Duncan. Everybody is looking for a good time.

Looking After Kinetograph Sales.

Bernard M. Corbett, of the kinetograph sales department of Thomas A. Edison, Inc., has been in Boston for a short time calling on the local trade. He will leave here about June 24 and will go to Peoria, Ill., and other Western places. Mr. Corbett says he always likes to get to Boston, which means he knows a good city.

Business Active with Eastern Co.

The Eastern Talking Machine Co. has just fitted up a new room on the second floor which will be used for a stock room, although just now it can most advantageously be used for demonstration purposes. The room is carpeted, there are attractive pictures on the walls, and there is quite an air of homelikeness to the place. Business with the Eastern Co. has been very good throughout all of May and the first week of June showed up surprisingly well also, considering the period.

Skelton Enjoying Vacation.

H. R. Skelton, of the phonograph sales department

(Continued on page 30.)

How Many of these Duplexetone Booklets Do You Want?



Duplexetone

The Talking Machine Needle
With Two Tones

W. H. BAGSHAW
LOWELL, MASS.

This Booklet
Tells All About
Duplexetone
Needles; Their
Production,
Merits and
Profits.

It is written so it can be given to your retail trade, which will treble your needle profits. With Duplexetone Needles you can secure **two tones** at one price. A distinct novelty and a big seller wherever introduced. Samples free upon receipt of your jobber's name.

Send your request for Booklets to-day! Remember that the Edition is limited and the first requests get the first attention.

W. H. BAGSHAW,

SOLE MANUFACTURER OF
DUPLIXETONE NEEDLES

Lowell, Mass.

You can afford to spend a little time investigating Columbia instruments, which are the most attractive, yet the cheapest on the market; and Columbia records which we guarantee musically superior to all others.



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

FROM OUR BOSTON HEADQUARTERS.
(Continued on page 29.)

ment of the Thomas A. Edison, Inc., who is one of the popular traveling men in the New England field, is taking a much-needed vacation, and is spending most of his time at his comfortable home in Roslindale.

Normal Conditions Again in Lawrence.

John E. O'Neil, who has a large establishment at Lawrence, was a recent visitor to Boston, and he reports that his city has again resumed its normal condition, following the textile strike, and that business has picked up considerably. Mr. O'Neil is one of the enthusiastic Edison dealers and he has been making some excellent sales lately.

Demand for New Seal.

A neat little double-disc seal has been put out by the Columbia Co., and Manager Erisman has had calls literally for thousands of them since the company's dealers learned that they were ready for the trade. As an advertising medium they are bound to play their part.

Place Order for Edison Business Phonograph.

The Office Specialty Co., of Boston, which are dealers for the Edison business phonograph, has recently sold to the New England Telephone Co. a large number of commercial machines, which have been installed in the company's executive offices. Roy R. Fiske, the company's manager, says that business has been increasing considerably of late.

Early Closing During the Summer.

Both the Eastern Talking Machine Co. and the Columbia Phonograph Co., whose establishments are quite close together in Tremont street, have agreed to close early during the summer, announcement of which has been most gratefully received by the faithful employees of the two companies. Beginning on June 22 the two stores will close each afternoon at 5:30 instead of six, and on Saturdays at one o'clock, this schedule to remain in effect until September 15. This favor of a Saturday half-holiday is one that each season is greatly appreciated by the companies' employees.

Add Many Dealers to Its List.

The Pardee-Ellenberger Co., Inc., has been adding a number of strong dealers to its list lately, and some of the new Edison enthusiasts who are dealing with the company are located in Worcester, Mass.; Concord, N. H.; Lawrence and Lowell, Mass.; New Haven, Conn.; Eastport, Me.; Portsmouth, N. H.; Brockton, Mass.; Woonsocket, R. I.; Fitchburg and Quincy, Mass.; Belfast, Me., and other places. Manager Silliman, of the Boston office, says these all constitute a strong working force for the Edison output. He also reports local business to have been splendid the past month, with a number of sales of the \$125 Amberolas to the company's credit.

President W. O. Pardee, of the Pardee-Ellenberger Co., Inc., was in Boston for a few days lately, and expressed himself well satisfied with the business done from the Boston end.

Geo. W. and Mrs. Lyle Visitors.

George W. Lyle, general manager of the Columbia Phonograph Co., and Mrs. Lyle were visitors to Boston lately, the guests of Manager Erisman. Mr. and Mrs. Lyle had a daughter studying

at the Sargent Gymnasium School, which has been the reason for their several visits here this past season.

Columbia in School Exercises.

Manager Erisman is proudly exhibiting several pictures taken in the Parmenter School, South Boston, where a number of Columbia outfits lately have been installed. The pictures show groups of little tots going through their gymnastic exercises to the music of a Columbia Grafonola.

Ditson Trade Shows Increase.

Henry Winkelman reports a good Ditson trade all through May, and at the end of the month it was found that the business had made a marked increase over the same month last year. Mr. Winkelman, when your correspondent dropped in on him the other day, was engaged in the process of adjusting vacations, so that all his working staff may be satisfied and with as little inconvenience to the business as possible.

Sales of High Priced Victor Outfits.

Charles Lincoln Parker's Victor department has made some sales of high-priced outfits in the past few weeks. Mr. Parker has a number of good prospects in view. This well-known dealer, with his family, is going to spend the summer at a comfortable place on Narragansett Bay.

Find Department Profitable.

The R. H. White Co. is finding out it made no mistake when it installed a talking machine department last month. Mr. Krunschied, the manager, has made the department a success from the start.

Business Is Excellent.

Manager Herbert L. Royer, of the Arch street Victor headquarters of the M. Steinert & Sons Co., made a quick trip to some of the Connecticut cities a few days ago. Mr. Royer reports business as excellent.

An Attractive Victor Display.

A well arranged Victor display in the large show windows of the Henry F. Miller & Sons Piano Co. is a magnet for much fine business lately at this house. Manager Urquhart and his able staff have been able to interest a number of prominent people in the Victor line, and the outfits are for special service at the summer homes of the purchasers.

AN ADVERTISING NOVELTY.

The Columbia Phonograph Co., General, under date of June 5, is sending to its dealers and distributors a sample of a new advertising specialty, the Columbia double-disc "Seal," with a letter of instructions as to how to use them to further promote the publicity of Columbia double-disc records. The "Seal" is attractively designed and printed and embossed in black and gold. In the center is the familiar Columbia musical note, and around it the words, "Columbia Double-Disc Records." The background is black, with a border of gold. The seal is round and of the proper size for use on envelopes or any other mail matter. The seals are to be supplied free, and shipments have already begun. The seals properly distributed will bring about the result desired by all dealers, and that is to have all people think of the Columbia when they see the musical note.

OUR FOREIGN CUSTOMERS.

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

(Special to The Talking Machine World.)

Washington, D. C., June 8, 1912.

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

MAY 13.

Autofagasta, 15 pkgs., \$167; Berlin, 51 pkgs., \$1,250; Callao, 5 pkgs., \$128; Cape Town, 18 pkgs., \$818; Chemulpo, 8 pkgs., \$628; Colon, 4 pkgs., \$174; Curacao, 2 pkgs., \$117; Cristobal, 2 pkgs., \$190; Genoa, 12 pkgs., \$484; Havana, 9 pkgs., \$519; Kingston, 8 pkgs., \$288; Limon, 8 pkgs., \$191; Liverpool, 3 pkgs., \$680; 2 pkgs., \$115; Montevideo, 30 pkgs., \$1,366; 39 pkgs., \$1,428; Progresso, 65 pkgs., \$2,491; Puerto Barrios, 10 pkgs., \$6,438; Rio de Janeiro, 23 pkgs., \$1,051; St. Petersburg, 16 pkgs., \$329.

MAY 20.

Algoa Bay, 25 pkgs., \$1,240; Amsterdam, 12 pkgs., \$410; Barbadoes, 8 pkgs., \$251; Berlin, 22 pkgs., \$446; Callao, 2 pkgs., \$430; Cartagena, 3 pkgs., \$166; Colon, 3 pkgs., \$108; Corinto, 7 pkgs., \$381; Guayaquil, 8 pkgs., \$260; Havana, 8 pkgs., \$210; Kingston, 3 pkgs., \$154; La Guayra, 3 pkgs., \$141; London, 35 pkgs., \$1,062; 7 pkgs., \$757; Madrid, 8 pkgs., \$240; Manila, 124 pkgs., \$4,265; Natal, 13 pkgs., \$1,218; Para, 7 pkgs., \$618; Valparaiso, 4 pkgs., \$225.

MAY 27.

Barbadoes, 8 pkgs., \$390; Berlin, 6 pkgs., \$132; 28 pkgs., \$319; Bremen, 2 pkgs., \$395; Cape Town, 138 pkgs., \$2,045; Christiania, 22 pkgs., \$970; Guayaquil, 3 pkgs., \$317; Havana, 11 pkgs., \$1,235; 60 pkgs., \$3,462; Liverpool, 1 pkg., \$120; 1 pkg., \$110; London, 110 pkgs., \$2,387; 235 pkgs., \$7,570; Milan, 2 pkgs., \$407; Maracaibo, 3 pkgs., \$230; Montevideo, 17 pkgs., \$1,314; Para, 8 pkgs., \$424; Port au Prince, 2 pkgs., \$123; Porto Barrios, 4 pkgs., \$221; Rio de Janeiro, 90 pkgs., \$7,761; Rotterdam, 2 pkgs., \$250; San Domingo, 3 pkgs., \$190; Sydney, 200 pkgs., \$7,928; Vera Cruz, 34 pkgs., \$847; Vienna, 5 pkgs., \$306.

JUNE 5.

Calcutta, 6 pkgs., \$148; Chemulpo, 5 pkgs., \$277; Copenhagen, 20 pkgs., \$1,250; Dominica, 1 pkg., \$140; Havana, 30 pkgs., \$1,146; La Paz, 4 pkgs., \$197; Milan, 12 pkgs., \$270; Montevideo, 81 pkgs., \$6,514; Rio de Janeiro, 111 pkgs., \$3,169; Savanilla, 3 pkgs., \$144; Vera Cruz, 44 pkgs., \$1,339; Yokohama, 39 pkgs., \$29,588.

NEW VICTOR DEALER IN HUDSON, MASS.

The Durkee Furniture Co., of Hudson, Mass., recently installed a good-sized stock of Victor goods. This store has a very central location in the center of the town, and it is able to exhibit and to demonstrate machines under the best possible conditions.

Things don't come your way till you get after them.

OFFICERS OF EDISON CO. WILL NOT ATTEND CONVENTION.

Reasons Set Forth in Communication to Secretary Roush Charging That His Activity for Proxies Is Inconsistent with Association Usefulness—Mr Roush's Letter in Which He Says His Act Was a Personal One.

Talking machine jobbers throughout the country have received a communication from C. H. Wilson, general manager of Thos. A. Edison, Inc., to the effect that he, as well as Mr. Edison, Mr. Dyer and the other officials of the corporation have officially declined the invitations to attend the annual convention of the National Association of Talking Machine Jobbers at Atlantic City on July 1 and 2. The reasons leading up to this decision are to be found in the following letter addressed to J. C. Roush, under date of June 4:

ORANGE, N. J., June 4, 1912.

Mr. J. C. ROUSH, Secretary, National Association of Talking Machine Jobbers, Pittsburgh, Pa.

Dear Sir—With reference to the invitations extended to Messrs. Edison and Dyer and other officials of this company to attend the annual convention of Talking Machine Jobbers, at Atlantic City, on July 1 and 2, let us say that we cannot consistently accept such invitations and they are therefore declined.

It has come to our knowledge that you have been conducting a campaign for proxies and that you have invoked support for the alleged reason that this company, to quote your language, "purposes using every effort to elect an entire Edison ticket * * * a ticket that would be wholly prejudiced in favor of the Edison line."

You state in your letter to jobbers on this subject that you understand this "on mighty good authority." We challenge you to cite that authority. We also challenge you to name the source and character of any information you may have which tends to support your statement concerning the attitude of this company in this matter.

It is untrue that we have used or proposed to use, or ever had any intention of using any effort whatever to influence the nomination or election of any candidate for any office within the gift of the association.

Your aforesaid letter also contains the following statement:

"As our interest (meaning the interest of yourself and those to whom your letter was addressed) are 95 per cent. Victor, it would be—very foolish for us to allow the Edison faction to secure control of the association, etc."

Are we to understand that your conception of the National Talking Machine Jobbers' Association is that it must be the tool of one of the talking machine manufacturers, and that your duty as secretary is to make the association the tool of the manufacturer, with whom, as you say, 95 per cent. of your interests lie? If such is your conception of your duty, and if such ideas are shared by a majority of the association members, we feel that the usefulness of the association to its members is at an end.

We hope that the National Association of Talking Machine Jobbers will not become subservient to any manufacturer, and that it will continue to serve and promote the interests of its members in an impartial and intelligent manner. However, if your methods are to be endorsed by the association, we do not feel that any good purpose would be served by the continuance of past relations between that association and this company.

We understand that the ticket for which you have been seeking proxies was announced by you as having been selected by the Executive Committee of the association. We have seen a letter from a prominent member of the Executive Committee in which he states that the committee has not to his knowledge suggested the names of any candidates to be elected at the annual convention.

We trust that the foregoing letter makes our position plain and with that belief are sending a copy of it to each member of the association. Very truly yours,

(Signed) C. H. WILSON, General Manager.

In addition to the foregoing Mr. Wilson sent the following letter to the entire jobbing trade, so that they may more fully understand the position of his company:

June 4, 1912.

Gentlemen—You may perhaps be interested to learn that we have decided not to attend the annual convention of the National Association of Talking Machine Jobbers at Atlantic City, next month.

Our reasons for this decision are set forth in our letter of today to Mr. J. C. Roush, secretary of such association. A copy of that letter is enclosed herewith. We also enclose copy of a letter set out by Mr. Roush to various jobbers seeking their proxies in behalf of a ticket purporting to have been selected by the Executive Committee.

In support of this ticket Mr. Roush asserts that this company will seek the election of what he calls an "Edison ticket." We have never had any intention of making any effort whatever to influence the nomination or election of any person to any office in the association.

Our letter to Mr. Roush states our conviction in the matter, and it is probably not necessary to make any additional comment.

Our attitude toward the jobbing trade and its individual members will, of course, remain unaffected by the position we have felt it necessary to take in regard to Mr. Roush's methods of conducting the affairs of the association.

Very truly yours,

(Signed) C. H. WILSON, General Manager.

The letter written by Mr. Roush and referred

to by Mr. Wilson in the foregoing communication to jobbers is as follows:

May 24, 1912.

Dear Sir—For just about three minutes I want your undivided attention about a matter that is vitally personal to both you and me.

On mighty good authority I understand that the Edison Company propose using every effort to elect an entire Edison ticket at our coming convention—a ticket that would be wholly prejudiced in favor of the Edison line.

You will recall that for the last two or more years we have had absolutely NO Edison concessions granted our association, every concession in all that time coming from the Victor Company.

As our interests are 95 per cent. Victor, it would be—to say the least—very foolish for us to allow the Edison faction to secure control of the association and the movement should be nipped in the bud!

Therefore, even though you intend being at the convention I want you to sign and send to me at once the ENCLOSED PROXY FOR THE ELECTION OF OFFICERS AND EXECUTIVE COMMITTEE only.

Leave the rest to me.

This is of the utmost importance.

Don't lay this down and forget it.

Sign it NOW and drop it in the mail NOW!

With thanks and warmest regards, yours sincerely,

(Signed) J. C. ROUSH, of Pittsburgh.

A LETTER FROM J. C. ROUSH.

J. C. Roush, secretary of the National Association of Talking Machine Jobbers, explains his attitude in the following communication sent to Carl H. Wilson, general manager of Thos. A. Edison, Inc.

PITTSBURGH, Pa., June 11, 1912.

Mr. Carl H. Wilson, General Manager, Thos. A. Edison, Inc., Orange, N. J.:

Dear Sir—The writer regrets that his personal political activity has prompted you and your associates to decline the invitation of the National Association of Talking Machine Jobbers to attend their sixth annual convention.

The letter which you refer to as having suggested the necessity of taking this step, you will, I believe, upon further consideration, grant was a personal act, and not an official one, clearly indicated by the fact that same was transmitted on my own personal stationery, unattended by any official signature, and was addressed only to such distributors whose interests, as stated, were 95 per cent. Victor, or close to same.

The writer, in accepting the office of secretary of the National Association of Talking Machine Jobbers, had no intention of relinquishing his rights as an individual, nor sacrifice those interests with which his past and what he believes his future success lies.

Even had I, as secretary of this organization, endeavored to secure representation favorable to the company with whose interests my own interests and those of the majority of the members of the association are allied, I believe I should not have committed an indiscretion by such an act, as the company who has, in the most instances, acted favorably upon the suggestions of the association, and who are at the present time supporting the industry, are certainly entitled to our greatest consideration.

Regarding the interest evinced by the members of your company and your challenge that I present proofs to substantiate my statement, I must, with the same grace that you have declined the invitation of the National Association, refuse to betray the confidence of those from whom this information was secured. I can only repeat that this information was received from what I believe was an authentic source, and acting upon this belief, I believe it will be granted by you my right to assist in the election of such officers in whose fairness and integrity I feel the greatest confidence, and whom I believe will maintain friendly relations with the manufacturer to whose support I must look for my business success.

The entire association has been maintained, as far as my knowledge of its workings are concerned, to the benefit of all its members. While seeking, diplomatically, such concessions as we believe for the best interests of the industry, it has never become subservient to the manufacturers, nor does it intend doing so.

The writer, as an individual, shall not attempt to force upon you an invitation which is apparently undesirable, but the secretary of the association, I can assure you and the members of your company a most cordial reception at our convention.

The paragraph pertaining to the act of the executive committee in suggesting a ticket for nomination at the next election, has no bearing on the matter under discussion, but for your information I beg to advise you that the above mentioned ticket had and has the approval of the majority of the present executive committee.

Yours very truly,

J. C. ROUSH, Secretary.

No placard is needed on the Washington Monument to call attention to the fact that it's tall. Waste no time on the obvious.

NEW START AND STOP DEVICE

For Disc Talking Machines Just Placed on the Market by a New York Concern—The Invention of Thos. W. Kirkman, a Clever Young Mechanical Engineer—Some of the Interesting and Valuable Features of the New Device and Its Many Advantages.

A new and practical combined starting and stopping device for disc talking machines which has just been put on the market by the Standard Gramophone Appliance Co. of New York, offers many new features for the consideration of the talking machine enthusiast and is expected to fill a substantial demand in that quarter.

The new device, known as the "Simplex," is the invention of Thomas W. Kirkman, a clever young mechanical engineer, who spent over a year in its development before the device was placed on the market as a finished product. The device, which is entirely automatic in its operations, does not inter-



Thos. W. Kirkman.

fere in any way with any part of the machine, but is permanently attached to the cabinet midway between the tone arm bracket and the turntable; by means of this attachment the necessity of the regulation brake is eliminated.

The "Simplex" device itself and a sketch of the attachment placed in position is shown in the advertisement of the Standard Gramophone Appliance Co. on another page of this month's World. Among the advantages claimed for the "Simplex" is that it is simple but positive in its action; does not interfere with any part of the talking machine; does not jar the sound box, and in stopping permits of several revolutions of the record. By the latter means there is no danger of the record being scratched through a sudden thump, and therefore remains uninjured. The "Simplex" at present on the market is intended solely for use on Victor machines, but Mr. Kirkman is at present working on a model for use on all other makes of this machine which will be ready at an early date.

The Standard Gramophone Appliance Co., manufacturers of the "Simplex," was but recently organized, with Richard P. Hart as president and treasurer, and Mr. Kirkman, the inventor, as secretary and general manager. The company intends to engage in the manufacture of numerous other novelties, and Mr. Kirkman has already perfected a new automatic lighter which uses the ordinary type of safety match, permits its being lighted and insures its staying lighted in any breeze.

The Talking Machine Supply Co., 563 Fifth avenue, New York, is the sole sales agent for the "Simplex" start and stop device, and inquiries regarding same should be forwarded to that company.

RIGHT TO THE POINT.

Push gets a bridge built, while Patience waits for winter, planning to cross on the ice.

Here We Provide the Summer's Business fo

Here is a reproduction of the double-spread in this week's issue of the Saturday Evening Post. Of the two million buyers of this periodical, a good many are within reach of your store. Every one of these will at least see this big Columbia advertisement. You've seen it! Did you also read the last paragraph? We're reprinting it below.

In addition to this advertisement, our sales creating plan among the people in the vicinity of all Columbia dealers is doubling its effectiveness.

The "Lyric," which this advertisement announces, is a light, portable instrument, retailing at \$25. It is as much in place in a tent, canoe, camp, or boat as it is in the home. *It is the only hornless instrument that sells under \$50.00 that has a continuous tone chamber.*

Notice that the terms named are \$5 a month—and no mention of initial payment. This leaves you free to secure whatever initial payment you want.

THE SATURDAY EVENING POST June 15, 1912

This is a Columbia

Tell your dealer you want the "Lyric," on 6 double-disc records, the whole outfit

records and all, for \$28⁹⁰ and at \$5

This price covers everything. No interest to add, no extras of any sort. No condition limit—July 31st. And your money back if you believe the outfit not equal to our

WE have arranged with over 7500 Columbia dealers all over the country to deliver this "Lyric" with you long enough for you to decide whether to keep it or have the dealer call for it.

When the instrument is before you, check up every feature that your money is paying for. The "Lyric" is first of all *portable*, condensed, compact; the cabinet is 13 3/4 inches square and 7 inches high, built of quartered oak throughout. Its *quality of tone* is beyond improvement and its *volume of tone* is surprising, until you realize that it has a perfect reproducer and a correct tone chamber, just like that of the high-priced instruments. **Insist on seeing that tone-chamber before you order.** No other low priced, small hornless "talking machine" has this Columbia feature. The uninterrupted and acoustically perfect tone-chamber of the "Lyric" is shown clearly enough in the diagram. But if you *once hear* the two types of instruments you won't need any diagram. "Hearing is believing."

The reproducer gives a round, full, natural tone. The motor is a soundless, double-spring drive, running three records at one winding, and can be re-wound in 10 seconds. Special regulator, start-stopping lever—pulling left on, everything right. The instrument plays either 10 or 12" double records (any make, Columbia or other).

Even if you already own an instrument that cost you \$200—no matter how fine or not—you can get \$25.00 worth out of the "Lyric" the first time you are away from the house and want good music. You can show it away easily and carry it away where you wish—on a motorboat, tent, boat, rumpy, lawn, or anywhere's veranda and it will play any disc records you happen to have handy. Columbia or non-Columbia. If you do not yet own a record-playing instrument, you will never have a better opportunity to make your money work "all the way" at all the world's. The "Lyric" is a splendid water-tight, because it is *portable*, but in its tone, its finish and its general appearance, it is a worthy instrument for any home for all the year round. The double-disc records that combine this profit cannot be equalled by any other in surface, in tone or in durability, and every Columbia record envelope carries that guarantee to you. Buy it.

This is an extraordinary \$28.90 worth. At \$5 a month you will have it paid for in a little while—and "all the music of the world" at your command in the meantime and always returned. It's going to be the best part of your summer's enjoyment you will find it so.

Special records for the Fourth!

Record Album \$1.50 Additional

Always ready for a dance in the barn

Makes a rainy day welcome at the camp

No trouble at all even in a canoe

All the

Columbia Phonograph Company, Ge

(Here is the paragraph we

All the active dealers in many towns and cities carry the Columbia line, but there is plenty of rich territory still open where **more dealers can**

Beginning of a Good or Columbia Dealers

June 15, 1912

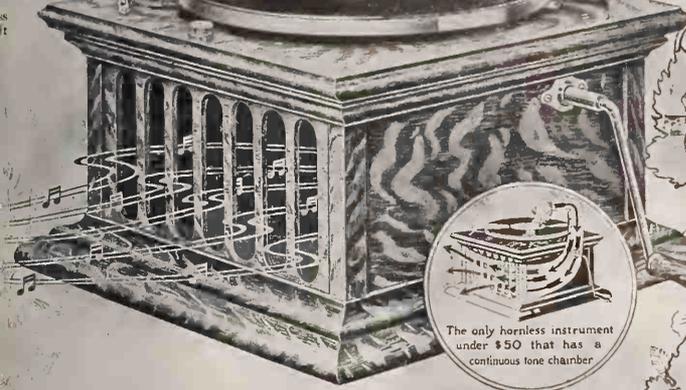
THE SATURDAY EVENING POST

for all outdoors

he will deliver it, with 12 selections
on approval,

month:

cept the time
entation.



The only hornless instrument
under \$50 that has a
continuous tone chamber



Go to with the
hammock on every record



Combine good music
and a good time



Even if you stay
at home

Dealers in 4,880 towns are prepared to fulfil this offer. If your locality is not covered by a dealer, write to us; we will see that you are supplied with either information or outfit, according to your request. Be sure to see the complete catalog of Columbia instruments and double-disc records. Don't fail to have the dealer play you your favorite music—sung by Destinn, Fremstad, Nordica, Garden, Slezak, Zentaglio, Nielsen, Pasquelli, Cavalleri, Biplam, or any other Columbia artist whose name is familiar to you.

Columbia Phonograph Company, Gen'l Box 331, Tribune Building
New York City

Manufacturers of the **Dictaphone** TORONTO: McKinnon Building. LONDON: Eurlfield, S. W.

Dealers **more dealers can make money** **exclusive selling rights**



may be kept
the youngsters around

Fill the summer hours
like the scenery

For you by your
lonesome or for a room-full

Go to the
where they go

Next best to
food and drink

Note also that the album mentioned in the advertisement brings an extra profit, and that the six records will leave six pockets in that album empty—which means that in practically every sale you can call the attention of the buyer to those empty pockets and sell several more records just as well as not.

