A Corner of the Music Room in the White House

Published Each Month by Edward Lyman Bill at 373 Fourth Avenue, New York, July 15, 1912
The one musical instrument that dominates the entire musical world today is the Victor-Victrola.

Its bigness as a commercial success and its artistic triumph stand as testimony to what supreme merit can accomplish in even a few years.

The success of the Victor-Victrola has been so far-reaching that it has brought about a wonderful uplift in the entire music trade, and has transformed what were once perhaps small and unattractive stores into modern and luxurious salesrooms; many handling the Victor line exclusively, and in some instances paying rentals of from twenty thousand to thirty thousand dollars a year.

And while Victor dealers are enjoying this era of prosperity, the introduction of the modestly priced Victor-Victrolas at $15, $25, and $40 with their wider appeal to the people, gives added impetus and insures continued prosperity that will mount even higher in years to come.


Always use Victor Needles to play Victor Records—there is no other way to get the unequalled Victor tone.
SECUURING SUMMER BUSINESS.

B. P. Woodward, Manager of Talking Machine Department of Emahiizer-Spiegelman Co., To- ponia, Wis., discusses Development of Busi- ness During Summer Months—A Great Be- liever of Going After People Instead of Wait- ing for Them to Come to Him.

(B. P. Woodward, Manager of the talking machine department of the Emahiizer-Spiegelman Fur- niture Co., who handle Victor and Edison talking machines in addition to a large line of pianos, headed by the Chickering, is quite an originator and developer of ideas, as applied to the expansion of business. In a talk with The World he said:—

"I have recently decided upon a new plan for getting a summer business. For one thing, I hold that no one needs a Victor more than a farmer. To reach these prospects I take either a wagon and load it up with Victrolas and drive from one ranch to the other, or ship the Victrolas to the farmers and have them hauled from that point. In these small towns will be found a great number of retired ranchmen who own large tracts of land and have moved to town for a little enjoyment. These are the kind of people who will buy Victrolas."

"The talking machine business, as I find it, always makes money nine months in the year, with a falling off or loss for the remaining three months. Something that will stimulate business for these three months is what we need, and as the farmer never stops playing music, I believe he will buy a Victrola just as readily in the summer as the city people will in any other way than through the talking machine."

"I recently had a very odd experience with record No. 88108, Nevin's 'Rosary,' sung by Mme. Schumann-Heink. One night a man and his wife came in to look at a Victrola, or rather, I should say, a Victrola XVI and $.10 worth of records. I came in to look at a Victrola, or rather, I should say, it was the wife, for the man seemed to be very anxious to find one that needed a Victor more than a farmer."

"While I was playing the various records that the lady asked for, he absolutely would not listen to them and tried to keep her from doing so—in fact, he appeared to be in ecstasies of leavings. After I had become convinced and had given up the prospects of a sale, I asked the lady to hear a record of 'The Rosary,' and for the first time her husband seemed to display attention. When the record was finished he asked for another record sung by Schumann-Heink, and the result in short was that I sold them a Victrola XVI and $10 worth of records. So you see it pays to be patient. Moreover it demonstrates that the tastes of people differ. It was clear that the wife wanted popular music while the husband preferred something classical, at least high-class mumb-ras. It also points out that it is well not to leave all the requests for records in the hands of the visitors, but to ask their indulgence to listen to such numbers as the salesman may consider would appeal to his callers."

"In our business, which covers so many interests besides talking machines, we have about six thousand accounts on our books, of which about eight hundred are paid up piano accounts. I have been able to take these names and send them circulars, or call upon them in person and interest them in the Victrola, to the end that they may give it a trial in their homes, just as they do with pianos in the parlor. This has found most profitable, because once a Victrola goes into the home it stays there."

"No placed is needed on the Washington Monu- ment to call attention to the fact that it's tall. Waste no time on the obvious."

BECKER WITH ESPENHAIN CO.


(The Talking Machine World.)

Milwaukee, Wis., July 8, 1912.

The Talking Machine Co., the retail exclusive Victor store opened at 1280 Walnut street some months ago with J. H. Becker, Jr., in charge, has been closed and Mr. Becker has accepted the management of the new Victor department opened by the Espenhain Dry Goods Co., one of the large Milwaukee department stores. Quartets have been opened on the second floor of the Espenhain store and several soundproof demonstration parlors have been installed. Mr. Becker's former patrons and customers are at the department.

One of the features of the annual picnic of the Espenhain Dry Goods Co., held recently, was the entertainment furnished by Mr. Becker and the em- ployes of his new talking machine department. Believing that the employes of the store should become acquainted with the new talking machine department, Mr. Becker took along a Victor V and nearly 100 records to furnish entertainment and incidentally to advertise his department. The venture was a success from both standpoints and from one ranch to the other, or ship the Victrolas will be found a great number of retired ranchmen who own large tracts of land and have moved to town for a little enjoyment. These are the kind of people who will buy Victrolas."

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McGREAL IN NEW QUARTERS.

Destruction of the Four-Story McGreal Building by Fire Compels the Wisconsin Talking Machine Co. and Miss Gertrude Gannon as well as Mr. McGreal to Secure Quarters on Grand Avenue—Losses Satisfactorily Adjusted by Insurance Companies.

(Special to "The Talking Machine World.")

Milwaukee, Wis., July 3, 1912.

Losses sustained in the disastrous fire which destroyed the four-story McGreal building at 172-176 Third street on June 13 have finally been adjusted. Lawrence McGreal, Edison jobber, experienced a total loss of $40,000, while Miss Gertrude Gannon, owner of the McGreal retail store and head of the Wisconsin Talking Machine Co., Victor jobber, sustained a loss of $37,000, including stock and fixtures. The insurance carried amounted to practically 90 per cent, and the companies have settled in a very satisfactory manner. The loss was practically total, with little or no salvage. The building, valued at about $30,000, will have to be rebuilt, so the total loss sustained as a result of the conflagration approximates $107,000.