Columbia advertising this season marks an epoch in the history of the talking machine industry.

This advertisement, like all other Columbia advertisements, calls particular attention to the dealer. Thousands of talking machine dealers, among them the leaders in their particular territory, have become enthusiastic Columbia boosters. And there is an enormously large field for all live dealers to profit by the advertising to come. This is only the beginning of our summer advertising.

Don't keep guessing at what we are going to do or what we have to offer. *Get in touch with us.*

Gen'l, Tribune Building, New York

we want you to read)

make money and wherever we are not actively represented, we are prepared to consider the granting of exclusive selling rights

DOINGS OF THE MILWAUKEE TRADE.

Talking Machine Men Making Preparations for a Lively Summer Business—Special Efforts Made to Interest Vacationists—Good Crop Outlook Helps Trade—Lawrence, McGreal on Annual Trade Boosting Trip—Gas Company's Advertisement Displeases Victor Dealers—Victor Line for Edmund Gram Music House—Planning to Attract Jobbers' Convention—New Stores and Departments Opened Recently Handling "Talkers."

(Special to The Talking Machine World.)
Milwaukee, Wis., June 10, 1912.

While the talking machine business during the month of May was hampered somewhat by the excessive rains which were received all over Wisconsin, dealers say that the reaction which is now being experienced more than offsets the delay. In Milwaukee the total rainfall during May amounted to 8.15 inches, the heaviest for the same month that had been experienced since May, 1876, when the total fall amounted to 8.54 inches. Despite the bad behavior of Jupiter Pluvius, local dealers say that trade during May might have been a great deal worse. They expect much better results during June, however, and, judging from the manner in which the month has opened up, they will not be disappointed.

Just as soon as the schools have closed the summer resort season all over Wisconsin will open with a rush and dealers will enter upon a busy period. Business from this source has started earlier than usual this year, and some good sales to Milwaukeeans, who have purchased new machines, records and supplies to take to their summer homes, are reported. Most of the local dealers are following the scheme outlined by J. H. Becker, Jr., manager of The Talking Machine Co., 1120 Walnut street, of selling smaller machines to owners of

the large Victrolas, in order that they might with greater ease move the smaller machines and enjoy the records intended for the larger Victrolas.

Considerable improvement has taken place during the past month in the Milwaukee iron, steel and heavy machinery field, and this is reacting favorably upon general business conditions. When the heavy machinery business of this city is satisfactory it means better things in all lines. Several of the local plants have increased their output and enlarged their working forces during the past four weeks, and talking machine men are hopeful that the improvement has come to stay.

Crop Outlook Helping Business.

Decidedly favorable crop reports are arriving from all over Wisconsin. The first report of the season, issued by Secretary MacKenzie of the Wisconsin State Board of Agriculture, shows that the condition of crops is equal to if not above the average, while the acreage of spring sowed grain is considerably larger than that of a year ago. The acreage of corn will show a decided increase, due to the steady growth of the hog raising and dairying interests, and to the fact that an unusually large acreage of land in northern Wisconsin was opened to cultivation last year. Good crops mean increased confidence and more money in all lines of activity, and talking machine men believe that they have every reason to be optimistic.

On Annual Trade Junket.

Lawrence McGreal, president of the National Association of Talking Machine Jobbers and Edison jobber for Milwaukee and Wisconsin, is a member of the party of business men who are enjoying the annual trade junket of the Merchants and Manufacturers' Association. The party, made up of representatives of almost every line of industry, will visit all the leading cities and towns in southern, central and northern Wisconsin, as well as two points in northern Michigan, and will not re-

turn to Milwaukee until about June 10. Mr. McGreal, as usual, took along several machines and a big supply of records, so he will probably make himself one of the most popular members of the party. Accompanying the party were Joseph Gannon, representing the Wisconsin Talking Machine Co., jobber in Milwaukee and Wisconsin for the Victor line, and William P. Hope, Wisconsin and upper Michigan representative of the Thomas A. Edison Co., Inc. Both Mr. Gannon and Mr. Hope took along a consignment of machines and records and aided Mr. McGreal in providing entertainment en route.

Advertisement That Displeases Trade.

Considerable adverse comment has been caused in Milwaukee talking machine circles by the advertisements which the Milwaukee Gas Light Co. has been running in the local papers of late. Headed by a drawing which shows a young man listening to a Victrola, while another young gentleman is carrying a teakettle upstairs, the advertisement reads in part as follows:

"You will invest in a \$200 Victrola and then lug a teakettle of hot water upstairs for a bath. Have you forgotten—now that your furnace is out—that a gas water heater will give you plenty of hot water in a few minutes and at a small cost?"

It would seem that it is decidedly poor taste, to say the least, to "knock" the talking machine business in such an utterly uncalled for type of advertising.

Interested in Van Eweyk's Songs.

Milwaukeeans are decidedly interested in the fact that the June list of Victor records contains six songs by Arthur Van Eweyk, the famous Milwaukee baritone, who is now making his home in Berlin, and whose annual visits to America are among the events of the musical season. Mr. Van Eweyk was born and educated in Milwaukee, and his return visits are hailed with delight by his friends and music lovers in general.

Talking Machine as Entertainer.

There is one Milwaukee industrial concern which has come to realize the value of the talking machine as a means of recreation and education for its employes, and that is the Cream City Laundry Co. The company only recently completed the erection of a large addition to its Broadway plant, fitted out with handsome rest rooms for the young women employes. The next step was to purchase a big Victrola and an extensive list of records, so that the young women could entertain themselves during the noon hour and the forenoon and afternoon intermissions. The company is generous enough to furnish tables and hot coffee to its employes, so while the Victrola is playing the girls can eat a warm lunch without leaving the building. After lunch is over the young women make good use of the Victrola by dancing to its music.

Edmund Gram to Handle Victor Trade.

The Edmund Gram Music House, representative of the Steinway and other leading pianos, has made arrangements for carrying the complete line of Victor machines just as soon as it is located in its recently purchased building at 414-416 Milwaukee street, now being remodeled into one of the hand-somest piano establishments in the Northwest. Mr. Gram will be located in a favorable portion of the city, and his trade is high class in nature; so he feels that he ought to meet with success in the Victor line. Special Victrola parlors are being fitted out on the first floor and in the basement of the new building, and no expense will be spared in fitting up quarters which will be entirely in keeping with the Victor line. It is understood that Miss Julia Wolfe, who is also manager of the player roll library at the Gram establishment, will have charge of the new talking machine department. The order for Victor stock will be placed with the Wisconsin Talking Machine Co.

Victor Concerts Attract Crowds.

The Talking Machine Co., 1120 Walnut street, J. H. Becker, Jr., manager, inaugurated a series of Victor concerts on May 29, which it intends to follow up for the remainder of the summer. Mr. Becker had made special announcement of the concert in the daily papers, following up the advertisements with 1,000 circular letters, so the attendance was large. Just at the present time Mr. Becker's

HOW DO YOU ORDER DINNER?

You don't order part of your meal in one Restaurant, because they serve that portion to suit you, and the balance in another.

YOU EAT YOUR ENTIRE MEAL IN ONE PLACE,

You select a Restaurant that will serve your entire meal to your taste and satisfaction. It is there you give your entire order.

BLACKMAN DOES NOT RUN A RESTAURANT

No; but BLACKMAN fills orders for the particular Dealers and serves them with EDISON and VICTOR goods as they want the order assorted, and the service is the best.

HOW DO YOU ORDER EDISON AND VICTOR GOODS?

Are you ordering EDISON from one jobber and VICTOR from another, waiting for TWO shipments and paying TWO expressages? Stop it.

BE ECONOMICAL—ORDER FROM BLACKMAN

BLACKMAN keeps a FULL LINE of all EDISON and VICTOR goods, therefore SAVES YOU MONEY, for you need only make out ONE order, pay ONE expressage. Send in a trial order NOW and let BLACKMAN take care of your holiday requirements.

There is no worry on BLACKMAN'S part about "MAKING GOOD," and there will be none on your part after a trial, for "Satisfaction at Blackman's costs no more than dissatisfaction elsewhere."

THE PLACE TO GET THE GOODS—EDISON AND VICTOR



Blackman
TALKING
MACHINE CO.



97 CHAMBERS ST. NEW YORK
EVERYTHING FOR EDISON OR VICTOR WHOLESALE OR RETAIL

store is the only exclusive Victor establishment in the city, and this has been a good talking point for Mr. Becker.

Return from European Trip.

Miss Gertrude Gannon, head of the Wisconsin Talking Machine Co., jobber for the Victor line, has returned from a three months' trip abroad. Miss Gannon, accompanied by a party of Milwaukee friends, visited the Holy Land, traveled up the Nile into Egypt, and on the return trip visited England, Ireland and Wales.

Pleased with Business Outlook.

E. F. O'Neil, assistant sales manager of the Victor Talking Machine Co., spent a few days in Milwaukee on business recently. Mr. O'Neil expressed himself as well pleased with the Victor business which has been secured in Milwaukee during the past year.

Immense Gain in Victor Trade.

L. C. Parker, advertising manager of the talking machine department of Gimbel Bros.' store, has resumed the daily Victor concerts in the Victor concert hall. Mr. Parker offers two concerts daily—one for the benefit of the people enjoying their lunch hour from 11:30 to 1 o'clock, and one from 2 to 4 o'clock, for the benefit of shoppers. These concerts have been decidedly successful in bringing new business, and Mr. Parker intends to keep them up. During February, March, April and May, the first four months of the Gimbel fiscal year, the talking machine department made a gain of 88.20 per cent. over the same period a year ago. Mr. Parker believes that for the entire year his department will register a gain of at least 50 per cent. Six people are now connected with the Gimbel department, and the business keeps them busy every minute.

Manager Parker, of the Gimbel talker department, will enjoy his first vacation in eight years when, with his family, he will spend from June 15 to July 8 visiting relatives and fishing at Rhineland, Wis.

Laurence Lucker a Visitor.

Laurence Lucker, head of the Minneapolis Phonograph Co., of Minneapolis, Minn., was a recent Milwaukee visitor. Mr. Lucker reports that the prospects in the Northwest are unusually bright at this time, with the crop situation favorable and money plentiful.

To Install Talking Machine Department.

The Espenhain Dry Goods Co., operating one of Milwaukee's largest department stores at the corner of Grand avenue and Fourth street, is preparing to install its first talking machine department. The entire Victor line of machines, records and supplies will be carried, and the initial order will be placed with the Wisconsin Talking Machine Co. The manager for the new department has not been announced as yet.

To Attend Convention.

Lawrence McGreal will attend the Democratic National Convention at Baltimore as Clark delegate. Mr. McGreal will also attend the Jobbers' National Convention at Atlantic City. Miss Gertrude Gannon, of the Wisconsin Talking Machine Co., the only woman member of the jobbers' organization, accompanied by her friend, Miss McCarthy, will also attend the Atlantic City gathering.

Victor Line in Manitowoc.

Emil O. Schmidt, Milwaukee's one-price piano dealer, 310 Grand avenue, who also carries the Victor line, has opened a new Victor branch at his store in Manitowoc, Wis. Mr. Schmidt has been securing a fine piano business in and about Manitowoc, and he believes that the field is favorable for the Victor. The initial order was placed with the Wisconsin Talking Machine Co.

DALLAS TALKING MACHINE CHANGES.

(Special to The Talking Machine World.)

Dallas, Tex., June 9, 1912.

Sanger Bros. have taken the Victor distributing agency and will be jobbers in this territory.

The Will A. Watkin Co. has taken the agency for the U-S phonograph, which they will sell in addition to the Columbia line.

The Automatic Music Co. has given up the Columbia agency.

RECORDS BY THE ELLERY BAND.

Some Recent Efforts of This Organization for the Columbia Have Excited Much Praise.

The accompanying illustration shows Channing Ellery, proprietor, and Taddeo Di Girolamo, leader, of the famous Ellery Band, seated in easy chairs at the store of the Columbia Phonograph Co., General, at 1109 Chestnut street, Philadelphia, listening to the reproduction of their own rendition of the sextet from "Lucia de Lammermoor."

The number was produced on a Columbia Grafonola, and both musicians were greatly impressed with the manner in which the machine reproduced the piece. The conductor, who lead the band when the piece was being recorded, said that it seemed as if he were actually leading the band at that moment. They both declared that the essentially dramatic elements which accompany the play-



Listening to Ellery Band Records.

ing of the organization of musicians were recorded most tellingly on the instrument.

The Ellery band is a distinctly first-class organization, as the music lovers of Philadelphia will testify. Their rendering of the classic as well as the lighter style of music is beyond criticism. They are under contract with the Columbia Co. to make records for them exclusively.

ELEVEN DICTAPHONES FOR KNAPP CO.

O. Brushaber, local manager for the Dictaphone department of the Columbia Phonograph Co., General, announces the sale of eleven Dictaphones to the Knapp Co., 19th street and Fourth avenue, New York. Mr. Brushaber says that Dictaphone sales are steadily increasing regardless of the approach of hot weather. Many notable sales in and around New York recently have helped materially to establish the substantial gains registered during the past few months. Mr. Brushaber left Monday for a trip among the agents throughout the State.

If you get tired of your work and want to loaf, get a good book and you will forget your restlessness.

1866 1912

NYOIL
FOR

Talking Machines, Typewriters, Phonographs, Dictaphones, Adding Machines, Cash Registers, Guns and Tools, and on all Polished Instruments. The finest Oil Made. You can see it's better at a glance and when you have once tried it you know that it has no equal.

For polishing varnished woodwork it is extremely satisfactory. No oil is so clean



NYOIL
Absolutely Prevents Rust.

Sold Everywhere in Hardware Stores and other Progressive Places

WILLIAM F. NYE
NEW BEDFORD, MASS.

BABY'S FIRST CRY RECORDED.

Young Lady in Tennessee May, When She is Grown, Enjoy Listening to the Reproduction of Her Voice When She Was Twenty-Six Hours Old.

(Special to The Talking Machine World.)

Knoxville, Tenn., June 8, 1912.

When little four-year-old Helen Virginia Orndoff, daughter of Mr. and Mrs. Dan Orndoff, 139 Leonard place, is married she will be presented with one of the most unique wedding presents ever given a bride. It is a phonographic record of her voice when she was but twenty-six hours old. Mr. Orndoff is a dealer in phonographic supplies and musical instruments and is an expert in phonography. When his first child, little Helen, was born he planned to obtain a record of the first sounds of her voice, and a phonograph was prepared for that purpose and set beside the bed of the newly arrived.

Her cries were too weak to be recorded until she was twenty-six hours old. Then the phonograph was set in motion and the voice of Baby Helen was recorded. Mr. Orndoff is preserving the record and he and Mrs. Orndoff prize it as one of their most valuable possessions, and when the little girl is married she will in all probability be presented with it, as a priceless memento of her babyhood.

RETURNS FROM EUROPEAN TRIP.

Edward N. Burns Reports Gratifying Conditions in Europe as Far as Columbia Export Trade Is Concerned.

Edward N. Burns, manager of the export department of the Columbia Phonograph Co., General, returned recently from a three months' trip in Europe. While away Mr. Burns visited Italy, Switzerland, France, England and Germany. From a business standpoint Mr. Burns stated that his trip was highly successful. Conditions of Columbia business on the Continent are excellent, and all signs point to a record year, with interest in the company's products on the increase.

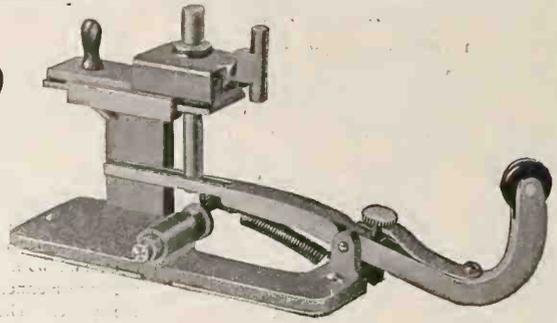
Write To-Day

The **ELECTROVA COMPANY**
117-125 Cypress Ave., :: New York

for their new illustrated booklet, "The Money Magnet," describing the most perfect and satisfactorily Coin-operated Electric Player on the market. 88 note, with automatic expression device and mandolin attachment.

Just the player for the better class of places

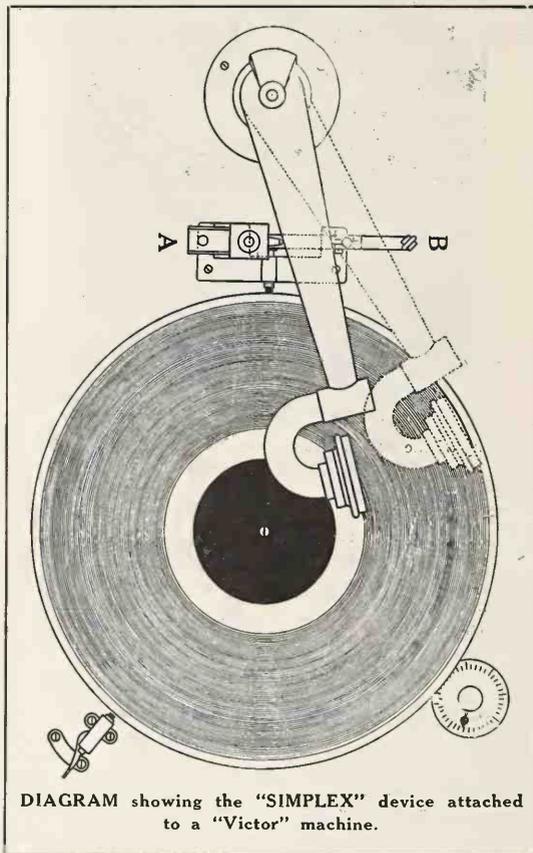
“SIMPLEX”



The Perfect STOP and START Device for all Disk Machines—It is attached permanently in a simple and easy manner and is “NOT” a danger to the Sound Box, Motor or Record.

The “SIMPLEX” will not jar your Sound Box or stop your Record with a **thump**.

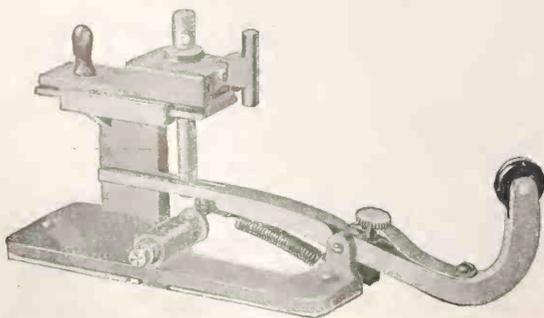
The “SIMPLEX” is operated so that a child can use it with perfect results.



The “SIMPLEX” will work perfectly on new or old type disk machines alike.

The “SIMPLEX” cannot get out of order.

“JOBBER” write at once for particulars, so that all inquiries received from dealers can be referred for your attention.



Standard Gramophone Appliance Co.
MANUFACTURERS

Talking Machine Supply Company

563 Fifth Avenue, New York, N. Y.

“SOLE SALES AGENTS”

Demonstrations will be given at the Convention at Atlantic City, July 1-2.

BLACKMAN TALKING MACHINE CO.'S ANNUAL OUTING.

Most Delightful Time Enjoyed at Coney Island on June 8—J. Newcomb Blackman's Practical Talk—Twelve Employes Share in Profits—Mr. Caldwell Speaks for the Employes—Evening Spent at New Brighton Theatre—All Expenses Connected with Outing Met by the Company—A Policy Which Is Appreciated and Produces Results.

One of the bright spots of the year for the Blackman Talking Machine Co., the occasion of the annual outing given by the company to all its employes, occurred on Saturday, June 8, with Coney Island being selected as the pleasure ground for the day. There were twenty-nine in the party, which included all the employes, both male and female, as well as the wives of the former, and it was more like a big and happy family than the members of a business organization on pleasure bent.

The day was ideal for an outing, and after an enjoyable sail to Coney the party made the first stop at Luna Park, where several hours were spent

deal for others as well as himself, he is possessed of a feeling of contentment and there is nothing that so ensures constant and unalloyed happiness as a contented mind. The trouble with many people is that they live for their neighbors and friends, instead of for themselves. They worry and make themselves unhappy in an effort to keep up appearances. When such people secure a little more of the world's goods they at once change their mode of living to correspond with the increased income, and the result is that they never get ahead of the game, but are continually discontented and unhappy. The man with the runabout is not satisfied with it, but wants a touring



Dinner of Blackman Forces in the Jefferson Hotel, Coney Island.

in taking in the various new and old amusements offered in that popular resort, the scenic railways and the shoot-the-chutes appearing to be the favorites of the majority. From Luna Park the party went to Steeplechase Park, where all the various slides and other laugh-provoking specialties attracted the undivided attention of the majority until the time arrived for the dinner.

The excellent dinner was served at the Jefferson, one of the most popular of the hotels at the island, where special arrangements were made for the entertainment of the party. The favors consisted of tiny talking machines of paper maché with the Victor dog peering into the horn and wagging his head in comical fashion. The menu also came in for much favorable comment, it being printed on a dainty and handsomely decorated miniature Japanese screen that made an attractive souvenir of the occasion.

At the close of the dinner J. Newcomb Blackman, founder and president of the company, addressed the members of the party and offered them some advice upon business conduct that was concise and to the point. He emphasized the importance of team work, the important part it had played in making the business successful during the past ten years and how it was necessary if the success was to continue during the coming years, for which great plans were being made. "One of the chief things in business," said Mr. Blackman, "is to decide upon the right thing to do and then to stick to that decision through thick and thin. When a policy is decided upon and is believed to be right, the best way is to drop those who declare themselves against that policy and not swerve from the straight path, for that makes for shaken confidence and subsequently possible failure. When conditions reach such a point that the policy proves to be really wrong, that is the time to change it for something better and then stick to the new program.

"When one decides upon a policy that is in keeping with the Golden Rule and means a square

car. When he gets the touring car he wants a racer or a steam yacht and is therefore never settled or contented with what he has."

At the close of his talk, which was generally along the same vein, Mr. Blackman called attention to the profit-sharing policy of the company inaugurated three years ago, and which was adopted on the theory that if the business showed a substantial profit at the end of the year the employes were largely responsible and must have

put forth the proper amount of effort to accomplish that end, so are entitled to a proportion of the profits. The profit-sharing policy was adopted by the company entirely voluntarily, and is based on three things: The length of the employe's service, the position held and the effort put forth. Only the employes who have been in the employ of the company for a year or more are eligible to participate in the profit sharing, and the fact that an employe doesn't last a year unless he or she displays the requisite amount of energy makes the third section of the profit-sharing rules unnecessary.

This year there were twelve employes to share in the profits of the business, they being headed by Frank Roberts, "the veteran," who joined forces with Mr. Blackman when the business was first established ten years ago. Others to participate were R. G. Caldwell, vice-president of the company; Messrs. Spillane, Reilly, Ashby, Cambarino, Reinhardt, Lansdell and Bishop and Misses May, Peters and Ward.

Following the distribution of the bonuses Mr. Caldwell replied to Mr. Blackman's speech in behalf of the employes and thanked the latter for the generous treatment accorded them. In this connection it is to be considered that every cent of expense connected with the outing, even to the cartages, is met by the company, everyone participating, regardless of the period of service, and the married men being free to include their wives.

After three cheers had been proposed and given for the head of the company, the party adjourned to the New Brighton Theater, where they enjoyed an excellent vaudeville performance as a fitting close to a most enjoyable day. In every way the Blackman outing for 1912 was a huge success and a fitting celebration of both the annual profit sharing and tenth anniversary of the founding of the business. It strongly emphasized the fact that those connected with the company are constantly working in harmony and for the mutual interests of the business, the success of which means their success.

A. G. Farquharson, special representative of the Columbia Phonograph Co., Los Angeles, Cal., who has been passing a few days in the East, reports a very pleasing condition existing in the talking machine trade in that part of the country where he operates.

He is very much gratified to learn of the position taken by the talking machine men at Los Angeles regarding the agreement entered into to charge and collect interest at the rate of 7 per cent. on installment or time sales of talking machines.

GUILTY

of having the best line from the *dealer's standpoint* of Disc Record Cabinets and Table Cabinets on the western hemisphere. The verdict handed us in the shape of orders from jobbers and retailers in the four corners of the country makes

The Udell Line

your one best buy.

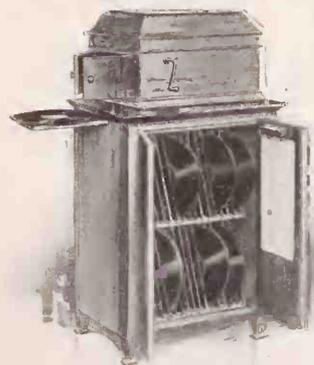
The Guarantee as to Workmanship and Finish will be a wonderful help to you in making a sale.

Mr. Daniel G. Williams, the "grand old man" of the Talking Machine accessories salesman, will see you at the Convention in Atlantic City.

He has some new ones that in price and pattern are just what *you* want.

A New Catalog that tells the whole story and that will sell Cabinets for *you* and at a splendid margin, will be mailed to those jobbers and dealers addressing.

THE UDELL WORKS
CATALOG DEPT INDIANAPOLIS, IND.



That Columbia double-spread in this week's Saturday Evening Post will arouse public interest in talking instruments—Columbia instruments. It will prove the best kind of stimulant for sluggish summer business.



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

FIRE DAMAGES HOME OF F. J. HEPPE.

Handsome Residence of Philadelphia Talking Machine Man Wrecked—Loss \$40,000—Warerooms Force Turn Firefighters and Rush to Blaze in Auto Trucks—Exciting Events Come Thick and Fast—Heroic Rescues Made by Volunteers.

(Special to The Talking Machine World.)

Philadelphia, Pa., June 6, 1912.

A fire last week at the residence of F. J. Heppe in Pelham, Germantown, considerably damaged his handsome suburban home, the amount of loss having been placed at more than \$40,000. Instantly the fire started the fire companies of the neighborhood were notified and a 'phone message was sent to the Heppe store. There was naturally great excitement and almost the entire Heppe force turned out as fire fighters, going to Germantown as rapidly as possible on the auto trucks of the company. They took all the available fire apparatus with them, and also that which is not so designed, in the excitement.

This paraphernalia consisted of fire buckets, hose, axes, from this on down to a Victor horn and a tuning fork. Upon reaching the fire—having covered the distance in about 12 minutes—with several automobile cops on their trail, they at once turned in to do their best. A housemaid was entrapped on the second floor, but Manager Hangen thought it more advisable to get the case of wire to safety first, and the fire company had to take care of the maid, much to Hangen's disgust when he saw how pretty she was.

When Mr. Heppe later came to look for his wine it was disposed of, and the question is unsettled whether by the cops or the Heppe fire fighters. Joe Hammond made a thrilling rescue of a darky cook, and Stults walked out behind him in a deliberate way carrying a dish of re-

FOR SALE.

5,000 Zon-o-phone 10-inch records, 15 cents each; 5,000 Edison 2-minute records, 10 cents each. DENINGER, 335 North St., Rochester, N. Y.

FOR SALE OR TRADE.

Six thousand Edison Standard Records and two thousand Edison Amberol Records. Will exchange for Victor goods. Address "Exchange," care of Talking Machine World, 373 Fourth avenue, New York City.

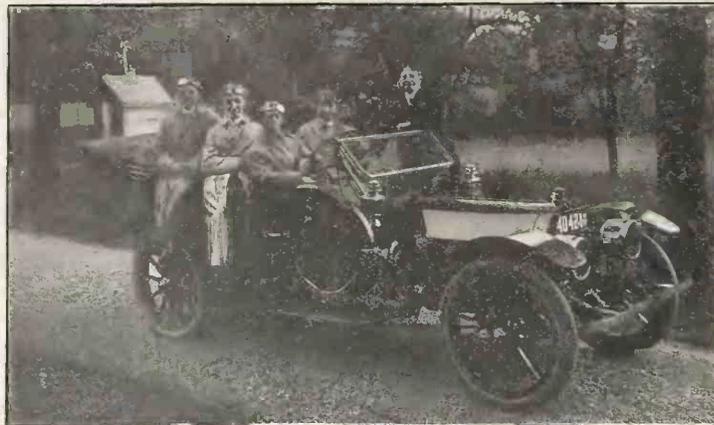
MUSIC STORE FOR SALE.

Only music store in city of 11,000; fine business, started 1904; best location in city; Victor and Edison agencies, sheet music, small goods etc.; clean stock; invoice \$3,700. Full information furnished on request, will stand strictest investigation. A. E. WADE MUSIC CO., Hoquiam, Wash.

FIRST CLASS LOCATION OPEN.

First-class location for graphophone department in music store. For particulars address W. S. Gray, 334 Sutter street, San Francisco, Cal.

MAX LANDAY AND FRIENDS VISIT L. J. GERSON'S FARM.



The World had the opportunity recently of "snapping" a group of well-known talking machine men who visited L. J. Gerson's farm at Brookdale, up in Rockland county. At the wheel Max Landay will be recognized, with B. Feinberg at his left. Mr. Gerson is on the running board, while Edwin G. Schloss and Mr. Kocker are in the rear.

HALTS BAGGAGE RATE RISE.

Commerce Commission Holds Up Proposed Excess Regulations.

(Special to The Talking Machine World.)

Washington, D. C., June 9, 1912.

New regulations for the transportation of baggage, which were proposed by nearly every railroad in the United States, and in effect would advance the rates on "excess" were suspended today by the Interstate Commerce Commission. The suspension becomes effective July 1, and continues in force 120 days, pending investigation. The proposed regulations, which will interest piano travelers and others, read:

"On and after July 1, 1912, for any piece of baggage (except immigrant baggage checked at port of landing), the greatest dimensions of which exceeds 45 inches, there will be an additional charge for each additional inch equal to the charge for 10 pounds of excess weight.

"On and after July 1, 1912, no piece of baggage, the greatest dimensions of which exceeds 70 inches, (excepting immigrant baggage checked at port of landing), will be transported in baggage cars."

The commission holds that the fixing by the roads of the dimensions of baggage will work an unnecessary hardship on travelers.

"COLOR HEARING."

Some persons associate particular colors with particular sounds. In a recent presentation of this subject to the French Academy of Sciences it was pointed out that there are two forms of this phenomenon.

In one case the person has a sensation as if a transparent colored film, like a rainbow, appeared before his eyes when certain vowel or musical sounds strike his ears. In the other case letters or written words, representing the sounds heard, appear in colored tints. The tints are very definite and characteristic and do not vary with lapse of time, but two persons seldom associate the same colors with the same sounds.

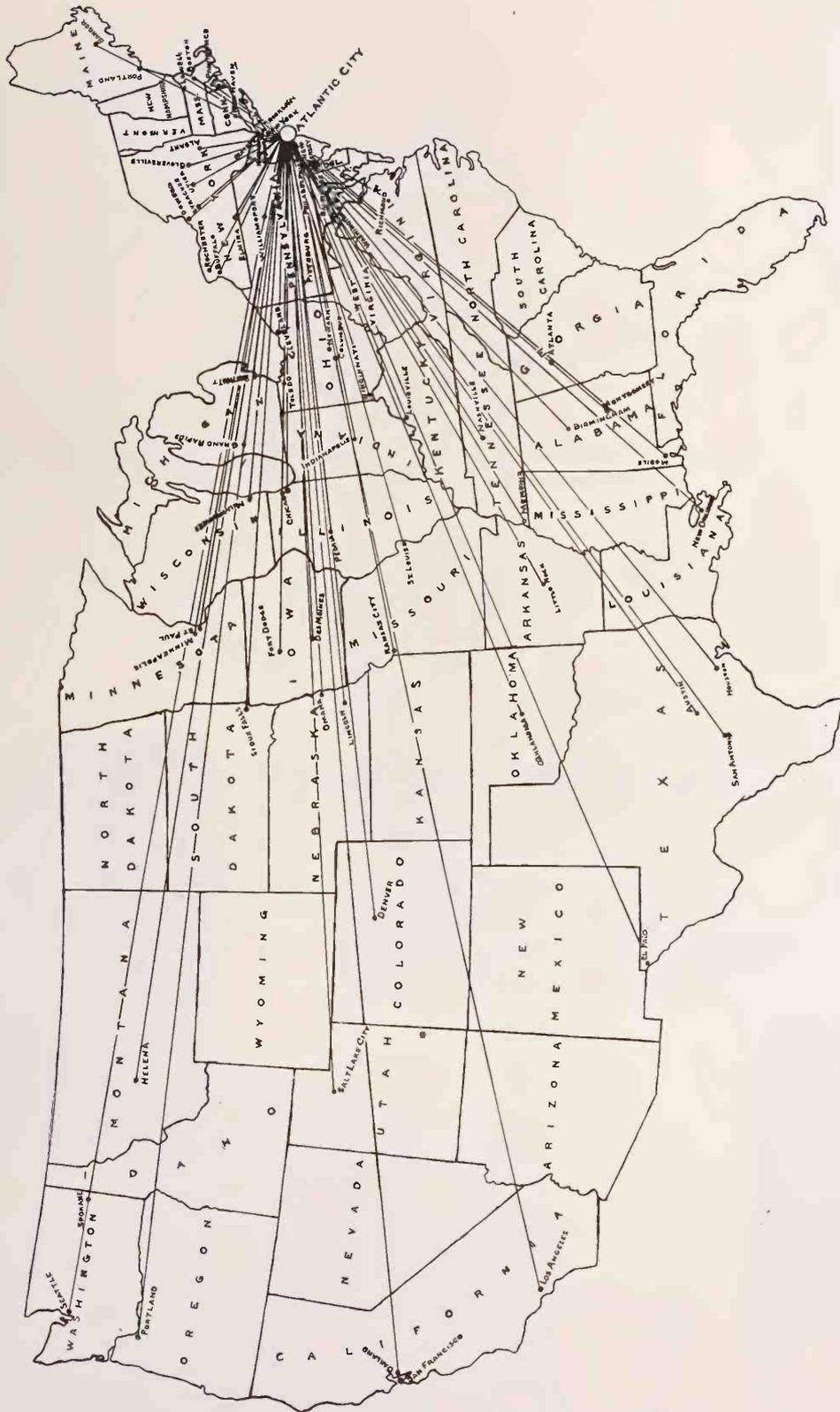
cently prepared prunes and an ice pick. Hillebrand was the coolest man in the bunch, and with the flames floating all around him he deliberately walked to the player-piano and carefully and tastefully encased it in three leather covers to keep the water and smoke from penetrating. Gaskill—the intrepid Gaskill—was the hero, however, of the entire occasion. He had secured a peculiar shaped helmet—no one knew from where, for he has a habit of having about everything concealed for any emergency—and he mounted the front truck to the fire and stood in an attitude with his Van Dyke in perfect shape, his countenance beaming, and looked not unlike the pictures of Nero at the burning of Rome.

His first thought was to grab up a bunch of Heppe circulars, which he distributed along the route. He had sufficient left when he reached the fire to distribute them among all the crowd that had assembled, and then he turned in to giving directions and to taking charge of both the city and the firm's forces. He looked particularly to the saving of Mr. Heppe's wardrobe, brushing and folding the clothes carefully before carrying them to safety, and finally emerged from the house with a red coat and the Heppe famous golf stick, which had won so many victims, which was the climax of the fire, and the Heppe force took again to the automobiles and returned to the store to tell the few that had been left behind how they had saved the day.

UDELL AMBASSADOR IN NEW YORK.

A recent visitor to The World sanctum was Daniel G. Williams, the popular representative of the Udell Works, Indianapolis, Ind., whose talking machine cabinets are so widely known and esteemed throughout the trade. Mr. Williams was returning home from an extended trip which embraced the Piano Merchants' convention at Atlantic City, and reported the factory as very busy in its efforts to catch up with orders.

Don't forget the Jobbers' Convention, July 2-3.



All roads lead to Atlantic City. The National Association of Talking Machine Jobbers will hold its convention there on July 1 and 2. The Association headquarters will be at the Chalfonte. July 1 there will be a business session in the morning and one in the afternoon. July 2 the closing session will be held in the afternoon. Good things are planned to make this an enjoyable occasion. The officers of the Association are: Lawrence McGreal, president, Milwaukee;

Wis., Lawrence McGreal Co.; E. F. Taft, vice-president, Boston, Mass., Eastern Talking Machine Co.; J. C. Roush, secretary, Standard Talking Machine Co., Pittsburgh, Pa.; J. B. Miller, treasurer, Penn Phonograph Co., Philadelphia, Pa. Executive Committee—J. F. Bowers, Lyon & Healy, Chicago, Ill.; C. A. Grinnell, Grinnell Bros., Detroit, Mich.; Geo. Mickel, Nebraska Cycle Co., Omaha, Neb.; Perry B. Whitsit, Perry B. Whitsit Co., Columbus, O.; Rudolph Wuritzer, Rudolph Wuritzer Co., Cincinnati, O. Keep the time and place in mind.

VALUE OF DICTATING MACHINE.

Descanted on by Mayor Weissenborn of the City of Halberstadt—Pays Great Compliment to the Edison Business Phonograph in a Book Recently Written by Him on the Management and Administration of Large Cities—Machine Proves More Effective Than a Stenographer in More Ways Than One Besides Saving Expense.

The following is an extract, translated from the German, from a book written by Mayor Weissenborn, of the city of Halberstadt, on "The Management and Administration of Large Cities." Mayor Weissenborn is an enthusiastic user of the Edison dictating machine, as his recommendation of it for its efficiency and economy proves. He says:

"On the other hand, the dictating machine seems to have been too little known and used, although by its assistance the difficulties and inconveniences which are associated with the services of a stenographer and dictation to the typewriter, and which are necessarily associated therewith, have been obviated in the happiest kind of manner. For almost a year past I have been making use of an Edison dictating machine at the Town Hall, while later I procured one for my own personal uses. Before that I used to have the office apparatus brought to my house, as that is quite feasible.

"The principal advantages may be summed up as follows: In the first place, as compared with the employment of a stenographer and typewriter, a by no means inconsiderable saving in expense is assured. It will be accepted as a fact that a stenographer needs a half hour to write out on the typewriter what requires dictation of a quarter of an hour's duration. A third of the total requisite time is therefore necessary for dictation, so that one-third of the efficiency of the typewriter and stenographer is saved. Thus an amount of at least 300 marks per year is also saved. Running expenses, shaving and wear on

the records are very small, and if a shaving apparatus be procured, still smaller, in proportion to increased use of the apparatus. Furthermore, I dictate in the morning. A visitor is announced whom I cannot let wait, so I am obliged to dismiss the stenographer. If I should want him again within a half hour, in all probability he is engaged with some other official. It is different when I have a dictating apparatus. A pressure of the finger, the motor is brought to a stop and waits patiently until the visitor has gone. I am then always out of touch with the subject, but a reversal of the speaker and a pressure with the finger are sufficient to get the apparatus to repeat, as slowly and as often as may be desired, the concluding portion of what I had dictated. After ten minutes a new visitor may come in. He may go in five minutes or he may take twenty minutes. Meanwhile, the stenographer does not know whether he be at liberty to report to another official. The apparatus does not neglect anything and is at all times at your disposal. Then I may have to attend a meeting, and how long it may last I cannot tell. Afterwards I should like to dictate further. Am I to cause the stenographer to wait an hour or two, to send him away at the end of that time because it is too late; or because I am too much unstrung? Moreover, how often and for how long and for what inconvenient hours shall I make an appointment with the stenographer? Should I be ready to claim his service at 9 or 10 in the evening, even though that be my best working time? Or shall I ask him to call at 7 o'clock on a summer morning? But all days are the same to the apparatus.

"When I further state that it is very easy, according to my experience, to acquaint oneself with the operation of the machine, and that after a few days I run the press buttons and the lever quite automatically, I am quite in a position where I can most urgently recommend its use. A guarantee is given, but repairs have not hitherto been necessary.

"Respectfully,

(Signed) "MAYOR WEISSENBORN,
"Halberstadt."

LEADING JOBBERS WELL PLEASED

With Talking Machine Trade These Days—The New York Talking Machine Co. the Blackman Talking Machine Co. and the Columbia Phonograph Co. Report Excellent Pre-Summer Business.

The trade on Chambers street, namely, the New York Talking Machine Co., Victor distributors, the Blackman Talking Machine Co., Victor and Edison jobbers and distributors, and the Columbia Phonograph Co., General, retail store, each and every one announce a fair volume of summer business. The same steady demand for the Victor product is apparent with all the attending conditions of the past brisk spring season. The demand for Victor Victrolas still exceeds the supply. The call for records is particularly sharp, with a preference for the high-grade predominating. At the Columbia store conditions are much the same. Manager Rolton announces excellent sales and lays much stress on the success of the new Grafonola, "Princess." Taken all in all the trade on Chambers street is optimistic and contented.

NEW ADVERTISING SPECIALTY.

The Columbia Phonograph Co., General, under date of June 5, is sending to its dealers and distributors a sample of a new advertising specialty, the Columbia double-disc "Seal," with a letter of instructions as to how to use them to further promote the publicity of Columbia double-disc records. The seals are to be supplied free and shipments have already begun. The "Seal" is attractively designed and printed and embossed in black and gold. In the center is the familiar Columbia musical note and around it the words "Columbia Double-Disc Records." The background is black, with a border of gold. The seal is round and of the proper size for use on envelopes, or any other mail matter.

Hanover Cabinet Quality is like the Sterling mark on Silver—it represents The Highest Standard



D 26.—Mahogany and Golden Oak. Top and all four sides polished to match machines. Width of top 23 in. Depth 19 in. Suitable for all machines except Victrola X. Capacity 230 (12 in.) disc records.

The two disc record cabinets shown in this announcement illustrate this fact. They represent values, estimated from any viewpoint, that should interest the purchasing public.

A sample order will show you the exceptional construction and splendid finish of these cabinets.



D 33, with No. 9 Victor Machine.—Mahogany and Golden Oak. Top and all four sides polished to match machines. Width of top 21½ in. Depth 18 in. Moulding loose or attached. Can be supplied to fit Victrolas VIII or IX. Capacity 210 (12 in.) disc records.

ILLUSTRATED MATTER SENT ON REQUEST

Distributed by the jobbing trade

THE GEO. A. LONG CABINET CO.

HANOVER, PA.

Address Communications to **CLEMENT BEECROFT**, Sales Manager, 309 W. Susquehanna Ave., Philadelphia, Pa.

HANDSOME TALKING MACHINE DEPARTMENT.

An Interesting Feature of the Beautiful New Building Occupied by W. J. Dyer & Bro., St. Paul, Minn., Is the Commodious Recital Hall, and Attractively Laid Out and Furnished Quarters Devoted to Talking Machines and Records and Other Specialties.

(Special to The Talking Machine World.)

St. Paul, Minn., June 7, 1912.

An event of peculiar interest in the musical world of this city was the formal opening recently of the handsome and commodious recital hall in

may spend an hour, if one likes, listening to all the operatic favorites, or stage pets, for the attendants are there to look after the comfort and pleasure of the visitor.

At the other end of the corridor is the recital hall, a model of its kind, which holds over two hundred people, and is an ideal little auditorium for talking machine concerts, or indeed, any musical affair of the more intimate type.

Large windows furnish light during the day and good ventilation at all times; for evening use there has been installed the ultra-modern system of indirect lighting, a system whereby the farthest corner of the hall is sufficiently illuminated for the perusal of books

wood to match any apartment. Some of these rooms are in yellow and white, some in green and white, and all are well lighted, with every facility for studying and choosing either machines or records. In one of them, indeed, there is a telephone, so that patrons unable to leave home may hear



Hall Showing Entrance to W. J. Dyer & Bros. Talking Machine Department.

connection with the large talking machine department in the new building of W. J. Dyer & Bro. Invitations to the opening recital were limited, but so great was the demand from the better class of people of the city that it was necessary to repeat the recital later in the same week.

In the new building nothing has been neglected that would place the talking machine in sympathetic and attractive surroundings, and arrangements have been made whereby an audience of one or many, as the case might be, is made as comfortable and happy as possible. The talking machine department is located on the second floor of the building and the general scheme of decoration reminds one of an attractive country house. The plastered walls are tinted in two shades of buff, deep below and lighter above. On either side are fascinating, small-paned windows, the sash, like the rest of the woodwork, painted white.

At the forward end, facing Fifth street, are two large rooms done in green and white, with practically entire glass fronts. The smaller of the two has a writing table for the convenience of shoppers, as well as plenty of comfortable chairs. All about the larger one are placed talking machines in all the most up-to-date styles and finishes. Here one



One of Dyer's Talking Machine Parlors.

and programs, and yet which never brings the eye into direct contact with the direct rays so trying to the sight. Pale brown in two tones is the color chosen for the walls, and the whole effect is a very tasteful one.

And now those little windows. Each one looks into a small room—there are nine of these—which is a complete little exhibition hall itself, and contains various types of talking machines, from the smaller, inexpensive ones, to the handsome affairs encased in



Record Booths, Recital Hall and Corridor.

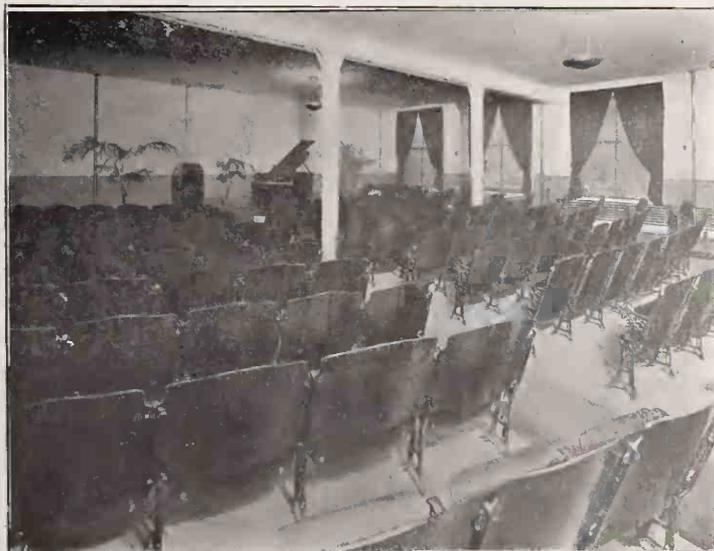
new records over the wire. Thus do the departments of modern science serve each other.

From the walls of the small as well as the large rooms there smile down the faces of the notables whose words and songs are being perpetuated in those familiar and yet mysterious discs and cylinders that have become a necessary adjunct to so many households—Gadski, Schumann-Heink, Farrar, Caruso, Scotti, Martin and a score of others.

Guests of an investigative turn of mind will find

interest in the room where records are kept, much after the manner of a well-regulated library, for there is constant sorting, cataloging and "weeding out" necessary to maintain an up-to-date stock.

It is all there—comfort, sunshine, music and intelligent service; all arranged to bring the public and one of the greatest delights of modern civilization into intimate touch with each other by means of the talking machine.



W. J. Dyer & Bros.' Recital Hall.

ASSOCIATION GAINING GROUND.

New Members Being Taken in at a Rapid Rate and Numerous Matters of Trade Interest Being Considered.

(Special to The Talking Machine World.)

Philadelphia, Pa., June 8, 1912.

The Talking Machine Retail Dealers' Association of Philadelphia continues to grow and gain strength rapidly and is at present considering many questions with a view to aiding and protecting the business of the individual dealer. At the last meeting of the association six dealers were taken into membership and eight more have signified their intention of joining at the next meeting.

The association is keeping in close touch with the big companies and a large committee representing the organization plans to visit the factory of Thomas A. Edison, Inc., with a view of discussing several matters of mutual interest.

M. Goodstein, the secretary of the association, is doing some strong missionary work for the purpose of interesting the local dealers in the organization. The meetings of the association are held on the second Wednesday of every month, the last being held June 12 in the reception room of the Parkway building, 119 North Broad street.

Every month there is less substituting of other products when Columbia is asked for. It will be clearly impossible to sell a substitute for the Columbia "Lyric" instrument and the six double-disc records at \$28.90 which we are advertising this month. And why should any dealer try it?



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

BETTER SPIRIT IN QUAKER CITY.

Talking Machine Business Shows Good Increase Over Other Lines—Estey Co. Featuring the Columbia Line—Wilkes-Barre Department Store Takes on Talkers—Buehn Makes Excellent Report Regarding Conditions in Pittsburgh and Philadelphia—The News of the Month.

(Special to The Talking Machine World.)

Philadelphia, Pa., June 5, 1912.

The talking machine business in May in Philadelphia was generally gratifying. It was considerably larger than last year, and if it did not show the comparative increase of the other months of 1912 over the corresponding months of last year, it must be due to the general business depression that has been felt in all lines. It would be hard to find any business in Philadelphia—probably in any other city—that has shown a better general spirit than the talking machine business. It is most healthy, and the dealers seem to have no cause for complaint, either with the amount of business they have been doing with the purchasing public and with the manufacturers.

Talkers More Than Holding Their Own.

The manufacturers have been getting out the goods with the required promptness and have been sending new things to the market which will help materially in the future. The lists of records for the Victor, the Columbia and the Edison for June are most enticing, and already many of the big dealers are planning to place their fall orders with the manufacturers in order that they may not be handicapped more than possible. While the Victor has been considerably more than holding its own, I find an increased interest and an increased enthusiasm in Philadelphia over the Edison, and there are Philadelphia dealers who will tell you that they are going to give the Edison a very much squarer deal in the future than they have done in the past.

Columbia Department for Estey Co.

Manager T. K. Henderson, of the Estey house is making preparations to open his Columbia talking machine department in the course of a very few days. He has selected Walter G. Linton, who is at present connected with the Columbia house, and who was previous to that a Victor salesman, to manage the Estey talking machine business. They expect to make the department one of the "classiest" of that in any house in the United States, and for the present at least will handle only Columbia machines. They will confine the department to no special part of the store, but will distribute it throughout the building, and they will have sufficient salesmen to handle the work. Mr. Linton will assume charge on June 15.

Busy Times at Columbia Co. Branch.

The Columbia Phonograph Co. reports that it pretty nearly doubled the April business in May, and that May ran at least sixty per cent. ahead of last year. On Decoration Day the employes of the Columbia had a picnic in Fairmount Park, which was a success in every way. It was held at Belmont Mansion, and baseball, racing and various other sports were indulged in. O. C. Dorian, the present acting manager of the Philadelphia

store, was over to New York last week to attend the 25th anniversary banquet of the American Graphophone Co.

New Ellery Band Records Please.

The new Ellery Band records of the Columbia are very fine and have been enjoying an enormous sale. They also have just received some new records by Zenatello and Emyne Destinn which they expect to sell readily, as well as the exclusive records they have made of the voice of Georgette Leblanc Maeterlinck. The firm is gradually eliminating the doors on all hornless machines, and is submitting in their stead the tone shutters which seem to be an innovation which is thoroughly appreciated by the buyers of the Columbia. These shutters are much more sightly, more convenient and permit a great ease in modulating the tone.

Newspaper Reporting Via Dictaphone.

Nils Victorin, a Danish newspaper man was in Philadelphia the past week and used the Columbia entirely for making his records. He has been sent to this country to write articles from the various sections for the "Dagblat" and dictate his articles to the Dictaphone, and then ship his records home to be transcribed there. The articles are headed "Dictaphone Letters from the United States."

Opens New Department.

J. Ounsworth, who conducts a piano store at Fairhill and Lehigh avenue, has opened an exclusive Columbia department at this store.

Among the out-of-town buyers here the past week were William S. Hollenbach, of Reading and Gwylim Evans, of Wilkes-Barre.

New Departure in Wilkes-Barre.

The Standard Department Store, of Wilkes-Barre, are at present having booths erected and will put in a complete line of talking machines. They have an exclusive foreign trade and are going to prepare to cater to the American trade as well.

What the Department Stores Are Doing.

Business has been very good with the talking machine department at the Lit store in May. Manager Hovey has certainly made that department a winner, at least as far as appearance goes, and he has been exerting all his energy to get it into the shape that it will compare favorably with any other department in Philadelphia. He has unique ideas in arranging stock which are very effective, and while he has not yet had turned over to him a space sufficiently large to give him the scope of his competitors in the department store business, yet he has taken every advantage of what he has at his disposal.

The sales in May in the talking machine department at the Wanamaker store almost doubled those of May a year ago. The department is particularly well supplied with all styles of Victrolas, and they are very much encouraged in that line of their business. Between this and fall, they will no doubt be radical changes in the arrangement of the department. For some reason it is the only part of the new Wanamaker building which does not seem to conform, and it is expected that they will remove the large Louis XIV show room and in its place build a row of rooms to correspond with those at the rear, although only half the num-

ber, but double the size, and following a uniform idea.

Praise for Amberola 3d.

Everywhere I hear praise of the new Amberola 3d, the latest production of Thomas A. Edison, Inc., which is sold at \$125. It is a very fine instrument and some dealers who heretofore have not been over enthusiastic Edison workers, take to this No. 3 with splendid grace and they believe that they are going to have an excellent business on these machines the coming fall season.

Reports Improved Business.

Manager Doerr, of the talking machine department of H. A. Weymann & Son, is one of the Edison Amberola 3ds enthusiasts. He says they have already had a big sale on this instrument. The May business of the Weymann department was very large. It was considerably better than last year. They have quite an excellent stock of Victor machines on hand and are now in a position to take care, in one shipment, of all the records that a dealer may order.

Louis Buehn a Busy Man.

Louis Buehn reports that while May was a satisfactory month, it showed a drop off in comparison with the previous months this year, but their May business was considerable in excess of the corresponding month of last year, so consequently they have no complaint coming. Louis Buehn has been in Pittsburgh three times during May on account of the illness of his brother, who has charge of the Pittsburgh store of Louis Buehn & Bro. Mr. Buehn was quite seriously ill for a short time, but is back again attending to business. Mr. Buehn speaks highly of the Edison Amberola and believes that there is going to be a very good business on this new \$125 machine.

Among recent visitors to the trade here were Elmer E. Nagle, of Pottsville and Frank Stanton, of Thomas A. Edison, Inc.

Manager Stewart, of the Gimbél talking machine department reports that business is very fine. It is so far ahead of last year that they have not taken the bother to calculate. Among the visitors to the department this week was Mr. Folgrum, of the Victor Talking Machine Co.

MUSIC ON THE TRAINS.

Concerts on the Grafonola Now a Feature of a Trip on the Washington Sunset Route.

The Columbia product is getting some magnificent publicity in the West by installation of the Grafonola "Favorite" on the trains of the Washington-Sunset Route. The following is a copy of a circular sent to the ticket agents by the railroad authorities:

"Grafonola Recitals.—Beginning Friday, February 9, and until April 5 (maybe indefinitely), each Friday tourist sleeping car will carry a Grafonola for the entertainment of the passengers. This instrument is one of the most popular designs produced by the Columbia Phonograph Co., and will be under the charge of the excursion agent of the Washington-Sunset Route. Recitals will be given in the tourist car during the day and in the observation car during the evening. We hope that this innovation will add much to the pleasure of our passengers en route to California."

FROM OUR CHICAGO HEADQUARTERS

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

How Talking Machine Trade May Be Best Cultivated in the Summer Months—Some Suggestions Worth Considering—The Business Phonograph as a Side Line—Recitals Most Effective as Business Developers—Some of the Many Uses to Which the Talking Machine Is Successfully Adapted—Something of the Good Work Done by Lyon & Healy in Developing Interest in the Talking Machine—The New Display Rooms of the Rudolph Wurlitzer Co. Are Most Attractively Designed and Furnished—Miss Berlin Makes Columbia Sales Record—Interesting Review of the Month's Happenings.

(Special to The Talking Machine World.)

Chicago, Ill., June 7, 1912.

Although the proverbial "dull" season, when musical goods generally are not so much in demand, is now on, talking machine dealers are not feeling it nearly so strongly as dealers in other lines. Of course, naturally there is, in fact, a great falling off from the amount of business done in the winter months, but while this is true, the talking machine dealer is not helpless, for there are many ways in which he can stimulate a summer trade that may prove highly profitable.

While the temporary dull season is admitted, dealers everywhere and almost without exception say their business this year shows an increase of from 20 to 50 per cent. over the corresponding dull period last year. That in itself is encouraging, for it certainly shows the increase to be something more than a natural growth of business that would come to any one house because of its being newly established or of already having a strong foothold and loyal patronage. It is not the growth of any particular house or any group of houses in any certain community, but is a growth of the business in general—the talking machine business.

Now, there is no discouraging outlook for the future of the talking machine business. On the contrary the outlook is extremely promising. The fact that it increases each dull season as well as each busy season over the same period for the year before, shows that it is developing rapidly, which proves there is a desire for these instruments. Of course, in the winter, when severe weather keeps people indoors, they naturally want amusement and the talking machine is one way to supply it. But the business is not limited to the winter trade. Certainly there are difficulties for dealers to overcome, such as warm weather and numerous counter attractions, but still the amount of summer business increases gradually in the face of this condition.

Summing up these rambling remarks, the dealer has the goods and there is an increasing desire for them, regardless of season. Then it is up to the dealer to specialize his business so as to meet the general desire and to organize it in the dull season so as to crystallize that desire into a special demand.

Talking machine products vary but little. There are a limited number of styles and designs. The same is also true in the piano line. Unlike the clothier the music dealer has no summer style and winter style. The clothier continues to push his business just the same in summer as in winter, but the piano and talking machine dealers, it seems, have to lay down in the summer because they have nothing especially seasonable to offer the patron. Yet the very fact that talking machine business increases even in the dull season shows that if the dealer had some instrument to push at that time he would soon create the same sort of seasonable demand that the clothier has.

Now, what is it?

There may be many things. We suggest but

one. Cultivate the summer vacation business. It seems that only a few of the larger firms have undertaken this. They get the business and the little fellow waits until winter, when trade is good without stimulation, and he then stands a chance to get the overflow or surplus that the big dealers miss. Let the small merchant push his summer line just as vigorously and as energetically as he does his winter line.

There are hundreds of people leaving this city and other cities in the summer for a month or longer in the woods or at summer homes. If they own expensive machines they do not care to risk them in shipment, usually. Yet they feel they would like music and other entertainment that the talking machine will provide. Some of them even buy or rent second-hand pianos which they can leave permanently in their summer homes. Now, that desire for music should be taken advantage of by the talking machine dealer, and it can be, for the bigger houses are doing it, as witness the photographs of "vacation windows" reprinted in this paper. Let the dealer impress upon the vacationer that the talking machine is as indispensable to his outing as the camera, gun and fishing tackle. Not only will he find those who have machines in their homes wanting one for their vacation, also, but the small machine put out for vacation may be the means of selling a better and more expensive one for the home use when vacations are only memories.

Another suggestion: There are numbers of cottages in the summer resort regions owned probably by hotelkeepers which are rented a dozen or so times through the season to as many different families. Now, what is the matter with some progressive dealer getting in on that? Why not equip these houses with talking machines under a contract with the landlord, either in outright sales or on rental. Say a dozen machines to one man—not a bad order in itself—but the chief value would be in the missionary and preparatory work it would do. Every family that is thus entertained in vacation time will be a prospect, and a good one, after the return to winter home. This plan will also admit of selling the vacationer records to take to his cottage which is already equipped with a talking machine.

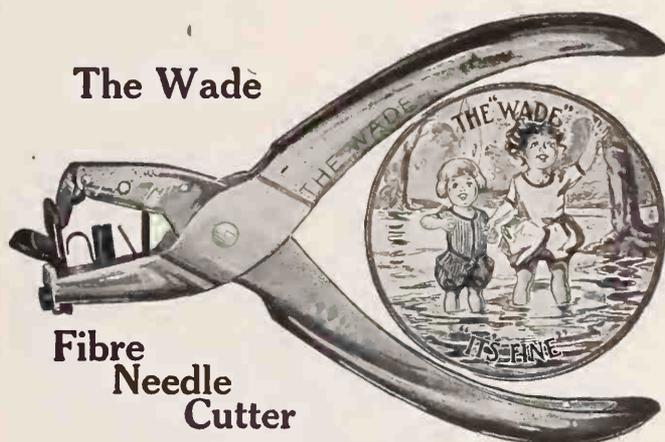
Advertising is one way of getting in touch with the man who is going to spend his summer in the wilds. Another means which, by the way, is being used by one of the large Chicago dealers is the telephone and personal contact by which the salesman can get his information and explain his proposition all at the same time.

Recognized and Appreciated.

The business phonograph as a side line for stationers and office appliances is recommended by the June number of Office Appliances, published in Chicago. Following is an excerpt of paragraphs from the article:

"Briefly stated, the business phonograph, which can be used by any business man who dictates, unless he has some very marked impediment in his speech, is an economy in the conduct of office work. It saves the time of the operator and enables her to use odds and ends of time that she would otherwise employ in taking dictation or in waiting for the employer to get ready to dictate. The phonograph draws no salary. It waits beside the desk until someone is ready to use it. It is not an item of overhead expense while it is awaiting the convenience of someone else any more than an unused desk or an unoccupied chair. It is instantly ready to receive dictation the moment the dictator is ready to give it, and furthermore, the cylinders can be preserved indefinitely and transcribed by the operator at any time when it is necessary to transcribe them. Dictation is so arranged by a little forethought that the operator is kept constantly in transcription work.

"The writer hereof visited a gentleman in Day—
(Continued on page 44.)



The Wade Fibre Needle Cutter is a product which has become one of the staples of the Talking Machine jobbers' trade. It has been tried out under almost every conceivable condition and without doubt has proved to be the most popular fibre needle cutter on the market.

A heavy advertising campaign has made it known to hundreds of talking machine owners, and to dealers everywhere.

Mr. Dealer: There will be a demand for this cutter in your community. Have you a supply on hand now? Order the Wade. It's fine. Ask your jobber.

PRICE ONLY \$1.50 LIST

WADE & WADE

1227 East 46th Street, CHICAGO, ILL.

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

ton, O., some two or three years ago who dictated all his letters on a business phonograph. During our conversation he brought up a point which is not usually thought of in connection with the dictating machine. He said that letters which one gives to the dictating machine are fresher, more spontaneous, more to the point and more responsive to the letters which they answer than are letters which are written with the pen, or which are dictated to the stenographer. He could not assure the writer positively just why this was the case, but he had a theory that the dictator being alone and having his attention concentrated upon the subject matter of his correspondence, was able more clearly to approximate the attitude of a man talking to another man across the table. The use, he said, of the business phonograph favored the concentration of the mind upon the subject in hand, and since the machine could be stopped at any moment it did not prevent the looking up of data and references for the completion of any matter that required to be dictated."

Utility of Recitals.

It is a revelation of the popularity of the talking machine to step into the complimentary concerts at Lyon & Healy's talking machine department at any hour of the day between 10 o'clock in the morning and 5 in the afternoon and see the crowds which gather there to hear the Edison and Victor concerts and recitals.

A few visits there at the same hour of day each time will acquaint one with the regular attendants, and just from his own observations and superficial knowledge of the success of these recitals he may conclude that a large part of the audience are simply seat warmers. While in one sense of the word that is true, for many come day after day, yet most of them have a purpose in view and it is not simply to pass the time away. There is one regular attendant, a man, who may be seen among the crowd on most any day when a number of grand opera selections are on the program. One might think he came alone for entertainment, but as a matter of fact he is studying singing and comes to get from the famous Victor and Edison performers what points he can on execution, phrasing and method. To him the recitals take the place of studio observation, and he says he has received real instruction from attending them. Doubtless there are others, perhaps in other lines of study, who regard the recitals in the same light.

As a feeder for talking machine retail business, Jos. Vasey, manager of Lyon & Healy's retail machine department, says the recitals are a great success. Interest in the instruments is created there which develops into sales.

Another feature of the recitals, too, is that they are educative. It was observed when the concert hall was first established, that the crowds did not take kindly to grand opera. They seemed to prefer ragtime, minstrels, dialogues and that class of entertainment, and would tire or leave the hall when the grand operas were reproduced. Now, however, all that has changed, and, in fact, a large percentage of those who drop in for an hour or so come for the purpose of hearing these selections. That, of course, is a great factor in teaching the appreciation of grand opera, and no doubt it has been felt in the city.

Following are two programs, one morning and the other afternoon. The programs are planned a week ahead and repeated each day, a different program being given for each hour. The morning concerts are given on Edison machines and those of the afternoon on Victrolas. Hundreds of people are in attendance each day. Here are a couple of the programs:

Edison Program II, 10 to 10.50 a. m.:

- 1.— 953 Waldemere March (Losey)....N. Y. Mil. Band
- 2.—28016 Old Folks at Home (Foster)....Margaret Keys
- 3.—28015 Coppelia Entr'acte and Valse (Delibes)....
Hungarian Orchestra
- 4.— 1001 That Hypnotizing Man....Premier Quartet
- 5.—28011 Hymn to the Emperor (Haydn)....
Olive Mead Quartet
- 6.— 849 Calm as the Night (Bohm)....
Elizabeth Spencer and Harrison
- 7.— 810 Song of Harvard....Knickerbocker Quartet
- 8.—28010 Meditation from "Thais"....Albert Spaulding
- 9.— 1002 Alexander's Ragtime Band (Banjo Medley)....
Van Epps
- 10.— 992 Take Me Back to the Garden of Love....
Reed Miller

- 11.— 1003 Cujus Animam, "Stabat Mater"....Chas. Harrison
- 12.— 1011 Happy Days (Strelzki)....
Venetian Instrumental Trio

Victrola Program IV, 1 to 1.50 p. m.:

- 1.—31859 Gems from "Tales of Hoffman" Victor Opera Co.
- 2.—33197 Georgia Minstrels....Victor Minstrel Co.
- 3.—74349 No. Pagliacci, non son, "Pagliacci"....Zerola
- 4.—74280 Sicilienne and Minuet (Zimbalist)....Zimbalist
- 5.—88113 Un bel di vedremo "Madame Butterfly"....
Farrar
- 6.—17065 A Rural Argument....Porter and Harlan
- 7.—88320 Monologue, "Rigoletto"....Sammarco
- 8.—17033 Lobster's Promenade (Humoresque)....Sammarco
- 9.—83095 Prison Scene, "Phophete"....Schumann-Heink
- 10.—88355 La Danza (Neapolitan Tarantella)....Caruso
- 11.—17067 That College Rag....American Quartet
- 12.—89057 Dost Thou Remember, "Suzanne's Secret"....
(Wolf-Ferrari)....Farrar and Amato

Latest About Time by Phone.

It is estimated that about 30,000 persons in Chicago daily ask the telephone company for the correct time. Perhaps only a small portion of the number know that the voice which answers them is not the operator's but comes from a talking machine. In order to save wear and tear on the operator's voice a phonographic apparatus was installed and does the work just as promptly and as accurately as an operator could. The plan has proven so successful that the company is now arranging to report baseball games by the same means. By calling No. 12 a voice tells the names of the playing teams and the score at that point in the progress of the game. There will no doubt appear other uses for the phonograph in connection with the telephone.

Incorporation of Talking Machine Shops.

The Talking Machine Shops, Davidson Bros., proprietors, in the Steger building, has been incorporated. The incorporators are George and Cecil Davidson, under whose name the business has been conducted all along, and F. M. Yessley, cashier of the company. Cecil Davidson is president; George Davidson, secretary-treasurer, and F. M. Yessley, a director. No changes will be made in the personnel of the organization and the business will be carried on as in the past.

Lookin' Pleasant.

Under the head "Tips to Dealers" the Edison Phonograph Monthly for June suggests that dealers get busy with photographers and sell them talking machines with which to divert the attention of the poser while his picture is being taken. Anyone who has ever undergone the experiences of life in a "fotograf gallery," especially in the small city or town where patrons want photographs only on "state" occasions such as birthday parties or wedding anniversaries, would appreciate the value of this suggestion. Sitting for a photograph is more or less a task even for the experienced sitter, but for the uninitiated it is nothing short of an ordeal. Naturally the "man behind the gun" would be expected to welcome any invention or innovation that would enable him to keep the mind of his subject in a peaceful state long enough to give him time to manipulate the shutter before the "victim" got an attack of swallowing or staring eyes, or decided to change the position of his hands.

And the baby, it is a real jinx for the camera man. Ten chances to one just as he gets ready to "fire" the youngster will develop a frown and a serious expression that means calamity to the finished picture unless the infant's mind can be diverted, and here especially would the talking machine come in good place.

Portraits are usually stiff because of the self-consciousness of the person sitting, and there is no doubt that a lively plantation melody from a phonograph would do much to bring him or her back to a natural composure and appearance and enable the photographer to secure a negative showing the sitter as he or she really is. This is a tip for dealers who are wise enough to take advantage of their opportunities.

An Attractive Window.

The photograph reproduced on this page shows a unique window display made by W. W. Warner, of Madison, Wis., one who deserves mention as one of the most progressive talking machine dealers in the country. It shows a boat passing through a silvery stream with a Victrola on board. It was taken at night and the details of the photograph do not come up, but the realistic effect of the whole may be judged from the lifelike posi-



An Artistic Victrola Window.

tion of the dummy of a man seated in the boat. This kind of publicity is of the very highest type and is creative because it is thoroughly and pleasantly suggestive and serves to center the attention of the passing eye on the advantage of having a talking machine—especially one of the new portable type—with him when he goes to the wilds.

Ready-Made Inspiration.

A. W. Lincoln, the well-known Chicago portrait painter and artist, has developed a rather unique use for the talking machine. Mr. Lincoln, who like most artists, has considerable sensitiveness of environment, and naturally his work, which has reached a high standard of excellence, is done largely under influence of subjective mood. Recently he conceived the idea of installing a disc talking machine in his studio. He is delighted with the results. It works not only subjectively but objectively. He is a student of music and by adopting the class of selections to the mood he wants to produce in the model, never fails to get exactly the right physical pose and facial expression. Moreover, he finds he can produce at will the mood he most desires in order to work on a certain subject by a correct selection of records. Mr. Lincoln is very enthusiastic over the use of the talking machine in this way and believes that it is only a short time when many other artists will adopt the same method.

Mr. Lincoln bought his Victrola of H. P. Carleton, when the latter was a member of the sales force of one of the largest talking machine companies in the city. Since then Mr. Carleton has become the Western representative for the Condon Auto Stop Co. He dropped in to Mr. Lincoln's studio the other day and found the latter delighted with his purchase. The only objection he had to make was that it sometimes broke the mood if he was compelled to stop his work to readjust the machine. The Condon auto stop fixed the matter up very nicely.

The Wade Fibre Needle Cutter.

Wade & Wade, manufacturers of the well-known Wade fibre needle cutter, are having a splendid business with jobbers, and also pursuing a vigorous advertising campaign with dealers. This cutter has filled a distinct want in the trade in as much as it is particularly simple in construction and natural and easy of operation. All the dealers are being told about the cutter, and jobbers generally will profit by stocking up well for future demand that will come as a result of the vigorous campaign that is being waged upon it.

Talking Machine Co. Business.

The Talking Machine Co. had an unusually large month during May. In fact it was better than April. They recently established some good dealers' accounts running up into most creditable figures. This enterprising company is having good success as ever with its "cabinets-that-match," which are being handled by dealers all over the country.

Interesting Tendency.

A number of high-class department stores in the smaller cities are putting in talking machines and pushing them in a vigorous manner. This is particularly true in the Central West.

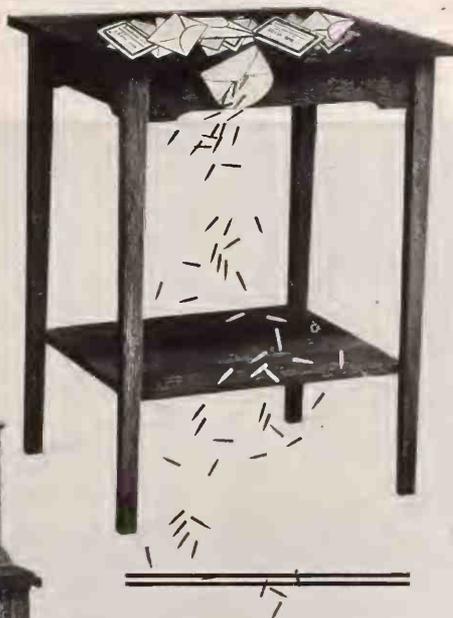
Big May for L. & H.

Lyon & Healy had the biggest May in the his-
(Continued on page 46.)

Get 'Em Into Your Store

Exhibition Needles

Your imprint on each envelope.
Sell at your own price.



"Cabinet to Match"

Either VICTROLA VI or VIII
List \$15.00 Less your discount



"The Best Needle At the Cheapest Price"

Packed Five and Ten Thousand in a Box. Your imprint on each envelope—in any quantity—with special prices on 50,000, 100,000 and 500,000 lots.

"Tamaço" Table's

(K. D. Construction)

Oak or Mahogany—
Fit any machine.
List \$7.50
Less your discount



Two *Bargains*



"Cabinet to Match"

VICTROLA IX

List \$25.00 Less your discount

The Talking Machine Company
137 N. Wabash Avenue :: :: :: Chicago, Illinois

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

tory of the talking machine department. It was considerably ahead of May last year, which was the first May to succeed the record-breaking month in 1907. Consequently Mr. Wiswell and everybody about the house are highly pleased, and they look for a summer business rather above the normal.

Visitors and Personals.

R. J. Keith, sales manager of the Talking Machine Co., was in Indianapolis Monday and Tuesday of last week, and called upon the trade there.

H. M. Whitcomb, manager of the Whitcomb Music Co. of Medford, Ore., was a recent visitor in Chicago.

Albert J. Caldwell, of the Kirby-Caldwell Co. of Redfield, Cal., was a Chicago visitor this week.

Dan Creed, credit manager for the Talking Machine Co., is spending his vacation at French Lick Springs.

New Stores.

E. H. Jackson has resigned as retail manager of the Chase-Hackley Piano Co., Muskegon, Mich., and is opening the Victrola shop at Rockford, Ill. Victor goods will be handled exclusively, and the store will be fitted up in classy arts and crafts style.

The Western Michigan Music Co. has opened up a store at Luddington, Mich., handling pianos, small goods, sheet music and Victor talking machines. The proprietor is F. M. Butters, a son of Mr. Butters, of the Butters Lumber Co. of that city. Mr. Peterson, who is associated with him, was formerly with the Cable Company in Luddington.

The Detmer Piano Co., piano manufacturers, of Chicago, have opened a Victor department at the salesrooms at the factory, at 1534 North Clairmont avenue, this city. They are putting in a handsome booth and making arrangements for a vigorous campaign.

L. & H. Specialties.

Lyon & Healy are having a particularly good success of their fibre needle cutter, and on their cabinet specialties, including the knock-down filing table, on which the machine can be put while the shelf underneath furnishes abundant opportunity for their special cabinet files on the letter file order.

Salter Company Busy.

The Salter Manufacturing Co. of this city, manufacturers of talking machine record cabinets, is exceedingly busy. Its new cabinets, illustrated elsewhere in this issue, are having fine success. The company also is having a good trade on music roll cabinets.

Nifty Window Display.

Lyon & Healy have a novel window display in just now. It shows a summer resort scene. The wife is operating a Victrola on the veranda of the cottage, while the husband is seated in the yard, gun in hand, listening to the musical strains. The traditional small boy is fishing, and has just landed a funny denizen, which is kept continually flopping about on a moss covered log by a cleverly concealed mechanism. A full-sized rowboat adds realism to the scene.

Says Business Is Holding Up Well.

L. A. Becker, vice-president of the Bishop-Babcock-Becker Co., and C. J. Lillenthal, sales manager of the company, were in Chicago last week from Cleveland. Mr. Lillenthal returned Friday night, Mr. Becker staying over until Sunday night. Mr. Becker reports that business in the U-S phonograph line is holding up well for the summer season.

Makes Good Record.

The honor of having the largest number of sales in the record department of the Columbia Co. this month falls to Miss S. Berlin. This is the first time Miss Berlin's name has headed the list, and naturally the honor will be an incentive to better efforts that she may hold the coveted position next month. There is a great deal of friendly rivalry among the sales force for the place as head of the honor roll, and the contest for it grows livelier and more interesting each month.

Fuhri in East.

W. C. Fuhri, Western manager of the Columbia Co., will return from the East Monday, having

been away from Chicago about a week. Mr. Fuhri left for the purpose of visiting the Columbia factory to be present at the festivities incident to the twenty-fifth anniversary of the company, but was a little too late for the banquet.

R. Wurlitzer Co.'s New Display Rooms.

The accompanying pictures, taken in the Victrola display rooms of the Rudolph Wurlitzer Co. Chicago store, show to a certain extent the beauty of this establishment. It is, without a doubt, one of the most artistically arranged in the country.

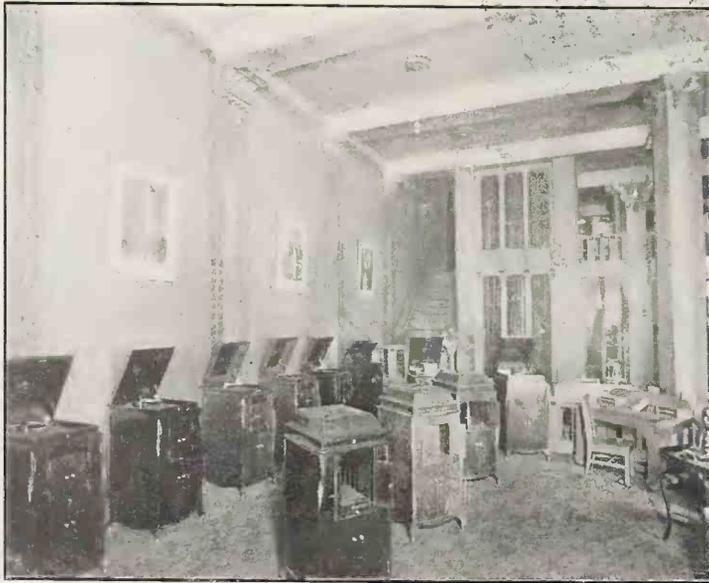
The retail Victor and Edison department is located on the first floor of the establishment and occupies practically the entire space. Arrangements



R. Wurlitzer Co.'s Victrola Display Rooms.

are now being made to increase the size of the department 50 per cent., which will make the Wurlitzer retail department one of the largest in the world.

The photographs show the corner of the Victrola 16 display room, where the different finishes



Corner of R. Wurlitzer Co.'s Victrola Room.

of this style Victrola are on exhibition. The demonstration rooms for these Victrolas are situated just at the rear of the display room. They are comfortably furnished and handsomely equipped.

The Wurlitzer Co.'s talking machine department is one of the most successfully conducted in the country. The volume of business has shown a wonderful increase from year to year. Alterations

are hardly completed to take care of the increased business when it is necessary to plan other changes, so swiftly does this department grow.

CHICAGO DEALERS MEET.

Chicago Talking Machine Dealers' Association Transacts Much Business of Importance at Its Semi-Annual Meeting on June 10.

(Special to The Talking Machine World.)

Chicago, Ill., June 10, 1912.

The semi-annual meeting of the Chicago Talking Machine Dealers' Association was held in this city to-day, and was unusually well attended, with

President Van De Mark and Secretary Reynolds in their usual places. Much business of importance was transacted. Resolutions were passed instructing the president to take up the matter of asking certain manufacturers to exert their influence to have old discontinued records now being sold at cut prices by a local department store withdrawn from the market if possible.

Several instances of alleged cut-rating by dealers were reported, and the matter will be taken up with the several manufacturers interested

in preventing these practices at the proper time.

The officers of the association are most desirous of emphasizing that any report that the association is antagonistic to any company or companies is absolutely unfounded. The policy is to take up and remedy, if possible, all abuses impartially, no

matter what company is involved, and the object is to help, not only in the maintenance of good conditions but to adopt an attitude of friendliness toward all manufacturers.

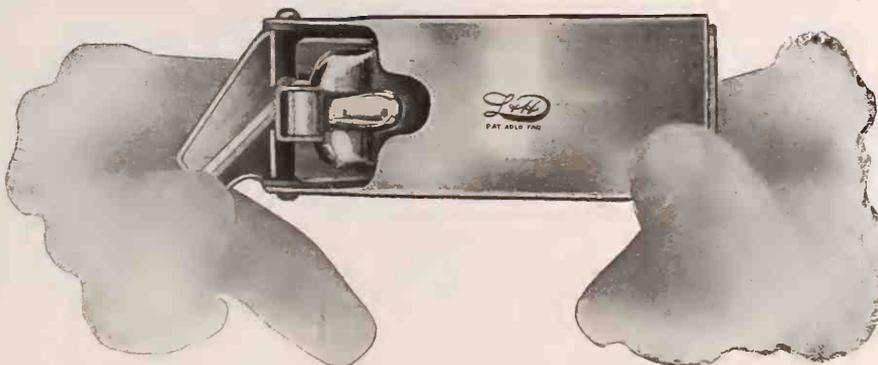
Resolutions were also passed requesting each member to write his Congressman asking him to exert his influence against pending patent legislation which would have the effect of preventing manufacturers from fixing retail prices of their products. It was voted that the secretary notify members of the

submission of an amendment to the by-laws at the next meeting changing the time of meeting to the first Monday of each month. The next meeting will take place on July 8 at a place to be announced later.

The man who thinks he knows it all often finds that he not only has much to learn, but also much to unlearn.

THE LYON & HEALY FIBRE NEEDLE-CUTTER

SIMPLE
AND
EASY
TO
OPERATE



CORRECT
LEVERAGE
FOR A
PERFECT
CUT

FINEST TOOL STEEL



GUIDE
WHICH
SAVES
ALL
WASTE



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

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

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

We give our absolute guarantee with every cutter sold.

RETAIL PRICE, \$1.50

Liberal Discount to Trade

Lyon & Healy Wholesale Service

FILLING ORDERS ACCURATELY

FILLING ORDERS COMPLETELY

FILLING ORDERS THE SAME DAY AS RECEIVED

Let us have your next order.

Lyon & Healy

VICTOR DISTRIBUTORS

CHICAGO

EDISON JOBBERS

LOOKS LIKE BIGGEST YEAR.

Baltimore Trade Enthusiastic Over the Outlook—Droop Expansion—Eisenbrandt Sons Inc., Become Victor Dealers—Preparing for Jobbers' Convention.

(Special to The Talking Machine World.)

Baltimore, Md., June 7, 1912.

From all viewpoints it would seem that 1912 is going to be one of the biggest years that the talking machine dealers have ever experienced. This impression is gained by the excellent reports concerning trade which are made at all of the stores and which seem to be spontaneous. At each of the stores where the talking machine representative called he was told that business during May beat that of any previous May, and in some instances went ahead of April of this year, which is considered an unusual achievement. This is attributed to the increased sales and to the fact that many new dealers have been enrolled by the branch stores both in Baltimore and throughout the State.

Manager F. A. Denison, of the local branch of the Columbia Phonograph Co., is back on the job again after having enjoyed a most delightful time at the 25th anniversary of the organization of the Columbia Phonograph Co., which was observed by a big banquet at the Waldorf-Astoria in New York City. Mr. Denison said that his boys have been going some during May, with the result that sales during May were more than two and one-half times greater than last May, that they went far ahead of April, and they are preparing for a big June showing. Mr. Denison stated that he had established the Columbia line with the Caulfield Piano Co. on North Charles street.

Some idea of the Victor business in Baltimore this year may be gained from the statement of Manager William C. Roberts, of E. F. Droop & Sons Co., who said that for the first five months of the present year he has purchased 300 per cent. more stock than any previous year, and that it is not his custom to lay in a large stock unless the demand warrants it, so that those who care to can draw their own conclusions as to the business done. Mr. Roberts is also manager for the Washington store of E. F. Droop & Sons Co., and he stated that in this respect Washington even went ahead of Baltimore, or, to be exact, records show that the purchases for the Capital City store were 320 per cent. larger than any previous year. Mr. Roberts has just returned from a trip to the Victor factory, and is now preparing to attend the talking machine dealers' convention to be held in Atlantic City, July 1 and 2. Mr. Roberts also speaks well of the May business, saying that it beat 1911, which was also a good month and which was far ahead of 1910.

William Knabe & Co., who are handling the Columbia line, are attracting many purchasers by the varied window displays which they have every month. This month's attraction is one of the most novel seen for some time and deserves mention. It is a realistic camp scene and every detail has been worked out to perfection by Walter Butler, who concocted the idea. Everything necessary in the way of equipment for ideal camp life

STRIKING WINDOW DISPLAY BY R. WURLITZER CO., CHICAGO

The Victrola window recently installed by the Wurlitzer Co. has incited considerable attention on the street. The idea was originated by L. K. Cameron, retail talking machine manager of the Chicago branch. It was intended to be as near as possible an exact reproduction of a camp in the woods of northern Minnesota, where Mr. Cameron spent four weeks a year or so ago. On the left is a spring of running water, which comes out of a rock and runs down to a little



pool to the right of the camp. Live wild birds fly about in the window, squirrels and rabbits make the place their playground. The Victrola is playing. The deer, hearing music, sticks his head through the banister, the better to see where these playing sounds come from.

Quail and snipe hesitate and look about them to see where this human voice comes from, but fail to solve the problem. The title of the window, "Music Hath Charms," is well carried out in the

is shown, only Mr. Butler goes further by suggesting that an absolutely camp life, especially after dark, would be perfected by the addition of a Columbia phonograph and record, and he has every reason to believe that those Baltimoreans who have seen his reproduction of a camp and who contemplate spending some time in camp this summer, will get wise and adopt his very practical suggestion.

H. R. Eisenbrandt Sons, Inc., have signed up two new Victor dealers during the month through Manager Charles E. Strahn. One of these is in Baltimore, while the other is in Frostburg, Md. Mr. Strahn will attend the talking machine jobbers' convention, after which he will be on hand to supervise a number of improvements which the Eisenbrandt firm will make to the talking machine section of their store.

Thomas Gordon, manager for the talking machine department of the Kranz-Smith Piano Co., which handles Victors and Columbias, will likely be seen at the convention next month. Joseph Fink, who is also connected with the talking machine department of this firm, has developed into a hefty athlete and can be seen daily doing difficult stunts of the parallel and horizontal bars, pitching indoor baseball and lifting heavy weights in the gymnasium of the Central Young Men's Christian Association in this city. Mr. Fink says that the strenuous life has made a new man of him and he feels as though he could give some valuable pointers to Jack Johnson, Jim Jeffries and other heavyweight notables in the fistic art.

Manager M. Silverstein, of Cohen & Hughes, announces that his firm has been right in the swim in a business way with the Victor line during May. Mr. Silverstein has been kept on the jump to attend to the demands of the rush of customers. He says that May beat April of this year and went ahead of the May for 1911, and that he is going to keep up the good work during June. And from all indications it would seem that he will more than carry out this program to a successful conclusion.

Sanders & Stayman have had a creditable month with the Columbias and Victors, according to Manager Albert Bowden. The Rosenstein Piano Co. and the Hub Piano Co., newcomers in the local field, also give out encouraging statements regarding their Columbia business for May. The

arrangement of the camp and animals. It has attracted thousands and has been the means of selling quite a few small machines, as a Victrola 4 is seen on the stump of a tree, a bunch of records by the side of it, three or four records leaning against the trunk of the tree as if left there after the selection had been made. The packing box, with the Victrola shipping stamp on it, serves as a wash stand for the camper. The Wurlitzer Co. has been complimented highly on this window.

Kunkel Piano Co. makes similar claims for the Victor line, which it handles.

OPPOSITION TO OLDFIELD BILL.

Protests Against the Proposed Changes in Patent Law Are Numerous—Legislation Seems Improbable.

Reports from Washington indicate that much opposition has arisen against the bill introduced by Representative Oldfield, revising the patent laws to meet the recent decision of the United States Supreme Court. So many laws have been pointed out in the bill that there seems to be little prospect of its passage during the present session of Congress, at least without radical amendment.

The Oldfield bill has been condemned by the Merchants' Association of New York upon the report made by the association's committee on protection of industrial property, which carefully examined all the bills offered for the amendment of the present law.

The committee made a full report upon the Oldfield bill, pointing out the disturbance to business and the injury to the public which would follow the enactment of the provisions requiring compulsory license under Letters-Patent and forbidding a patentee to sell his patented machine with any restriction as to place, manner or time of use, or with any condition regarding the use or purchase of any other article.

After considering the report of the committee the Merchants' Association has recommended that no radical change be made in the present patent law without previous thorough investigation by a commission of experts of the many and complex interests involved. It also urges that any contract restrictions be made not more stringent than the present provision of the British patent law relating to the subject.

I'd rather be a Could Be,
If I could not be an Are;
For a Could Be is a May Be,
With a chance of touching par.
I'd rather be a Has Been
Than a Might Have Been, by far;
For a Might Have Been has never been,
But a Has was once an Are.

Die Sprechmaschine

the most extensively circulated talking machine paper in Germany. Berlin, S. W. 68. Subscription price per year is eight marks. Specimen numbers free. Orders for advertising can be placed with The Talking Machine World, No. 373 Fourth Avenue, New York.



No. 105. Top $20\frac{1}{2} \times 24\frac{1}{2}$. 34" High. Holds 110 Records. Fitted with Salter's Patent Felt Lined Shelves. Made Specially for Victors IX, X, and XI.



No. 106. Top 17 x 17. 36" High. Interior Has Felt Lined Shelves. A Very Attractive Low Priced Cabinet.

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 $20\frac{1}{2} \times 24\frac{1}{2}$. 33" High. Interior Has Felt Lined Shelves. Made Specially for Victors IX, X, and XI.



No. 102. Top $21\frac{1}{2} \times 21\frac{1}{2}$. 34 $\frac{1}{2}$ " High. Holds 100 Records. Fitted with Salter's Patent Felt Lined Shelves. Made Specially for Columbia "Favorite" Machine.

FROM OUR EUROPEAN HEADQUARTERS

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

Labor Troubles Still a Source of Distraction and a Hindrance to the Development of Business—At the Present Time the Country Seems to Be in the Hands of Labor Agitators with the Result That a Feeling of Unrest Prevails—Royalty on Copyrighted Music and Songs—Going After the Price Cutters—Gramophone Co. Keep in Close Touch with Dealers—Interesting Chat with M. Gaumont Regarding the Combination of the Talking Machine and the Moving Picture—The Part Film Parlants Will Play in the Move—Goodly Lists of Records Issued for the Month—Meeting of the Gramophone and Phonograph Dealers' Protective Association—Hot on Trail of Price Cutters—The Month's News.

(Special to The Talking Machine World.)

London, E. C., June 5, 1912.

As a commercial nation we are experiencing a process of evolution far beyond the most liberal predictions of modern-day philosophers. It may be the dawn of a new era in the history of labor, but the present uprising of the working classes is decidedly damaging to the commercial interests of old England. Education and the paid agitator are responsible for the present unsettled state of things, and although it may all come right eventually, the constant and repeated labor strikes in which this country is involved gives ground for serious reflection. It is not, however, my province to enter upon the political aspect of the situation; rather should I, perhaps, in a journal of this character confine my remarks to the effect of these unfortunate trade disturbing elements, at which the foregoing indicates. We are now in the throes of another gigantic strike, which has already considerably affected British exports, aside from causing a depression in the home market. This time the business of London is seriously hampered by the transport men ceasing work at a moment's notice. Steps are being taken to reach an early settlement, but the dispute has resulted in considerable annoyance to talking machine traders, whose export consignments are held up at the docks. Opinion now prevails in trade circles that plans for developing a good summer trade will have to be curtailed to some extent, having regard to the fact that dealers are experiencing serious difficulty in maintaining their weekly sales average. The fact of the whole matter is, money is fairly tight with the public, and what surplus it has available is not so freely dispensed as formerly. Interviews with prominent traders indicate very clearly that business returns these last few weeks have been, and are expected to remain for some time to come, much below the corresponding period last year.

Columbia Co. to Rebuild.

The information that the Columbia Co. has recommenced delivery of machines and records will be heartily welcomed by the whole trade. As the result of the disastrous fire which practically consumed the whole of the working part of the factory, together with valuable machinery and stock, it is the company's intention to rebuild the factory entirely, provision being made for the more modern requirements in the manufacture of records. The whole scheme is already planned out and building operations will shortly commence in accordance therewith. It will probably be some four or five months before the new premises are ready.

Subject to Royalty.

It is as well to remind foreign and colonial buyers that on and after July 1 next all records of newly copyrighted music and songs will be subject to the royalty tax of 2½ per cent. (minimum one halfpenny) on each selection or part of, as prescribed under the Copyright Act. The dealer's stock of records, no matter how large a quantity, may be on hand prior to July 1, when the act operates, will be quite unaffected.

As between shipper and buyer the question arises

who will be responsible for this extra cost? It must be remembered that the royalty computation is based upon the actual ordinary retail selling price, and on all records therefore at the popular price of 2s. 6d. carrying two selections, one penny royalty tax is due. The shipper already sells to the buyer at a minimum cut price and he must therefore do one of two things: Either the extra cost will be equally divided, or the wholesale buyer must be charged separately for the royalty stamps affixed to his purchase and in turn pass on at any rate a share of the burden to the retailer. The latter plan is rather favored in shipping circles, but in some quarters I learn that an equal division of the royalty charges is contemplated, although as one prominent shipper admitted, "It is difficult to say at the moment exactly what plan we will adopt . . . it is intimated that some of the manufacturers may feel disposed to adjust their rates . . . but when the time comes we will make suitable arrangements to meet the new conditions as fairly and impartially as possible, having regard to the various interests involved."

An Interesting Little Work.

From the Era offices, Tavistock street, London, comes an interesting brochure entitled "The Copyright Act, 1911, so far as it affects Dramatic and Musical Copyright," by Albert A. Strong, LL.B., solicitor, published at 1s.

Columbia Move Against Price-Cutters.

In these columns I have frequently referred to the inactivity of record manufacturers on the question of price-cutting. It is therefore a matter of satisfaction to observe that at least one of the companies has given recent evidence in a practical manner of its determination to enlist legal aid against the "cutter." In a recent case the court clearly emphasized the point that where a patent is in question any deviation from the stipulated selling price of a record constitutes an infringement of the patentee's rights, and is good cause for action at law. That such a definite ruling should have been made at this time, when wholesale price-cutting is apparently indulged in with impunity will awaken an echo of great satisfaction among legitimate and straightforward dealers who had reached a state of mind bordering upon distraction. In their action against a well-known delinquent the Columbia Co. has set the ball rolling and where possible it is hoped that other manufacturers will take up the cudgels in the interests of fair trading. The unfortunate fact, however, is that few records are covered by patents, and it is difficult to see what steps can be taken to suppress the action of those who, rightly or wrongly, consider themselves free to sell at what price they like. Nevertheless, one clear line of action is open to manufacturers, and that is co-operation. But of this there seems no prospect at present.

The action referred to justifiably gives cause for serious consideration on the part of dealers. That there shall be no mistake as to their future policy the Columbia Co. has issued a clear warning that in all cases brought to light where a dealer is selling Columbia records below the authorized price they will take legal action.

Dealers' Protective Association Meets.

A further meeting of the Gramophone and Phonograph Dealers' Protective Association was held May 2, when several instances of flagrant price-cutting were given. It was unanimously decided to investigate all complaints, and with this object an investigation committee was appointed. A proposal to invite the co-operation of manufacturers was the subject of keen discussion, but it was eventually deemed inexpedient to pursue the suggestion at that stage.

A Trader's View.

Presiding over the fifteenth annual general meeting of A. W. Gamage, Ltd., Mr. Gamage is reported to have said: "A difficulty that tradesmen had got to deal with to a larger extent every year

was the restriction of selling prices. The company had fought many actions on the matter, and with success. This restriction of prices would hit the consumer very hard in the future, because it did away with all competition. They wanted some organization to deal with the matter, which was one of the questions that the newspapers should take up. They needed a kind of consumers' protection league for defense against extortionate prices."

Mr. Gamage very conveniently ignores the fact that were his proposal to prevail there would be little profit for dealers, because competitive interests would always compel them to offer goods at a less price than the other fellow. But the fact of the matter is, Mr. Gamage wants to be in the happy position of being the only one privileged to cut prices. It can't be done!

A Timely Reminder.

The Gramophone Co., Ltd., has issued a timely reminder to dealers that the monthly approval records are sent for the sole purpose of enabling the dealer to replenish his stock and select such records as in his opinion will prove the most likely "sellers" in his particular district. It has become necessary to emphasize this fact, having regard to the practice of some dealers in utilizing these approval records for demonstration purposes. This is against the spirit of the arrangement and the Gramophone Co. very properly warns dealers that returned records blemished in this way will only be credited at the worn-out or spoiled record rate.

Phonograph as Peacemaker.

Speaking on Southern Nigeria before the Royal Geological Society, A. E. Kitson said that during the mineral survey of the colony most of the important districts and areas were visited. Numerous phonographic records of native songs, musical selections, etc., were taken as far as the exigencies of survey work permitted and opportunities arose. In many places a judicious use of the phonograph proved of great assistance to the party by winning over truculent or unfriendly people, and thus inducing them to supply the food and shelter refused by them but a few minutes before.

"The Glamour of the East."

During the past few days, pedestrians in passing the shop windows of 4 Donegal square, W., have become transfixed whilst admiring some delightful specimens of rare inlaid furniture, etc., from Damascus and Jerusalem, also some Venetian goods therein exhibited. The importer is Mr. T. Edens Osborne, the well-known talking machine factor

STROH VIOLS

VIOLIN, VIOLA, ETC.

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




One String Fiddle

GEO. EVANS & CO.

94 Albany St. London, Eng.

OR

in U. S. A. to their sole representatives

OLIVER DITSON CO.

150 Tremont Street BOSTON
NEW YORK and PHILADELPHIA

Violin

of Belfast, who has adopted this ingenious method of attracting passersby, with much success.

Famous Entertainer Dead.

The well-known entertainer and raconteur, G. H. Swazelle, I regret to say, passed away recently after ten months' painful illness. He made three tours around the world and performed before practically all the crowned heads of Europe. "How Bill Adams Won the Battle of Waterloo," and "The Whistling Stammerer," are two of his best mirth-provoking records, and these are obtainable from the Edison Bell Co.

Some Striking Records Issued.

We learn that that fascinating waltz, "the Passing of Salome," has been issued in record form by The Gramophone Co., Ltd. It was made by the composer, Archibald Joyce, the English waltz king, as he is sometimes called, and his famous orchestra, and is described as the only official record. In addition to the foregoing the current issues of "His Master's Voice" records include two more exceptionally artistic renderings by the New Symphony Orchestra, and a host of other equally charming numbers. The full list is as follows: "Marche Hongroise" (Berlioz), "Merry Wives of Windsor" Overture (Nicolai), New Symphony Orchestra; "I'll Dance Till de Sun Breaks Through" (Joyce); "When the Birds Begin to Sing," waltz (Joyce); "When the Birds began to Sing" (Joyce), Joyce's Orchestra; "Si j'etais Roi" Overture (Adam), band of H. M. Coldstream Guards; "The Irish Emigrant" (Barker), Mr. John McCormack; "Answer" (Robyn), Mr. Evan Williams; "Jan's Courtship," Mr. Charles Tree; "Maire, My Girl" (Aitken), Mr. Herbert Heyner; "Ave Maria" (Gounod), Miss Perseval Allen; "The Adventurer" (Godfrey), Mr. Harry Dearth; "O Star of Eve" ("Tannhäuser") (Wagner) ('Cello), Mr. W. H. Squire; "E Major Gavotte" (Bach) (Violin), Fritz Kreisler; "Jenny MacGregor" (James O. Tate), Miss Clarice Mayne; "The Blarney Stone" (Lauder), Mr. Harry

Lauder, *Celebrity Records*—"Love is Mine" (Gartner), Caruso; "Lombardi"—"Qual Volutta" (with sacred joy) (Verdi), trio from Act III. Caruso, Frances Alda and Journet, and "Speech on Mercy to Animals," by the Hon. Stephen Coleridge.

Speaking Films and the Future.

"In the near future it will, I think, be possible, by means of Film parlants, to produce the whole act of a play without break, and when that comes the present animated picture show will be revolutionized."

This opinion was expressed to the Daily Graphic by the chief London representative of M. Leon Gaumont, who was absent in Paris in connection with his latest invention, Film parlants, or speaking films.

M. Gaumont, it is interesting to record, opened the first continuous picture theatre in England, establishing it at Bishopsgate street, London, where it still is.

So far back as 1901 he succeeded in producing talking pictures in an imperfect form. Then the record of the song was first taken, and when reproduced in the talking machine or gramophone the artiste rehearsed. When actions and words synchronized pictures were taken, and subsequently the two were simultaneously produced. It did not, however, always happen that the artist kept time with the record while the film was being made, and when that happened the result was not altogether satisfactory.

The difficulty, M. Gaumont's manager explained, was to take the record and film at the same time.

"Of course, you know," he added, "that when a talking machine record is secured the artist or artists sit around and close up to a huge trumpet. Hitherto that meant including in the picture film 'behind the scene' details which spoiled the whole illusion.

"To obviate this a method had to be devised by means of which a record could be taken at a distance sufficiently remote to prevent disillusionizing

data from getting into the picture. M. Gaumont had years ago solved the problem of synchronizing for reproduction; now he has perfected the more difficult task of recording the voice and action simultaneously.

"Just how perfect is the invention was recently demonstrated at the Royal Institution, when the record of a cock crowing was given. Now you might take pictures of the bird crowing, but you cannot compel the bird to crow again in order to take a record which will synchronize with the film. So the Film parlant of the cock crowing was an absolute proof that the record and the film were taken at the same time."

"And the possibilities of this wonderful invention?" the interviewer inquired.

"Unlimited," came the reply. "What interests M. Gaumont more than anything else is its educational possibilities. Think of the advantages and varied utility of, say, the lectures of an eminent professor being given in hundreds of lecture rooms and colleges at the same time. Yet to accomplish such an undertaking the professor need not leave his own house. The man, his voice, his words, his gestures would all be reproduced for the benefit of the schools and students.

"As to plays and operas, the present difficulty is that the longest record does not extend beyond eight minutes' duration. That would be fatal to the reproduction of an act. M. Gaumont is confident that he will soon be able to extend that period to forty or fifty minutes, and when that happens it will be possible to produce the whole of a play or grand opera, allowing the usual intervals between the acts.

"That Film parlants will revolutionize the present animated picture shows I have no doubt, although the silent pictures will always appeal to many, and will, no doubt, invariably occupy a portion of the programs. A considerable time, for instance, must elapse before such a big scene as the naval review

(Continued on page 52.)



To T. M. the KING and QUEEN OF SPAIN



To H. M. the KING OF SWEDEN



To H. H. the KHEDIVÉ OF EGYPT



To H. M. the KING OF ITALY



To H. M. the SHAH OF PERSIA



BY APPOINTMENT TO H. M. QUEEN ALEXANDRA

'His Master's Voice'

Trade Mark is recognized the world over as the

Hall Mark of Quality

AUSTRIA: Oesterr. Grammophon-Gesellschaft, m. b. H., 8, Krugerstrasse, Vienna.
 BELGIUM: Cie. Française du Gramophone, 51, Avenue de la Porte de Hal, Brussels.
 DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnen, Copenhagen.
 FRANCE: Cie. Française du Gramophone, 15, Rue Bleue, Paris.
 GERMANY: Deutsche Grammophon-Aktiengesellschaft, 35, Ritterstrasse, Berlin, S42.
 HOLLAND: American Import Co., 22a, Amsterd, Veerkade, The Hague.
 HUNGARY: The Gramophone Co., Ltd., IV. Kossuth Lajos Utcza 8, Budapest.
 ITALY: Compagnia Italiana del Grammofono, 5, Via S. Prospero, Milan.
 SPAIN: Cia. Francesa del Gramophone, 56, Balmes, Barcelona

RUSSIA: The Gramophone Co., Ltd., 33, Alexanderstrasse, Riga; 58, Fontanka, St. Petersburg; 9, Golovinsky Prospect, Tiflis; Warsaw.
 SWEDEN: Skandinaviska Grammophon-Aktiebolaget, 52, Appelbergsgatan, Stockholm.
 EGYPT: The Gramophone Co., Ltd., 13, Rue Stamboul, Alexandria; Rue Mousky, Cairo.
 EAST AFRICA: Bayley & Co., Lourenzo Marques, 8 Beira.
 SOUTH AFRICA: Darter & Sons, Adderley St., Cape Town; Mackay Bros., Rissik St., Johannesburg; Mackay Bros & McMahon, 443 West Street, Durban; Ivan H. Haarburger, Maitland street, Bloemfontein.
 INDIA: The Gramophone Co., Ltd., 139, Balliaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.
 AUSTRALIA: The Gramophone Co., Ltd., Hoffnungs Chambers, Pitt Street, Sydney.
 GREAT BRITAIN: The Gramophone Co., Ltd., 21, City Road, E. C.

GREAT BRITAIN

The Gramophone Co., Ltd.

21 CITY ROAD LONDON, E. C.



HIS MASTERS VOICE

FROM OUR LONDON HEADQUARTERS—(Continued.)

will be produced in its entirety, with the big guns booming and the boatswains' whistles piping. But even these things are bound to come now. The possibilities are boundless. Really, if I may so put it, it is now merely a matter of coercing the talking machine into recording every sound that can be possibly heard."

Exchange Scheme Interests.

The public exchange scheme, the first of its kind, inaugurated by the Edison Co., has occasioned much satisfaction among its dealers, but it has been pointed out that the recent labor strikes have undoubtedly militated somewhat against the scheme, and on this account the public exchange arrangements will be continued to the end of this year.

Liability by Drawer of Check.

Liability by a drawer of a check to honor it, although he may have a good claim against the person to whom it was made payable, was the salient point in an action at Westminster. A certain work to be done by B, and gave B a post-dated check for his services. B handed the check to his wife, who went to C and purchased ironmongery from him, paying him with the check. In the meantime A found that B had not done the work bargained for, and stopped payment of the check, which was not met, therefore, when presented by C, who now sued A for the value of the check, £10. A pleaded that he had not had value for his check from B. Judge Woodfall said the drawer of the check might have had a remedy against the person to whom he made it payable, but it was his check, and he must meet it. Judgment for C, with costs.

A Gramophone Clock.

The newest timepiece, which is shortly to be placed on the market, actually calls out the hours, half hours, and quarters, day and night, unless shut off, and will tell you the time to the minute any hour of the night if you press a little button at your bedside. The works of this remarkable clock actuate a stout belt which runs over a roll connected with a sounding box. Upon the belt, or rather film, the hours, which have been recorded by a phonograph, are impressed by galvanization on a copper plate. The mechanism which moves the hands is connected with the speaking device, and with this is a funnel which reinforces the sound and projects it outward through a finely grated opening attached to the narrow side of the clock. At night a touch on a lever reduces the clock to silence. But if one wakes and wishes to know the time without striking a light, an easily-found button is pressed and the clock immediately states the time. The speech film is practically indestructible and occupies very little space, since, because of its elasticity, it may be wound upon a very small roller.

Offerings in Edison Records.

Always something new to offer its patrons, the Edison Co. includes in its July list two acquisitions in the persons of Miss Irene Armstrong (soprano) and Miss Christine Miller (contralto), whose initial records are announced in the advance July list to hand. Miss Armstrong, by the way, is a native of Illinois, and her progress in the vocal art under some of the best American teachers was such as to justify her removal to London, Paris and Italian cities, where she was able to complete her studies under the guidance of such famous professors as Jean de Reszke, Juliana and others. Miss Armstrong has since given many successful recitals, including those at

Chicago, Pittsburgh, New York and other American cities. She is the possessor of an unusually fine voice and her first Edison record (Amberol) is No. 1055, "My Laddie," a typically fine example of a Scotch love song.

Although of Scotch birth, Miss Christine Miller can also claim to have been associated with America, she having lived in Pittsburgh since early childhood. According to the Chicago Tribune, "her singing is distinguished by refined, infallible taste and by genuineness and justness of sentiment and feeling," and this expression of opinion is amply justified by her phenomenal success as leading contralto at several of the principal festivals as soloist with the Thomas, New York Symphony and other noted orchestras; in oratorio work with the New York, Boston, Philadelphia and Toronto societies. Miss Miller has already filled over one hundred engagements this season in Canada and America. Her initial record is concert Amberol No. 28020, "Annie Laurie." In addition to the foregoing there are some splendid selling titles in the July list under review, the complete issues being as follows: Amberol concert records—"A Song of Thanksgiving" (F. Allitsen), Charles Hackett, and "Simplicius Waltz" (Johann Strauss), Armand Vecsey and his Hungarian orchestra. Amberol records—"A Collier's Child" (Will Geddes), Stanley Kirkby; "Regimental Marches No. 2," National Military Band; "We Must Have a Song About the Isle of Man" (C. W. Murphy), Miss Florrie Forde; selection from "Der Liebe Augustin," "Princess Caprice" (Leo Fall), Alhambra Orchestra; "Seaside Swank" (David and Lee), Bobbie Naish; "The Rosary" (Nevin) (cornet solo accompanied by National Military Band), Sergeant C. Leggett; "Let's Make a Night of It To-night" (Glover Kind), Jack Charman; "You Never Know" (Harry Castling), Glandon Roberts; "Tell Them You're a Londoner" (Godfrey and Williams), Bill Williams; "Unter den Linden," march (Crosse), concertina solo, Alex. Prince; "By the Saskatchewan" ("The Pink Lady") (I. Caryl), Frederick Weld and chorus; "Everybody's Doing It Now" (I. Berlin), Premier Quartet; "Long, Long Ago," with variations (flute solo), Julius Spindler; "Dreams of Galilee" (C. P. Morrison), Edison Mixed Quartet; "The Ameer," selection (V. Herbert), Victor Herbert's Orchestra; "Carmena," vocal waltz (H. Lane Wilson), Frank Croxton Quartet; "Jimmy Valentine" (Gus Edwards), Peerless Quartet; "Souvenir," mandolin solo (Drdla), Demetrius C. Dounis; "Absent" (J. W. Metcalf), Miss Elizabeth Spencer and Chas. W. Harrison; "Serenade," instrumental (C. M. Widor), the Tollefsen Trio; and "Cavatina" from "Faust," "All Hail! Thou Dwelling Lowly" (Gounod), Charles W. Harrison. Edison Standard records—"The Policeman's Holiday," two-step (Montague Ewing), National Military Band; "Yesterday, To-day and To-morrow" (Laurence Wright), Albert Crawley; "Bom, Bom, Bom-bay" (Staunton and Flynn), Miss Florrie Forde; "Our Band March" (C. C. Sweeley), New York Military Band; and "Good-Night, Mr. Moon" (Von Tilzer), Campbell and Gillette.

Adjustment of Edison Reproducers.

A form letter has been dispatched to dealers for distribution among their customers. It says (in part): "To Edison Phonograph Users.—Do you realize that the pleasure you derive from your phono-

nograph depends upon the tone of the reproducer? The best of records will not produce good results if your reproducer is out of order, and the majority of complaints we receive about the unsatisfactory reproduction of records is due to the reproducer being out of adjustment or needing some slight repair. With a view to enabling our patrons to obtain the best results we have completed arrangements which will enable us to make repairs on reproducers very promptly at a nominal cost of 1s. 6d., including return postage, providing the sapphire or other important part is not missing.

Zonophone Record List.

Certainly one of the most comprehensive and pleasing lists yet issued by the British Zonophone Co. is that for July. Big name artists there are galore, and the company has secured all the best obtainable of the July selections; the following examples come to hand: 10-inch records—"Free Lance March" (Sousa), and "For King and Kingdom" (Collins), Black Diamonds Band; "Chevalier Patrol" and "Chevalier Selections," Black Diamonds Band; "Patricia" and "My Rachel's Eyes," Harry Fay; "Building a Chicken House," Part I and Part II, Will Evans; "Johnny Morgan's Sister" and "At Nine O'clock He Got the Sack," Maiddie Scott; "The Rosary" and "She Is Far from the Land," Ernest Pike.

Display Attracts Attention.

At the Royal Ulster Agricultural Show at Balmoral, Edens Osborne's stand was one of the most attractive. It inspired many editorials in the local press, one interesting account being as follows:

"The contrast between the crude gramophone introduced to Belfast by this exhibitor in the autumn of 1898 and the delightful present-day instrument is quite as remarkable as that between the old 'bone-shaker' ridden in the early seventies and the 'Raleigh' or 'Rover' bicycle of 1912. The same contrast applies to the early type of Edison phonograph purchased by Mr. Osborne while in New York in 1893 and the latest models of Mr. Edison now on the market. Truly the evolution of the talking machine has been quite phenomenal. Many thousands of workers are now employed in both English and foreign factories manufacturing these marvelous entertainers, which during recent years have found their way into the homes of all civilized communities. The suitability of these human-like instruments for al fresco amusement was clearly demonstrated at Mr. Osborne's exhibit, the reproduction of songs by celebrated artists (Melba, Tetrizzini, Clara Butt, Kirkby Lunn, Caruso, McCormack, Harrison, Williams, Harry Lauder and other vocalists) being clearly and distinctly heard 'in the open' for a considerable distance. A large crowd of visitors was always in attendance opposite the stand, apparently very appreciative of the 'musical feast' provided for their enjoyment. With commendable consideration Mr. Osborne has erected a large filter, 'The Filtre Rapide,' which yields a copious supply of aqua pura to those who eschew aught stronger!"

Records by Russian Symphony Orchestra.

The success of the "New World Symphony" record by the Russian Symphony Orchestra on Columbia-Redna has been such that a further series of records has been secured from this famous organization, including a double record of a classic fantasia by the Russian composer, Glinka, which has never yet been recorded and which promises to create a sensation.

RECORDING WAX

MOST PERFECT RECORDING-SENSITIVENESS

Noiseless Cutting.
Ready for recording without any further preparation.

SPECIALTY
Wax plates for private record taking.

Has unlimited life.
Plates absolutely ready for recording.

ERNST WILKE & CO., Goerlitz. Factory: Berlin, Ger., N. 20, Kolonie Strasse, 34-

Again we prophesy: Columbia "Lyric Hornless Graphophone" with six double-disc records at \$28.90 (see pages 32-33) will be as sure a producer of good business as the Columbia "Favorite." And that prophecy came true. Ask any Columbia dealer.



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

TRADE NOTES FROM CINCINNATI.

Krolage Music Co. Getting Its Talking Machine Department Into Shape—Columbia Business Shows Steady Advance—Big Wurlitzer Trade the Past Month—The High Priced Victors and the Edison Amberola in Favor—The Aeolian Co.'s Active Campaign for Trade.

(Special to The Talking Machine World.)

Cincinnati, O., June 4, 1912.

A change in the plans of the Krolage Music Co. relative to getting separate quarters for its talking machine department has taken place. If these do not mature then the old idea of a store in the Arcade will be taken up.

At this time a deal is pending whereby the Krolage Co., in conjunction with the American Music Stores Co., may take over all or a part of the Milner Musical Co. on Sixth avenue, near Vine. There are good reasons for believing that the owners of the lease have decided to use it to better advantage and have practically concluded to close down the Milner Musical Co. Manager Richard Stodler, of the latter company, will be cared for by the R. Wurlitzer Co. It is known that the Krolage people have been gradually laying in a big supply of talking machine goods in order to have a good stock for the new store, wherever this may be opened.

The Columbia Phonograph Co. reports business conditions as being unusually steady for May, Manager R. J. Whelen stating: "It is indeed a real satisfaction to realize the appreciation of the purchasing public of our latest model Grafonolas and our new records, and this appreciation is expressed not in talk but in bona fide orders. Nearly all types of Grafonolas are now being furnished in different wood finishes to suit the customer, early English, fumed oak and mahogany being the leaders. The Saturday Evening Post ad in May covering the 'Princess,' spoke to the public in a tone they recognized at once, and the large volume of orders and inquiries from this ad has established the new 'Princess' Grafonola as a popular favorite. Another gratifying feature is the great interest shown by the public schools in Cincinnati for the Grafonola in connection with their music departments, gymnasiums and social work. We have been very successful in placing a number of Grafonolas in the schools, and wherever placed they are considered indispensable. We are looking forward with interest to the arrival of the new Slezak and Destinn records to be placed on sale at once, as from the samples we have received these records are superb."

The Dictaphone department is doing its usual large volume of business, several large installations being placed during May and the orders signed up. Geo. D. Smith, of New York City, the head of the special railroad Dictaphone department, spent sev-

eral days in Cincinnati, going over the situation in this city.

Frank Dorian, manager of the Dictaphone, New York City, spent several days in the Cincinnati office, giving the latest news from the different branches all over the United States.

The R. Wurlitzer Co. reports a very heavy trade in talking machines during the month of May. The sales show a big increase over May, 1911, and June already shows every promise of being a record breaker also. With the exception of one or two styles, Victrolas have been very plentiful and both retail and wholesale have benefited accordingly. The sale of small Victrolas for summer camps was not as heavy as the April trade would indicate. As usual the public responded more to efforts made on the Victor No. 9. As the trade has been stimulated by the Victor Co. campaign in advertising their best selling numbers, and with an active demand for records, machine trade is sure to show a petty increase.

The Edison Co.'s new product, the \$125 Amberola, has been on display at Wurlitzer's for some days. It has made a splendid impression and received all of the admiration which it justly deserved. It is a foregone conclusion that it will be a big seller, as it fills a demand that has been felt for some time.

John Arnold, the Elm street dealer, is still keeping secret some changes he has in mind. In speaking of these yesterday he was positive in his assurance that the present location would be retained. Business with him was a little dull during the early part of May, but revived in a satisfactory manner before the end of the month.

J. E. Poorman, of Main street, found things a little dull in the talking machine end during May, but was kept busy with his bicycle trade.

The talking machine and record business with the Aeolian Co. was very satisfactory last month, particularly the trade for the Victrola XVI. The company's record business is gradually increasing as its patrons realize the excellent service offered, and in the early fall five more record rooms will be added to the already commodious quarters. The new system of circulating records will be installed in all the company's branch stores in the early fall and is expected to clean up additional business. "With our advertising campaign pushed to the limit," said Manager Ahaus, "Victrola owners, prospective buyers will know we are on earth and the one place to buy and get the most for their money. With the splendid lot of June records we look for an excellent month's business."

In learning to swim it isn't wise to commence at the bottom.

Look at an idea to see if you can use it, not to see if you can get along without it.

GIVEN FAREWELL DINNER.

Horace Sheble, Who Recently Resigned as Factory Manager of the American Graphophone Co., on June 1 Was Entertained by Heads of the Departments of the Company and Their Assistants at Farewell Dinner—C. E. Woods, Succeeds as Manager of the Plant.

On Saturday evening, May 25, the heads of departments of the American Graphophone Co. and their immediate assistants tendered Horace Sheble, factory manager, a farewell dinner.

Mr. Sheble left the American Graphophone Co. June 1, after a three years' residence in Bridgeport as head of the factory, where he made many friends during his business and social life there.

After the dinner H. A. Budlong, executive officer, who acted as toastmaster, presented Mr. Sheble, in behalf of those present, with a very handsome and valuable gold watch, suitably engraved. Mr. Budlong made a short but effective speech, outlining Mr. Sheble's accomplishments as factory manager, and complimented him upon his rare possession of drawing to him by ties of friendship his subordinates, at the same time obtaining their maximum co-operation. This has been one of the strong features of the Sheble management.

Mr. Sheble was visibly surprised on receiving the gift, and replied in a very clever speech, in which he showed much feeling for the kindness shown him and sincere regret at leaving his friends in the company.

Before embarking in the business of an industrial engineer, Mr. and Mrs. Sheble will take an extended trip West, where Mr. Sheble has interests.

C. E. Woods has succeeded Mr. Sheble as manager of the plant.

H. A. YERKES ON BUSINESS.

Manager of the Wholesale Department of the Columbia Phonograph Co. Well Pleased with the Increasing Appreciation of the Columbia Products as Manifested by the Growing List of Representative Agents.

H. A. Yerkes, manager of the wholesale department of the Columbia Phonograph Co., General, New York, is one of the decidedly optimistic talking machine men of the present day. In a brief chat with The Review, Monday, Mr. Yerkes said: "Business is good and it is my impression that it will continue good right through the summer. Of course, local conditions in some different sections of the country are responsible for some slight fluctuations; they are of such minor nature, however, as to be hardly noticeable. Just so long as the present healthy demand continues there is not room or time for fault finding. The list of Columbia dealers is growing rapidly, and it is particularly gratifying to note the high class of the department stores and piano dealers who have recently joined forces with the Columbia Co. We feel justly proud of the number and standing of the many piano dealers now representing the Columbia."

CHEMISCHE FABRIK E. SAUERLANDT bei Apolda i. Th., Germany
The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes and Master-Blanks for
Gramophone and Phonograph Recording
Sole Manufacturer of Wax "P," the best recording material for Berliner-cut.

NEW ELECTRIC STOP.

For Disc Talking Machines Being Placed on the Market by the Standard Electric Stop Co. with Offices in the Empire Building, Philadelphia—To Make Display at the Chalfonte Hotel During the Convention of the N. A. T. M. J.

Philadelphia, Pa., June 9, 1912.

The Standard Electric Stop Co. (Sesco), is introducing a new electric stop for disc talking machines, which has won a great deal of favorable comment among the jobbers who have seen it.

J. H. Potsdamer, formerly advertising manager of the Black Diamond Coal Co., of Philadelphia, has been secured as manager and has opened offices in the Empire building, 13th and Walnut streets, this city.

The Standard Electric Stop Co. has its own manufacturing plant and is prepared to supply orders promptly at this time.

Mr. Potsdamer will have headquarters at the Chalfonte Hotel, Atlantic City, during the convention of the N. A. T. M. J., July 1 and 2, where he will be pleased to demonstrate this latest improvement in automatic stops.

The Bloomingdale-Weiler Advertising Agency, of Philadelphia, is preparing copy at this time for a comprehensive national campaign which will begin upon the return of Mr. Potsdamer from his extensive business tour.

SPECIALTIES THAT INTEREST

A Line of Record Albums and Record Carrying Cases That Are Greatly in Demand.

The announcement of the Schafford Album Co., of New York, which appears elsewhere in *The World*, should interest members of the trade desirous of handling specialties that appeal to the purchasing public. There is no mistake but that record albums to match cabinets in golden oak, Mission, mahogany, bird's-eye maple and Circasian walnut should prove quick and profitable sellers. These albums are admirably constructed and very handsomely finished, and better still, are sold at a price that cannot fail to win consideration. Each record album has gold-plated ring on the backs, so as to match the metal finish of all machines. The albums are made to fit all Victrolas and Columbia machines. The company will be ready to fill orders for these albums after June 15.

Another novelty offered by the Schafford Co. is a complete line of record carrying cases, which are of the same high quality as the Schafford record albums. The carrying cases are made of the very best of imported Viennese imitation leather, artistic and durable, and made of material to match the wood cabinets so much used by large manufacturers. They are made to hold 24 to 50 ten-inch and twelve-inch records. They are partitioned and contain drop fronts with index attached, so that records can be selected with celerity. These specialties are now ready for the trade and the manufacturers invite immediate consideration.

T. C. Schafuss, head of the Schafford Album Co., 26-28 Lispenard street, New York, in a chat with *The World* this week, stated that his business was exceedingly active and that he is having a tremendous demand for record albums and carrying cases from the talking machine trade in all parts of the country. The Schafford Co. has just moved into a factory double its old capacity, directly opposite the old address. This step became necessary in order to meet the demands of the business.

GOES IN FOR MOTOR BOATS.

J. Newcomb Blackman, president of the Blackman Talking Machine Co., who has long been an enthusiastic automobilist, has decided to go in for motor boating this season and has purchased a speedy 35-foot motor boat which he will use extensively while staying at his summer home at Brightwaters, Long Island. If Mr. Blackman has the hair-raising experiences with the new boat that he has had with his automobiles, there are



SOLID WOOD (NOT VENEERED)

Mr. Dealer!
Stop and Think!

**MUSIC
MASTER**
Solid Wood Horn
Gives



The Most
Resonant Tone
To the Record
Reproduction.

Our Horns are now and always have been at the head of the list. (Not only from the standpoint of workmanship and finish, but from Scientific Principle).

Since the first MUSIC MASTER SOLID WOOD HORN was placed on the market,

"It has no EQUAL"
in Horns or Hornless Machines.

The Only Horn Guaranteed.

The many thousands in use and the demand for them fully attest to the incomparably clear, beautiful, mellow tone quality, etc.

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

SHEIP & VANDEGRIFT, Inc.
PHILADELPHIA, PA.

going to be some classy swimming matches this summer.

GRAFONOLA FOR PEARY.

The Famous Arctic Explorer Buys a Grafonola "Princess" with a Full Complement of Records Through the Columbia Store at Portland, Me., for His Summer Home.

A letter from the Columbia Phonograph Co. store at Portland, Me., to headquarters, New York, announces the fact that Rear Admiral Peary, the famous Arctic explorer, recently purchased a Grafonola Princess and a full complement of records. The management of the Portland store attribute the sale to the power of their window display, which first attracted the Admiral's attention. Admiral Peary has expressed himself as much pleased with the machine and particularly with the new tone shutter, which is an exclusive Columbia feature. The machine was delivered to the Admiral's summer home at Eagle Island, Me.

VICTOR TRADE PUBLICITY.

Under date of May 20 the Victor Talking Machine Co., Camden, N. J., sent to their dealers a letter and the supplements containing the list of new Victor records for June. The letter in a general way takes up the manner in which the Victor Co. is handling the present season's aggressive advertising campaign and urges the dealers to join their forces and utilize the local mediums, thereby creating a demand which is only possible by co-operation.

A special hanger advertising the new Champ Clark records is a recent creation for the dealers. Champ Clark is discussing the great questions of the day by the medium of Victor records. These records should prove popular, considering the interest manifested in the present political campaign.

A company is known by the men it keeps.
The best employers were once the best employees.
Do you know how much business each clerk has done?

AN ENGINEER OF REPUTATION.

Clinton E. Woods, New Manager of the Factory of the American Graphophone Co., Enjoys a High and Recognized Position in His Chosen Field.

Clinton E. Woods, who has succeeded Horace Sheble as manager of the factory of the American Graphophone Co. at Bridgeport, Conn., has behind him a splendid record in varied lines of effort. After graduating from school in 1884 he immediately entered into electrical engineering work as a construction engineer for the Westinghouse Electric Co., and later became consulting electrician of the National Electrical Manufacturing Co., of Eau Claire, Wis., being made subsequently consulting electrician and designer for the Standard Electric Co. of Chicago. In 1895 he went into business for himself as a general mechanical and electrical engineer, making a specialty of designs for electrical machinery and motors. Naturally the question of having his designs manufactured brought Mr. Woods in close contact with manufacturing, accounting and other industrial problems, and he became so interested and met with so much success in dealing directly with the industrial problems that he adopted as his profession that of industrial engineer, which work he has been engaged in for some 12 years, during which time he has reorganized, revised and straightened out the affairs of more than 100 different factories and has written and had published some fifteen books on industrial organization, systematization and accounting, and is considered to-day to be one of the foremost authorities on such questions. His writings have been quoted very largely on both continents and in very many text books, and it has been his constant endeavor not only to do an honest work in a practical engineering field, but at the same time to pass his accomplishments along for the benefit of others.

"I have taken up the work of managing the factory of the American Graphophone Co. with an unusually keen interest," said Mr. Woods, "as perhaps nothing has appealed to me in connection with it so much as the highly specialized industry in itself, and that probably there is no industry in the country that represents an acquisition of such a variety of different experiences as are required in the conduct of this business when one considers in conjunction with the manufacturing problems the various laboratories used for the continued development of new ideas and the various talents that are required as a surrounding element to the manufacture.

"Further, I am keenly interested for the simple reason that I believe there is no limit to be put upon the magnitude that the business may ultimately develop into. In other words, it has seemed to me to be the offering of an opportunity where all the previous experiences that I have had in the industrial world could be brought into play with full force and effect.

"I think this answers, in a large measure, why I have been willing to consider the proposition for



Clinton E. Woods.

giving up my professional work and confining myself to the management of talking machine manufacturing problems."

IT IS A MUSICAL INSTRUMENT.

Momentous Question Decided by the Chairman of the Railway Commission in Canada.

A much discussed question as far as talking machine and railroad people are concerned was decided last week by D. Arcey Scott, assistant chairman of the Railway Commission when he issued an order declaring that the gramophone is a musical instrument. An application on the part of the Berliner Gramophone Co. of Montreal, Ltd., brought the matter to a head and provoked the judgment which it is hoped will forever settle the question which has exercised such a disturbing influence ever since the first talking-machine gave utterance to human speech. The order says: "It is ordered that in Canadian freight classification the following articles be transferred from their present position and that they also be included in second class freighting applicable to musical instruments, namely, gramophones, graphophones, phonographs and records."

AN IMPORTANT ANNOUNCEMENT.

Under date of May 14 the Columbia Phonograph Co., General, New York, sent to the trade letters announcing the discontinuance of the sale of indestructible cylinder records. To assist their dealers in disposing of any stock they may have on hand the company has reduced the retail price to a point where dealers can offer their customers exceptional bargains in these records. The prices quoted are twenty-one cents each for the two-minute records, or five for one dollar, and twenty-

six cents each for the four-minute records, or four for one dollar. The Columbia Co. feels confident that these reductions will move the entire stock in a comparatively short time. Suitable advertising in publications best adapted will be carried out, and with the dealers' conjunction and the cut in prices a quick demand should be easily stimulated.

VICTOR RECORDS BY CHAMP CLARK.

The Democratic Candidate for the Presidency Makes Five 12-Inch Double and One 12-Inch Single Faced Records—Announcement by the Victor Co. Means a Lively Demand Will Follow.

The Victor Talking Machine Co. last week announced the issuance of five twelve-inch double-faced records and one twelve-inch single-faced record by Champ Clark, who is now conspicuously in the public eye as a candidate for the Presidency of the United States on the Democratic ticket.

Sunday recently Mr. Clark made a special trip to the Victor laboratory to make his records, and at that time reminded the manager that as the nomination campaign is now at its height, there is an immediate demand for the record in very many sections of the country, and urged upon the Victor Co. the importance of placing them on sale at the earliest possible moment—hence the special announcement.

The titles of the records made by Mr. Clark are as follows:

(1) Payne-Aldrich Bill a Humbug; (2) Clark Opposed to Automobiles at Public Expense.

President Taft's Lost Opportunity. Champ Clark at Jackson Day Banquet in Washington, January 12, 1912 (Part I).

Champ Clark at Jackson Day Banquet in Washington, January 12, 1912 (Part II).

Champ Clark at Jackson Day Banquet in Washington, January 12, 1912 (Part III).

(1) Last Part of Jackson Day Banquet Speech; (2) Champ Clark on Peace.

Speaker Clark on Russia. (1) Champ Clark on Good Roads, Rivers and Harbors; (2) Hours of Labor of Railroad Employees; (3) Contract Labor.

American Citizenship. Speaker Champ Clark's Speech of Acceptance.

12-Inch Single-Faced—(1) All Public Plunderers Look Alike to Me; (2) Democracy, the Friend of Legitimate Industry.

It goes without saying that these records will form a very interesting feature of the dealer's trade during the next couple of months.

Volubility in salesmanship, or in an advertisement, takes up valuable time in its production and confuses the mind of the prospective customer.

Plenty of men have succeeded in business and reached the top through their ability to take advice and absorb ideas from others.

A New Schafford Product—Record Albums to Match Cabinets in Golden Oak, Mission, Mahogany, Bird's-eye Maple and Circassian Walnut.

It is now possible to sell a talking machine and a record album to match; something never before possible. Each Record Album has a gold plated ring in the back to match the metal finish of all machines.

For both sizes Victor and Columbia machines. Holds 16 Records.

In every sense an art product.

Distributors report that they are now taking the brown cloth albums out of cabinets and are substituting "the album with the wooden grain."

Do this and you'll increase your business 50%.

Write for full details, prices, etc., to

THE SCHAFFORD ALBUM CO.
26-28 Lispenard St., New York



A Better Line of Record Carrying Cases—Created by Schafford—and Possessing Quality, Durability and Artistic Beauty.

Made to match the cabinets—Bird's-eye Maple, Circassian Walnut, Mahogany, Flemish Mission and Golden Oak.

Material of "Viennese Imitation Leather" enriched by nicked hinges, joints, corners, handles and fasteners.

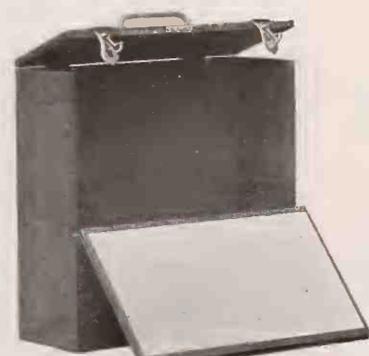
The cases made to hold 24 Records in 10-in x 12-in. have drop fronts with index attached, each fitted with heavy board partitions paged 1 to 24.

The cases to hold 50 Records made in same materials and fittings. Very strong and durable.

The above is one of the greatest propositions ever offered to the trade.

Send for complete information, telling more about this fast selling specialty.

THE SCHAFFORD ALBUM CO.
26-28 Lispenard St., New York





That's a great record catalog of ours—it's a salesman: use it as a salesman. It presents just such a good list that musical people who don't yet own any talking machine at all will be made to want one for the sake of the records.



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

VICTROLA FOR HOOSIER POET.

Purchases Instrument from Aeolian Co. in Indianapolis—Some of the Records That Are Selling Well—Wulschner-Stewart Co. Rearranging Stock—Feature Weber and Fields Records—General Items of Interest Worth Recording.

(Special to The Talking Machine World.)

Indianapolis, Ind., June 4, 1912.

The talking machine business is quietly pursuing its way in the Hoosier State these days. Every now and then one or other of the dealers makes a neat little sale and altogether the talking machine men are not in a position to grumble, considering the time of the year.

James Whitcomb Riley, the poet, is enjoying a Victrola XVI, which he bought several days ago at the talking machine department of the Aeolian Co. in North Pennsylvania street. The poet reports that he is much pleased with the instrument, and the strains of fine operas can be heard as one passes down the quiet Lockerbie street, where the poet lives.

The Aeolian Co. has experienced a phenomenal sale of the Gluck-Homer duet record "Whispering Hope." All the June records put out by the Victor company have been pleasing to the Aeolian patrons and the sale of the records has been very good.

W. S. Barringer, of the talking machine department of the Wulschner-Stewart Music Co., in

North Pennsylvania street, says the retail city business has been very satisfactory and that the entire spring and early summer business has been better than ever before. The Wulschner-Stewart Co. has been putting in a number of new record racks in its warerooms and also has relabeled the stock. The Wulschner-Stewart Co.'s talking machine stock room is perhaps as thoroughly equipped as any in this part of the Middlewest. The company boasts that it is always ready to supply any record desired by a patron. The company has had a good sale of Victor records in the last month.

The Kipp-Link Co., which handles the Edison machine, reports that business is keeping up even though the weather has become of that variety which tempts one to lie under the trees and gaze skyward.

Weber and Fields visited here on the night of June 8 and the Columbia Phonograph Co. profited much by the visit. A special display of the Weber and Fields records was made. These records have proved to be big sellers in the past few months and the coming of the great comedians in person will not tend to diminish these sales. The more the people hear of them the more they want to hear.

The Columbia Co. is profiting by the opening of the airdomes throughout Indianapolis and other cities and towns in Indiana. The managers of these show places are investing in the Twentieth Century B. C. machine, and the local company has

made a number of sales in the last few weeks. The B. C. machine is taking the place of the child singers. Opposition to the putting of children on the airdome stage became so strong that the airdome owner would rather deal with a machine than with those who are interested in the welfare of the child. And the result is that everybody is pleased.

C. P. Herdman, assistant manager of the local branch, is making a campaign among the schools and lodges of the city, urging the buying of the Columbia talking machine. The campaign thus far has resulted in a gratifying number of sales.

L. A. Moler, manager of the Columbia store at Terre Haute, spent a day at Indianapolis a few days ago. He reports conditions good in the southeast part of the State.

NEW STUNT IN VAUDEVILLE.

Henry Tyrrell, the well-known writer and critic, called Gean Smith the "Velasquez of the American Turf." He is one of the few really great animal painters of to-day. Gean Smith, who is now appearing in vaudeville, has as an assistant in his act a Columbia graphophone. The title of the act is "How Salvator Won," and Mr. Smith reproduces this picture on the stage in three minutes and a few odd seconds. He used to paint it in his home for the amusement of friends, telling the story as he painted. Now, as he paints it on the stage, a Columbia graphophone tells the story.

INCREASING INTEREST MANIFESTED IN THE VICTOR IN THE SCHOOLS.

The widespread campaign of the Victor Talking Machine Co., carried on with a view of placing talking machines in the schools of the country, is meeting with continued success as the dealers in the various sections begin to take a personal interest in the movement and those in charge of the schools are impressed with the arguments advanced by and the demonstrations given under the auspices of the educational department of the company. In Chicago, Milwaukee, Denver, Minneapolis, Los Angeles, Boston and practically all the larger cities and towns to the number of 350 have purchased large numbers of Victors for the schools. In Chicago alone 150 machines have been purchased for that purpose, in Los Angeles over 60, and so on. The excellent use to which a talking machine may be put in a school is indicated in the accompanying illustration of a group of pupils on the roof of Public School No. 59, New York, engaged in folk dances to the music of a Victor.



NEW HOUSE IN DETROIT.

Another Prominent Piano House Takes on Victor Talking Machines—The Farrand Co. Will Feature These Products in Its New Warerooms—Max Strasburg Co. Enlarging Floor Space to Meet Trade Demands—The Goldberg Phonograph Co. Is Also Expanding—The Question of Interest on Installation Sales a Live Topic—Business Conditions Discussed—Other Items of News.

(Special to The Talking Machine World.)

Detroit, Mich., June 8, 1912.

By the time this is circulating on Broadway there will be another new and first-class talking machine establishment in Detroit. The Farrand Co. will devote a large part of the first floor of its new piano house on Woodward avenue to the Victor line. It also will have a large representation in the show windows of the big institution. It will be practically the only sales business conducted on the first floor, as the piano salesrooms will be on the upper floors. E. K. Andrew, son of E. P. Andrew, will have charge of the records. The business will be conducted on a large scale. Everything in the American catalog will be carried in stock, as will also a complete line of Victors and Victrolas of all prices.

The Max Strasburg Co. finally put through the deal which will double its floor space, but cannot get possession before the latter part of the summer. It is likely that the opening of the new store will be made an anniversary celebration. The first year of the company's existence will be marked up September 1. It will be just about that time that the new store will be ready to receive customers. "When we started in here nine months ago," said Mr. Strasburg, "we thought the space we had would do us for a number of years; in fact, we made our lease for ten years. But in less than four months we found need for larger quarters. If it keeps on this way even our doubled capacity will not be sufficient for next winter's trade." Extensive alterations and improvements will be made in the added store before the Strasburg Co. takes possession.

The activities of the talking machine trade here are reflected in enlargements and improvements in another big retail house, the Goldberg Phonograph Co., whose phenomenal rise from a single display machine to one of the largest talking machine retail houses in the city was related in *The World* last month. When the alterations are completed the Goldberg store will be almost as large as the Columbia jobbing and retail branch, and will be similarly laid out, with a large parlor at the entrance, in which the best machines will be displayed and demonstrated and a number of smaller demonstrating rooms at the rear, with the offices opposite them.

S. E. Lind, assistant manager of the Columbia branch, whose dozen or more years in the business have taught him just what is needed, planned the architectural features for Mr. Goldberg. He says that the store will be the prettiest in the city, which is "going some," for all downtown talking machine stores in Detroit are swell affairs.

Mr. Lind is still acting manager of the Columbia branch, Manager K. M. Johns not having finished his tour of outside duty for the company. He is at the Chicago headquarters this month. A couple of weeks ago he came to Detroit to have an operation for tonsillitis performed, but left again as soon as he recovered.

The Columbia business throughout Michigan has been stimulated by the introduction of a number of new finishes. Formerly all Columbias were in mahogany, which was good, but not furnishing that variety which is said to be the spice of life. The golden oak, fumed oak and walnut are making quite a hit.

Mr. Lind was just completing a rather good sale when the typewriter jammer called. On the floor was a "B. T." machine of the old hand organ architecture, listed at \$200, and which had been in stock six years, mainly because it was kept as a display piece when it was a leader of style and later as a first-class demonstrator, for it was a swell machine in quality. Mr. Lind disposed of it

for full price, nearly all spot cash. This latter feature is in itself unusual, for almost all machines, no matter what the price, are sold on time, without interest.

That is something that the Detroit men will try to have altered at the coming convention of talking machine jobbers at Atlantic City. It takes an enormous amount of capital to carry contracts under the present ironclad one-price system, and the retailers have to stand practically all of it, for the manufacturers get their money thirty days from date of shipment. If the dealers were permitted to charge interest on contracts they would not lose money on their investment, and many more cash sales would result. As it is there is every incentive to induce a customer to purchase on time. He has the use of the machine and of the money for nothing. Detroit dealers favor a change permitting them to charge ten per cent. additional for machines sold on time. It would not make much actual difference in the prices of the machines, a \$200 one selling for \$220, and a \$100 one for \$110, and so on, but it would be enough to induce the buyers to write their checks for the full amount.

Some of the large houses here sell several thousand dollars worth of machines in a week, and at the end of a few months such a business amounts to a very large investment.

"I am heartily and aggressively in favor of such a change," said Max Strasburg. "It would be a big benefit to the trade as a whole. Dealers would have a great deal more cash to do business with, therefore they would have resources to buy more machines and to sell more machines. The talking machine manufacturers would benefit in this way and the dealers in their increased profits."

Harry Rupp, manager of the talking machine department of Grinnell Bros., talked in the same vein.

The annual summer lull in the business is noticeable, but not markedly so. In all of the houses the business for May was less than for April, but from two to three times as large as that for May of last year, showing the actual growth to be phenomenal. Grinnell Bros. report that all but two or three of their twenty-five branch stores up State are making lots of money in the phonograph end of the business. Over in Canada also the Grinnell stores are waking up the natives. Of course, Grinnells cannot ship across the river into a foreign land, but they are doing much through Canadian houses.

Business in records and sundries continues unabated. People who have talking machines make as much or more use of them in the summer as they do in the winter, and then, hereabouts at least, the demand for both machines and records for use on boats of all sizes is a large factor. The high-priced machines are still in greatest demand.

TO ORGANIZE IN CANADA.

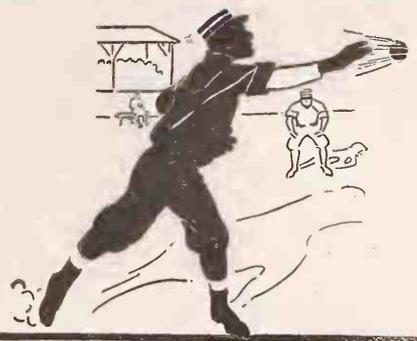
Distributors and Dealers in Victor Talking Machines to Gather in Toronto on June 19 for Purpose of Forming Association.

(Special to The Talking Machine World.)

Toronto, Ont., June 10, 1912.

Plans are now under way for the formation of a permanent organization of the Victor talking machine distributors and dealers throughout the Dominion, along the line of similar associations of talking machine jobbers and dealers in the United States. The first meeting of the talking machine men, at which it is hoped the organization will be perfected, it is scheduled to be held in this city on June 19 and the prospects are that the attendance will be large and consists of men of many provinces, owing to the number of subjects of importance to the trade, to be discussed and the interesting papers on live subjects to be read. The meetings, which will occupy two days, will be held in the premises of His Master's Voice Gramophone Co., 208 Adelaide street, West.

The esthetic nerve is in the breeches pocket. Your customer will take in the good points of the line, once he is made to realize that it means profit for his pocket.



When it comes to speedy delivery

we are right there with the goods.

Every order shipped the same day it is received.

Great team work! The kind of team work that every wideawake dealer will applaud; that always gives you what you want when you want it.

Everything in Victors, Victor-Victrolas, Victor Records, record cabinets, horns, needles, fiber cases, repair parts, and accessories, is under our roof ready for you to draw upon. It's just like going into your own storeroom and bringing the goods into your store.

Try us out on your next order and let us show you what we can do in actual practice.

At any rate write today for our latest catalog and our booklet "The Cabinet That Matches."

New York Talking Machine Co.

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.)

Washington, D. C., June 7, 1912.

AUTOMOBILE HORN. Charles Raymond Heizmann, Reading, Pa. Patent No. 1,023,016.

The object of this invention is to provide means for producing certain given sounds through a horn.

The invention is particularly adapted for use on automobiles or other vehicles in sounding an alarm.

In the accompanying drawings Fig. 1 is a side view of the improved device illustrated in connection with an automobile horn; Fig. 2 is a plan view; Fig. 3 is a sectional view on the line 3-3, Fig. 2, and Fig. 4 is a perspective view of a portion of the device.

The invention can be used in connection with any sound reproducing mechanism, and in the drawings is illustrated a graphophone construction using a cylinder upon which are the indentations for producing given sounds. This device is preferably placed in close proximity to the seat of the automobile driver,

so that he can operate the lever in place of the air bulb, although the device can be placed at any point and the lever actuated through operating mechanism without departing from the essential features of the invention. The horn can be placed at any convenient point and connected with the instrument by any flexible tubing.

A is the base upon which the graphophone is mounted. B is the base plate of the graphophone and B'-B' are the vertical supports for the mechanism. C is the drum on which the tubular record c is mounted. D is the feed screw for traversing the carrier E.

F is the main shaft on which is mounted the ratchet wheel f, which is engaged by a pawl f' on a gear wheel F' loosely mounted on the said shaft F. A train of gears transmits the motion from the gear wheel F' to a pinion d on the shaft D. On one of the intermediate shafts is a belt pulley around which passes a belt for driving the drum C. On the carrier E is mounted the speaker e having the needle which contacts with the record. G and H are two bars which are parallel with the screw shaft D and are supported at their outer ends, as well as the screw shaft by a bearing B'. I is the governor for limiting the speed of the mechanism.

ATTACHMENT FOR PHONOGRAPHIC AND LIKE MACHINES. John D. Barter, New York, assignor of one-half to Mary Barter, same place. Patent No. 1,023,544.

This invention relates to an attachment adapted to be used in connection with a phonograph or other similar sound reproducing machine, and has for its object to produce an instrument that will amplify the sounds reproduced from the record and which shall accomplish this without impairing the timbre and tone qualities of the record being translated, a defect that is common to amplifying horns such as are usually employed in connection with sound reproducing machines; and which often renders their use, especially in parlors and small apartments, objectionable.

Fig. 1 is a side view of an instrument embodying the invention applied to a sound reproducing or talking machine of a well-known type. Fig. 2 is a rear elevation of the attachment; Fig. 3 is a front elevation of the same, the front wall of the casing being removed; Fig. 4 is a similar view to Fig. 3, with the sounding board removed and parts being in section; Fig. 5 is a longitudinal sectional view through the complete attachment; Fig. 6 is an elevation of the sounding board detached; Fig. 7 is an edge view of the sounding board drawn to a larger scale; Figs. 8 and 9 are detached views of the support for the attachment.

In the accompanying drawings A designates the casing of a talking machine, provided with mechanism for supporting and revolving a record B, with which engages the stylus C, connected with the sound box D. These parts may be of any usual or approved construction, as they form no part of my invention, which is adapted to be used in connection with talking machines of a wide variety of styles.

PHONOGRAPH. Cyrus C. Shigley, Grand Rapids, Mich., assignor of one-half to Patrick McLaughlin, same place. Patent No. 1,024,034.

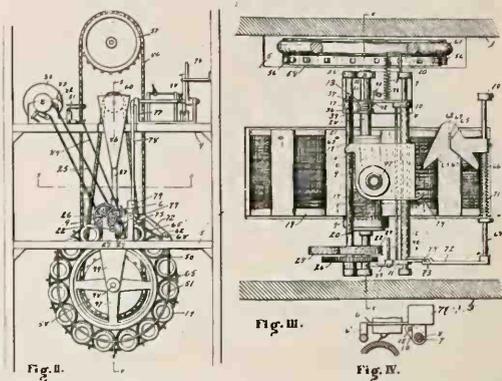
The main objects of this invention are: First, to provide in a phonograph an improved control mechanism for the various coating parts. Second, to provide in a phonograph an improved carriage control. Third, to provide in a phonograph an improved record driving mechanism. Fourth, to provide in a phonograph an improved record magazine. Fifth, to provide in a phonograph an improved magazine lock and adjusting mechanism therefor. Sixth, to provide an improved magazine phonograph, which is simple and compact in structure and easily operated, and, further, one which is not likely to be broken by an unskilled operator or to get out of repair in use.

The structure described constitutes one effective embodiment of the invention. Other embodiments would be readily devised by those skilled in the art.

A structure constituting an effective and preferred embodiment of the features of this invention is clearly illustrated in the accompanying drawing, forming a part of this specification, in which:

Fig. 1 is a detail front elevation of a structure embodying the features of the invention, the operating parts on the outside of the casing only being shown; Fig. 2 is a rear elevation of the maga-

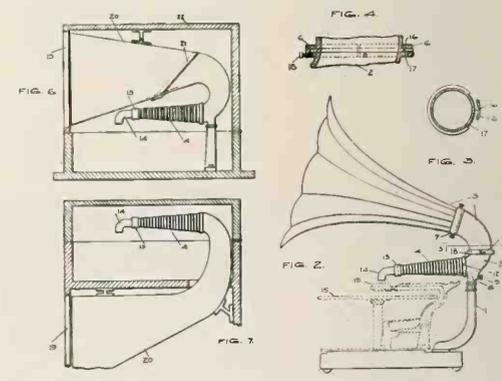
zine and operating mechanism of the improved phonograph; Fig. III is a horizontal section, taken on a line corresponding to line 3-3 of Fig. II, the control lever being omitted; Fig. IV is a detail



vertical section, taken on a line corresponding to line 4-4 of Fig. III, showing details of the sound-box carriage; Fig. V is a detail vertical section, taken on a line corresponding to line 5-5 of Fig. III; Fig. VI is a detail vertical section, taken on a line corresponding to line 6-6 of Fig. V, showing details of the control mechanism; Fig. VII is a detail section, taken on a line corresponding to line 7-7 of Fig. VI; Fig. VIII is a detail view partially in section, showing structural details of the carriage 6; Fig. IX is an enlarged detail section, taken on a line corresponding to line 9-9 of Fig. I, showing details of the index.

HORN FOR TALKING MACHINES. Thomas H. Towell, Cleveland, O., assignor to the U-S Phonograph Co., same place. Patent No. 1,024,108.

The present invention relating, as indicated, to horns for talking machines, has as its object the



provision of a horn suitable for use on such machines whether of the disc or cylinder type, and one that will be readily adjustable to the various requirements encountered in operating either such type of machine.

In said annexed drawings Fig. 1 is a side elevation of one typical form of cylinder talking machine, with a horn shown in connection therewith embodying the present improvements; Fig. 2 is a side elevation similar to that of Fig. 1, but showing the horn as applied to a talking machine of the disc type; Fig. 3 is a horizontal sectional detail of such horn; Fig. 4 is a vertical section of a de-

tail of the jointed elbow connecting the tone arm with the amplifier proper; Fig. 5 is similarly a vertical section of the forward end of said tone arm, the pitch of the coiled interlocking strip composing such tone arm being exaggerated in order to render the construction of the latter clear, and Figs. 6 and 7 show the adaptation of the horn to two types of cabinets.

APPARATUS FOR MAKING DUPLICATE PHONOGRAPH RECORDS. Jonas W. Aylesworth, East Orange, N. J., assignor by mesne assignments to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,027,793.

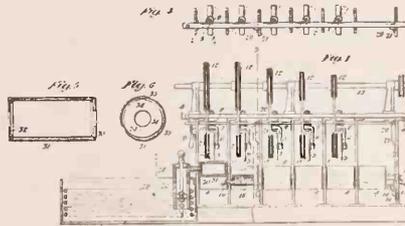
This invention relates to improved apparatus for making duplicate phonograph records, and the object is to provide apparatus for the purpose by which duplicate phonograph records may be produced at low cost, of superior quality, and whereby the percentage of imperfect records or "discards" obtained in actual manufacture will be very largely reduced.

In the present development of the phonographic art, it is possible to make matrices or molds which for all practical purposes are mathematically exact negative copies of the original master records, and several processes have been suggested and commercially used for obtaining duplicates from these matrices or molds. In a practical duplicating process, it is important that the temperatures used should not be too high, since the material from which the records are made contains considerable quantities of free stearic acid, which in the presence of a high temperature attacks and roughens the surface of the mold, even when the latter is protected by a non-oxidizing film of gold or nickel. These molds are very expensive and the slightest roughening is manifested in the reproduction from a record obtained from the same. Hence, it is important that the temperature should be kept in the neighborhood of the melting point of the material, or at best, only a few degrees above the same, in order that the life of the molds may be prolonged as much as possible. In working with the material at relatively low temperatures another difficulty is encountered, namely, the formation of air and gas bubbles, which appear on the surface of the record. These bubbles are sometimes caused by the trapping of air in the mold, even when great care is taken to avoid the difficulty, and some are caused by the decomposition of the material, in its original manufacture, or when scrap material is remelted. The low temperature at which the material is worked makes it more or less viscid, and hence the bubbles do not have the opportunity of freely escaping, but move sluggishly through the mass.

By the present invention the inventor is enabled to produce duplicate records in a highly efficient and economical manner, the material being maintained in a molten state at not necessarily less than a few degrees above the melting point, so as to prevent it from attacking and corroding the mold, while at the same time, the operation is such that air and gas bubbles are effectively prevented from appearing on the record surface. To this end the invention consists in the provision of apparatus for making duplicate records by centrifugal force, the mold being rotated at a sufficiently high speed and the molten material being introduced therein, so as to be forced outwardly and distributed evenly around the entire bore of the mold, the mold being heated to about the temperature of the molten material, so that when the molten material is introduced therein, it will not chill on the mold, but will retain its fluid state, thereby permitting its complete and uniform distribution to be effected and allowing all bubbles to be displaced and forced into or through the body of material. This forcing of the bubbles inwardly away from the surface of the record can be effected rapidly and perfectly, since the tendency of the material to displace the bubbles, (provided the speed of rotation is high enough) may be made very much more decided than if the bubbles are allowed merely to float to the surface as at the present time. Consequently, by using centrifugal force, bubbles may be effectively forced back from the record surface even when such bubbles are so minute that their tendency to rise to the surface of the material is not sufficient to overcome the natural viscosity of the

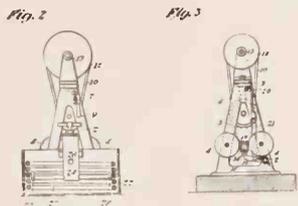
material. Yet, these very minute bubbles which are due to decomposition within the material are prominent enough to seriously affect the character of the reproduction. Having introduced the molten material in the rapidly turning mold, so as to uniformly distribute the material over the bore of the mold, it is of course important that the mold should continue to rotate until the material becomes hard enough to retain its shape, but obviously the speed of rotation can be gradually reduced as the material becomes gradually hardened.

It will of course be understood, that the general principles of the invention can be carried out in many different ways, and in many different forms of apparatus. Preferably, however, the apparatus is one in which a practically continuous process can be carried on, a succession of molds being at



all times undergoing treatment, so that when, for example, the step of introducing the molten material into one of the molds, is being carried out, the record will be practically finished in a previously introduced mold in which the several operations have been performed.

In the accompanying drawings, forming part of this specification, is illustrated a convenient appa-



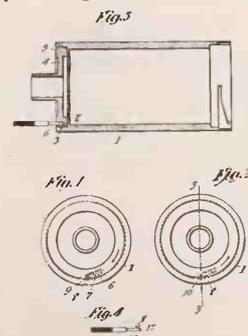
atus for the purpose, said apparatus being simple in construction and capable of effective operation by comparatively unskilled labor.

In these drawings Figure 1 is a side elevation, partly in section, Fig. 2 a cross sectional view on the line 2—2 of Fig. 1, Fig. 3 a similar view on the line 3—3 of Fig. 1, Fig. 4 a horizontal sectional view on the line 4—4 of Fig. 1, Fig. 5 a longitudinal sectional view of the mold showing the end plates in position, and Fig. 6 an end view of the same illustrating the removable end plate.

PHONOGRAPH RECORD MOLD. Albert F. Wurth, Orange, N. J., assignor by mesne assignments to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,027,788.

This invention relates to phonograph record molds or matrices of tubular form, and has for its object the provision of a removable end piece therefor, improved locking means being provided for preventing the removal of said end piece, said means being capable of being readily unlocked whenever it is desired to remove the end piece from the mold.

Figure 1 is an end view of a tubular mold having an end piece constructed in accordance with the invention and locked thereto; Fig. 2 is a similar view showing the manner in which the end piece is unlocked from the mold; Fig. 3 is a section on line 3—3 of Fig. 2, and Fig. 4 is a detail view showing the key or instrument for unlocking the end piece and the ball which forms a part of the lock.

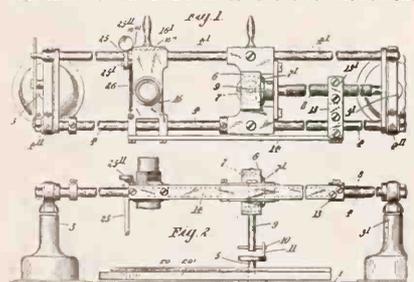


TALKING MACHINE. Hans Mikorey, Berlin, Germany, assignor to Lettrophones, Ltd., London, Eng. Patent No. 1,027,350.

This invention relates to talking machines and more especially to a guide for the sound-box holders thereof.

The machine is adapted for use as a recorder as well as a reproducer. The guide can be fitted to any machine as well as to apparatus especially constructed.

The novel features of the machine according to this invention consist broadly in the employment of a guide-bridge spanning the record tablet and capable of being thrown back about an axis parallel with its length, while it can also be lifted bodily together with a diaphragm-holder, a direct driving mechanism and a screw gear for traversing the diaphragm-holder for which it acts as a guide in its movement over the record; and in a construction and arrangement of the parts such that when the bridge is lifted the traversing gear is immediately disengaged from the driving motor, while conversely the bridge when lowered at any position of the traversing gear as promptly puts the latter into operation again by clutching with the said driving motor without the need of careful centering. It is preferred in such a mechanism that the bridge should have the diaphragm-traversing-guide in one half, and the screw or other traversing gear in the other half with a dividing box, wherein a direct gear drive, screw, or the like is contained. In addition to the two movements



which may be given to the bridge, the diaphragm-holder may itself be swung back about a pivot formed by one of the guide-bars of the bridge, and when so moved, takes the traversing nut out of engagement with the traversing screw.

A further feature is a device on the guide by means of which the sound-box is lifted from the record disc when the spindle is made to run idly.

Figure 1 is a plan showing only the bridge and its pertinent gear and omitting the base table and record tablet of the machine;

Fig. 2 is a side elevation with parts of the machine broken away;

Fig. 3 is an end view of Fig. 2 showing one mode of mounting the bridge;

Fig. 4 illustrates a somewhat different construction, and particularly an alternative mode of mounting the bridge;

Fig. 4a shows a plan of Fig. 4;

Figs. 5, 6 and 7 are detail views relating to the device of Fig. 4, and

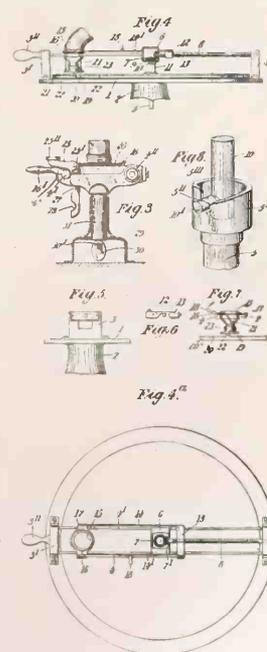
Fig. 8 is a perspective view of a detail usable on either form of machine as illustrated.

PHONOGRAPHIC RECORDING-STYLUS.

Thos. A. Edison, Llewellyn Park, Orange, N. J., assignor by mesne assignments to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,024,839.

This invention relates to an improved phono-

(Continued on page 60.)



graphic recording stylus, and the object is to provide a device for the purpose in which a very perfect curved cutting edge can be formed of very small diameter.

At the present time the available path on the blank for the accommodation of the record is one one-hundredth of an inch (.01"), since this is the standard pitch originally proposed by me and now adopted universally by talking machine manufacturers. The recorders at present used present a substantially circular cutting edge the diameter of which is about four one-hundredths of an inch (.04"). It is proposed to make phonograph records with a pitch of two hundred threads per inch, the advantages of which are explained in an application for letters-patent filed on even date herewith.

In order to form a record in a path one-half as wide as that now presented, and of the same depth as that now formed, the recording stylus should not, as might be supposed, be one-half the diameter, but it is necessary that it should be substantially one-fourth the diameter of that now employed, namely, about one one-hundredth of an inch. Even in the manufacture of a recording stylus four one-hundredths of an inch in diameter the operation is a difficult one, requiring labor of the highest skill, machines of great delicacy of adjustment and construction, and most of the operations have to be performed under the microscope. Yet with these precautions there is very considerable loss by breakage, since the material used, sapphire, although extremely hard, is very brittle and of little bodily strength, so that it chips and cracks readily. To attempt to form a recording stylus only one one-hundredth of an inch in diameter of this material by present processes and machines, and of the present type or form, might be possible as a mechanical phenomenon, but is not believed it can ever be done in a commercially practical way. The inventor has sought to modify the shape of the recording stylus whereby it may be readily made with a cutting edge of smaller diameter and at the same time its shape will be such that the production of sharp angles is avoided, and sufficient material always presented to reduce cracking or chipping to a minimum.

This improved recording stylus comprises a shank on the end of which is formed a circular or parti-circular head somewhat like the head of a pin, whose periphery presents in cross section the proper curve for the cutting edge, and the head is cut away or notched to result in the production of a cutting edge somewhat similar to that employed on an enormously larger scale in a shape tool. The stylus is obtained is mounted in a suitable socket so that the cutting edge will be properly presented to the blank, and is carried by or affixed to the diaphragm in any suitable way.

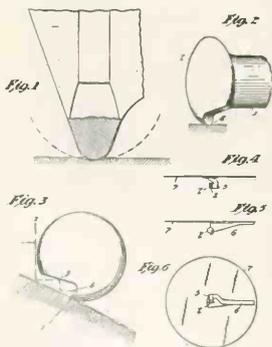


Figure 1 is a sectional view on the line 1-1 of Fig. 3, at the cutting edge of the improved stylus showing the same greatly enlarged, and illustrating by dotted lines the relative shape of recorders now used having a diameter of four one-hundredths of an inch; Fig. 2, a perspective view of the improved stylus enlarged to one-fourth the scale of Fig. 1; Fig. 3, a front view of the same on the same scale as Fig. 2, and showing the stylus engaging a blank; Fig. 4, an end view of the stylus on a smaller scale, showing the same mounted on a diaphragm; Fig. 5, a front view of the same, and Fig. 6 a plan view of the same.

PHONOGRAPH REPRODUCER. Alexander N. Pierman, Newark, N. J., assignor by mesne assignments to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,024,697.

This invention relates to phonograph reproducers of the pneumatic type, or, generally speaking, of the type in which undulations corresponding to sound waves are impressed upon a current of any

suitable moving fluid by the operation of a suitable valve through which the fluid is allowed or caused to pass, the valve being operated in accordance with the sound waves as by connection with a reproducing stylus tracking a record groove. There is filed in the United States Patent Office an application Serial No. 493,281 on May 1, 1909, in which is disclosed and claimed broadly a phonograph reproducer of this general type in which the valve or vibratory member or members were of minimum mass, whereby defects due to inertia and momentum of parts are largely avoided. In the application referred to, thin, reed-like members are interposed in the path of the moving fluid current and are vibrated in accordance with sound vibrations to be reproduced to set up corresponding undulations in the moving fluid current passing through the sound box. Specifically, in the application referred to a port plate is provided having one or more slit-like ports therein upon which are seated the thin, reed-like members which are placed under tension and secured rigidly to the port plate at both ends. These members are joined together and flexed by connection with the stylus to vary the extent of opening of the ports to a greater or less extent.

The present invention constitutes an improvement upon the invention of the application referred to, the improvement residing in the manner of mounting the elastic reed-like members upon the port plate.

The object of the invention is to improve the quality of sound reproduction of a device of this character.

Figure 1 is a side elevation, partly in section, of a sound reproducer embodying the invention. Fig. 2 is a plan view of the port plate with the valve members secured thereto. Fig. 3 is an enlarged cross section on line 3-3 of Fig. 1.

SOUND REPRODUCER. Alexander N. Pierman, Newark, N. J., assignor by mesne assignments, to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,024,696.

This invention relates to phonograph reproducers of the pneumatic type, or, generally speaking, of the type in which undulations corresponding to sound waves are impressed upon a current of any suitable moving fluid by the operation of a suitable valve through which the fluid is allowed or caused to pass, the valve being operated in accordance with the sound-waves as by connection with a reproducing stylus tracking a record groove.

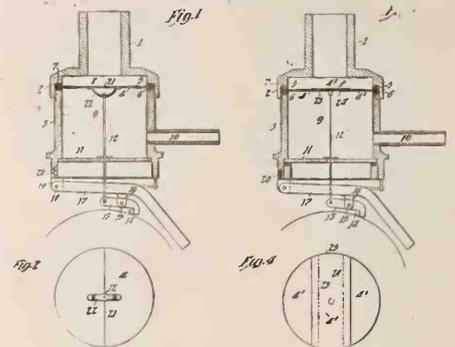
The improvements covered by the present application reside chiefly in the construction of the valve through which the air or other moving fluid is caused to pass in setting up the undulations corresponding to the sound-waves.

The chief object of this invention is the production of a sound reproducer having a vibratory member which serves to set up vibrations corresponding to sound waves in the well known manner when the device is operated under atmospheric pressure, that is to say, when a moving fluid is not progressed therethrough, the vibratory member or diaphragm being so formed as to act as a valve under abnormal or forced fluid pressure, that is to say, when a current of air or other fluid passes through the reproducer, the valve, which is then formed by the vibratory member, serving to set up undulations in the current of fluid passing therethrough in accordance with the sound-waves to be reproduced.

Other objects of the invention include the production of a diaphragm so formed as to be capable of vibration in accordance with sound vibrations under atmospheric pressure and capable of opening more or less in accordance with sound vibrations to form a port for the passage of fluid therethrough under forced fluid pressure, and the construction and combinations of parts suitable for the production of the objects above enumerated.

Figure 1 is a side elevation, partly in section, of a sound reproducer embodying a form of the in-

vention; Fig. 2 is a bottom plan view of the diaphragm or vibratory member employed in the same; Fig. 3 is a side elevation, partly in section,



of a reproducer embodying a second form of this device, Fig. 4 representing a top plan view of the vibratory member employed in the same; and Figs. 5 and 6 represent respectively a side elevation, partly in section, of a reproducer embodying a third form of this device, and a bottom plan view of the vibratory member employed in the same.

SUPPORT AND SOUND-DUCT FOR SOUND-BOXES. Thomas H. MacDonald, Bridgeport, Conn., assignor to American Graphophone Co., same place. Patent No. 1,024,640.

This invention relates to talking machines, particularly the so-called tone arm for use with graphophones or other talking machines, and is especially adapted for use with the so-called Grafonola or graphophone enclosed within a cabinet which conceals its horn, though of course it can be used with other types.

Figure 1 is a side view, partly in vertical section of a tone-arm embodying this invention and applied to a Grafonola; Fig. 2 is a top view of the same, partly in horizontal section; and Fig. 3 is a transverse section, viewed from the right, through lines 3-3 of Fig. 1.

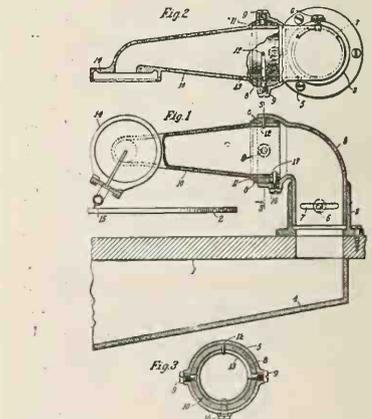


Figure 1 is a side view, partly in vertical section of a tone-arm embodying this invention and applied to a Grafonola; Fig. 2 is a top view of the same, partly in horizontal section; and Fig. 3 is a transverse section, viewed from the right, through lines 3-3 of Fig. 1.

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RECORD BULLETINS FOR JULY, 1912

VICTOR TALKING MACHINE CO.

Table listing records for Victor Talking Machine Co. including titles like 'Cappa's 7th Regiment March', 'Under the Love Tree', 'I'd Love to Live in Loveland', etc., with corresponding record numbers and prices.

Table listing records for Victor Band, Victor Military Band, and other ensembles. Includes titles like 'ing Game', 'Minuet—Don Juan (Mozart)', 'March—Soldiers' Chorus from "Faust"', etc.

Table listing records for Victor Band and other ensembles. Includes titles like '1434 Where Love Is King (In Beautiful Star Land)', '1448 Let Me Call You Sweetheart', etc.

COLUMBIA PHONOGRAPH CO.

Table listing records for Columbia Phonograph Co. under the heading '12-INCH SYMPHONY DISC RECORDS'. Includes titles like 'Il Trovatore—Ah! si ben mio collesere', 'Aida—Ritorna vincitor', etc.

THOMAS A. EDISON, INC.

Table listing records for Thomas A. Edison, Inc. including titles like '10-INCH DOUBLE-DISC RECORDS', '12-INCH DOUBLE-DISC BLUE-LABEL RECORDS', etc.

Table listing records for Amberol Concert and Amberol Records. Includes titles like 'Annie Laurie', 'A Song of Thanksgiving', 'Fourth of July Patrol', etc.

U-S PHONOGRAPH CO.

Table listing records for U-S Phonograph Co. under the heading 'FOUR-MINUTE RECORDS'. Includes titles like '1380 I Would Still Love You', '1394 Any Place the Old Flag Flies', etc.

(Continued on page 62.)

RECORD BULLETIN FOR JULY, 1912.

(Continued from page 61.)

- Minuet Antique (Wood-wind only)—Boccherini
Ellery Band
A5390 Lucia di Lammermoor—Sextet—Donizetti..... Ellery Band
Il Trovatore—El Miserere—Verdi..... Ellery Band
A5391 On Tip Toe—De Angelis..... Ellery Band
The Little English Girl March—Dellé Cese..... Ellery Band
- COLUMBIA DOUBLE-DISC RECORDS—FOREIGN SERIES.**
10-INCH BLUE-LABEL BOHEMIAN DOUBLE-DISC RECORDS.
E941 Poledne v Praze. Trio sung by Tichy, Sládek and Slavinska, orch. accomp.
Ach Má Milá Andulko. Xylophone Solo, orch accomp.
E942 Pauljenci Popevsky, Part IV (Konopásek). Played by Postkapelle.
Zahradko March (Kovarik). Played by Postkapelle with Song.
E943 Cikánský Baron (J. Strauss). Soprano and Tenor Duet sung by Micková and Lubin, orch. accomp.
Kartnerlieder Marsch (Seifert). Played by Military Band.
- 10-INCH POLISH DOUBLE-DISC RECORDS.**
E956 Gonda Luba z Oper. "Rozwodka" (Fall). Napoleon Sawicki, art. teatru lwowskiego.
Skarbie Jak Ty Tanczysz z Oper. "Rozwodka" (Fall). Napoleon Sawicki, art. teatru lwowskiego.
E957 Romans Do Ksiezcy (Czesc I) z Oper. "Jesienne Manewry" (Kalmann). Napoleon Sawicki, art. teatru lwowskiego.
Romans Do Ksiezcy (Czesc II) z Oper. "Jesienne Manewry" (Kalmann). Napoleon Sawicki, art. teatru lwowskiego.
E958 Mów Do Mnie Jeszcze, Piesn (Rutkowski). Napoleon Sawicki, art. teatru lwowskiego.
Stracone Szczescie, Piesn (Sprowacker). Napoleon Sawicki, art. teatru lwowskiego.
E959 Piesn Prada z "Ksiezniczki Dolarow" (Fall). Napoleon Sawicki, art. teatru lwowskiego.
Calowac Sie Nie Grzech, Walc (Eysler). Napoleon Sawicki, art. teatru lwowskiego.
E960 Powróć Mamę, Komiczne Bajeczka, Zejdowski, Lwow Przeslobne Kady Mateczki, Komiczne, Zejdowski, Lwow.
E961 "Postep" Czesc Druga, Komiczne, Zejdowski, Lwow. "Postep" Czesc Pierwsza, Komiczne, Zejdowski, Lwow.
E962 Szuka Pod Psem, Zejdowski, Lwow.
Goldrehn Walc, Karasinskiego Orkiestra.

UNIVERSAL TALKING MACHINE CO.

ZON-O-PHONE DOUBLE RECORD DISCS, 10-INCH.

- Zon-o-phone Concert Band.
5916 A—Take a Little Tip from Father—Medley Two-Step.....Berlin-Snyder
B—Jolly Elks Patrol.....Hugo Frey
Miscellaneous. Selections with Orchestra Accompaniment.
5917 A—Maple Leaf "Rag" (Banjo Solo, Fred Van Eps).....Scott Joplin
B—Spanish Waltz (La Gran Via) (Zon-o-phone Orchestra).....Paul Lincke
5918 A—Tony from America (Miss Mae Jennings) from "The Quaker Girl".....Lionel Monckton
B—Keep a Way from Married Man (Billy Murray), from "The Quaker Girl".....Clifton Crawford
5919 A—Lead Me to That Beautiful Band (Arthur Collins and Byron G. Harlan).....Goetz-Berlin
B—Mister Pat O'Hare (W. H. Thompson).....Ben H. Burt
5920 A—Since My Margaret Became De Suffragette (Maurice Burkhardt).....Gus Edwards
B—The Cobweb Man (Miss Ada Jones).....Egbert Van Alstyne
5921 A—Pucker Up Your Lips, Miss Lindy (Al Campbell).....Al Von Tilzer
B—Sleep, Little Baby of Mine (Mrs. Edith Chapman Good).....Charles Dennee
5922 A—Your Daddy Did the Same Thing Fifty Years Ago (Billy Murray).....Al Piantadosi
B—Drifting (Miss Dorothy Hammond and Walter Van Brunt).....W. R. Williams
5923 A—My Marguerite (Wm. Wheeler).....Gaston Selden
B—The Song of the Cavalry Sabre (James F. Harrison).....E. M. Grant
5924 A—When Uncle Joe Plays a Rag on His Old Banjo (Arthur Collins).....Theo. Morse
B—Call Me Back Again (Miss Elsie Baker).....P. H. McElhinny
5925 A—When the Roses Bloom (Harvey Hindermeyer).....Louise Reichardt
B—Mother of Mine (Vernon Archibald).....F. E. Tours
5926 A—Irish Vaudeville Sketch (Ada Jones and Steve Porter).....Walter Van Brunt
B—Down in the Old Town Hall (Walter Van Brunt).....Geo. Evans
5927 A—Same Old Love (Alice Stevenson and Henry Burr) from "The Campus".....Walter De Leon
B—Thy Toreador (Wm. F. Hooley).....Joseph Roedel
German Songs with Orchestra Accompaniment.
5928 A—K. Emmett's German Yodel. George P. Watson
B—Du Du with Yodel.....George P. Watson

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Determination has quite as much as means or opportunity to do with giving one success. If a man is determined to do, he will be likely to do whether things favor or oppose him. If a man makes up his mind that, as things are, he cannot do what he ought to do, or would like to do, he will not be likely to accomplish anything, however circumstances combine to help him. "Only Omnipotence can hinder a determined man," and Omnipotence will not oppose a determined man who is set in the right direction. It is not the opportunity that a man has, or the tools that are available to him, but it is the determination with which he pushes on against unfavorable circumstances, and with which he uses such tools as are available, that settles the question of how much he amounts to and what he accomplishes in life.—The Caxton.

FIGHTING THE OLDFIELD BILL.

The Correspondence of J. C. Roush, Secretary of the National Association of Talking Machine Jobbers, with Senator Smoot on the Price Maintenance Question.

The National Association of Talking Machine Jobbers has been very active, through Secretary J. C. Roush, in opposing the Oldfield bill, which proposes a change in the patent law bearing upon price maintenance. In response to a letter of protest sent to Senator Reed Smoot, Mr. Roush received the following letter, under date of May 15:

"Dear Sir—I desire to acknowledge the receipt of your letter of May 6, 1912, urging me to oppose any change in the present patent laws that may affect price maintenance, and calling my attention to the millions of capital invested in the talking machine business, and stating that any change in the patent laws that would prevent the manufacturer of a patented article from prescribing the retail price of his patented goods would be a serious blow to all dealers in your line of business. While I was chairman of the Committee on Patents of the Senate this question was considered, and at that time I was opposed to the measure. Unless there are some good reasons given why a change should be made, I would still be inclined to my former view. I shall give this matter my most careful attention.

"Yours very truly,
"REED SMOOT."

On May 25 Secretary J. C. Roush again wrote Senator Smoot as follows:

"Dear Sir—I thank you very much for your courteous and interesting letter of May 15 in reply to mine of the 6th, and while I have no doubt that you have been flooded with many letters on this subject, I feel that in fairness to the interests I represent, as secretary of the National Association of Talking Machine Jobbers, I should again write you on this subject.

"Without going into the technical end of the discussion, or without using many of the now hackneyed arguments as to the extensive real rights of the owners of patents, there are a few points that I will merely touch upon.

"It may be that our patent laws require some modification, but it is my firm conviction that there is no real hardship worked upon the public itself by leaving with the patentees the right to distribute their merchandise and their products as they may see fit.

"If a man does not wish to eat the patented breakfast foods, he certainly can revert to the old-fashioned oatmeal mush, which is probably the best and most wholesome of them all; if he does not wish to drink or pay the price of the various patented medicines, in all probability it may be for his good if he is thereby forced to revert to goose grease, quinine and calomel.

"It would seem to me that between getting few, if any patents at all, in consequence of removing the emoluments which flow to the patentees, or being in receipt of an abundance of valuable patents in consequence of the monopoly which follows their possession, the latter condition is by far the more desirable, especially when the situation, in the great majority of cases, is made a perfectly

agreeable and comfortable one to the purchasing public by the reasonable prices fixed by patent owners, and this has no doubt been suggested by thousands of letters which have flowed into the Congress of the United States opposing any unreasonable or damaging alteration of our patent law.

"Patented articles, which are manufactured in quantities in an economical manner, and distributed most largely by an economical distribution, are not those which the public are complaining regarding the prices of (and their common sense would make them do so if that same common sense did not tell them that they were reasonably priced), but rather the necessities of life, food products—hay, corn, heat and all those articles not protected by a patent law, but rather assisted in the economic production of by protective and economically operated patented machinery.

"I hope that the President's suggestion for the appointment of a commission to study and suggest modification, if necessary, of our patent laws will meet with your endorsement.

"Again thanking you for your kind consideration, I beg to remain,

"Yours most respectfully,
"J. C. ROUSH, Secretary."

DRAWING POWER OF A SMILE

Often as Important in Building Up Trade as Quality of Goods and Prices—Smiling Is Contagious.

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"How much easier it is to transact business with a man when you have greeted him with a pleasant smile! Like pouring the proverbial oil on the troubled waters, it immediately eliminates friction. A smile requires so little effort and the results are so far-reaching it is surprising that it is not more assiduously cultivated.

"You may not always feel like extending this pleasant welcome, but when you realize how handsomely it pays—and how inexpensive it is—it will gradually become easier for you to overcome your personal feelings. The peculiar part about it is that it reacts beneficially on yourself, often dissolving the frown which you have allowed to possess you.

"Smiling is contagious, and if you cultivate the habit of smiling, those about you will presently assume this attitude."

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