Mr. McGreal, the Wisconsin Talking Machine Co. and Miss Gannon's retail store are now located at 213 Grand avenue in the Merrill building. New fixtures have been installed, new stock has arrived and all companies are settled satisfactorily.

The building destroyed had been remodeled by Mr. McGreal into one of the finest talking machine establishments in the United States. All of the first and most of the third and fourth floors were in use for talking machine purposes. The fire proved that the only unsatisfactory feature of the building was the big open elevator shaft at the rear of the structure, as it was this which allowed the blaze, originating in the basement, to spread with remarkable rapidity to all four floors. Practically every floor was ablaze when the fire department arrived on the scene. The building was located in the heart of the downtown district and surrounding property was endangered, while the fire was one of the most spectacular that Milwaukee has experienced in some time.

Miss Gertrude Gannon discovered the blaze, and, although she is decidedly modest about it, she really saved the lives of most of the employees on the fourth floor by rushing up the smoke-driven stairways and alarming the workers. Her brother, Joseph Gannon, assistant manager of the Wisconsin Talking Machine Co., was badly cut by falling glass while endeavoring to locate his sister. Hardly had the employees of Mr. McGreal, whose offices and warerooms were located on the fourth floor, reached the street before the floor was a mass of flames. The roof later fell in, carrying with it a portion of the fourth floor.

The fire came at a most inopportune time for Mr. McGreal, as he had just completed arrangements of his affairs preparatory to leaving for Baltimore, where he attended as a Clark delegate from the Sixth Wisconsin district. He hardly had time to secure new quarters and make a few arrangements for the settlement of losses before he was forced to leave for the East.

As a result of the conflagration Miss Gannon was prevented from attending the Baltimore convention and the later convention of the National Association of Talking Machine Jobbers at Atlantic City. Because of Mr. McGreal's absence it was necessary for her to remain in Milwaukee and

During the Summer Months We Are Active

Preparing for the Fall and Winter rush. Receiving and storing machines, records and supplies to admit of our making prompt deliveries when the rush is on.

Remember This Next Fall

when excuses are offered for non-delivery of your orders by your jobber and get acquainted with Eastern Service. It's different from others. Exclusiveness is the reason.

For Eighteen Years Talking Machines Exclusively

EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET, BOSTON, MASS.
The biggest free advertisement ever offered talking machine dealers

These are the labels of the Columbia Demonstration record—the only article of merchandise ever sold that literally tells its own story; the only "talking catalog" in the world; the record that not only gives the owner a full 65 cents' worth of music for 10 cents, but three minutes of argument and demonstration, with samples of Columbia music, and gives it better than most salesmen can do it in person. That record has never yet gone into the hands of a record buyer without creating Columbia Double-Disc record business. We are hearing from it all over.

A Columbia dealer wrote: "We, ourselves, were not wholly prepared for the phenomenal results obtained from this method of advertising. As a matter of fact, the actual benefits which we derived from the use of the Columbia Demonstration record far exceeds our expectation."

Another Columbia dealer wrote: "Within two weeks over a thousand new names of record buyers were added to our mailing list."

Every day we are hearing from more dealers who are just beginning to use it, and they take the trouble to tell us that owners of other talking machines than Columbia are borrowing this record from these dealers' regular customers and taking it home to let their folks hear it; also that much to the dealers' surprise the average family admits that the "Kentucky Babe" side of the record is not only worth any man's sixty-five cents instead of ten cents—but that they unanimously insist on playing the advertisement side over and over again.

That's a significant thing, too. Because there is one thing sure—every owner of a not Columbia talking machine, who hears our Demonstration record, is sure to know all about Columbia double-disc records, and he is sure to put some of his record money into them right along.

If you haven't heard that Demonstration Record you've missed something.

(See our Demonstration Record page in this week's Saturday Evening Post.)

Columbia Phonograph Co., Gen'l
Tribune Building, New York
THE TALKING MACHINE WORLD.

The Columbia business has multiplied so fast during the past year that there's no need of telling you—except to say to you, over our signature, that it is just getting started. You will remember this with pleasure about next February if you act on it now.

(Reprinted from last year's convention number. It's now July and running 60 per cent. better than last year. A good many of you did remember it last February.)

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

CONDITIONS IN CINCINNATI.

Something of the Milner Co.'s Plans—Columbia Co. Report Immense Improvement—L. C. Penn Now Traveling for This Company—Wurlitzer Co.'s Trade in Machines and Records Away Ahead of Last Year—Joseph Dittrich Attends Convention—Other News.

(Special to The Talking Machine World.)

Cincinnati, O., July 9, 1912.

The Kregle Music Co. plans have not yet developed and it appears that this firm is waiting to see what the Milner Musical Co., Sixth avenue, will do under its new method of giving talking machines special attention.

There is reason to believe that the sheet music lines of both houses are factors in the existing situation. Both have their bearing upon the future plans of the two houses. The Kregle concern wants to start a separate house wherein the talking machine trade will be given exclusive attention. In order to do this the house wants to strengthen its sheet line and then offer the machines to a house of its own. The Milner folks have ideal plans for improvements, and when these are completed it will unquestionably have one of the best talking machine systems in the city.

Manager R. J. Whelen, of the Columbia Phonograph Co., stated: "We are well pleased over June business, and July has started out with a real Fourth of July boom. June business was greatly stimulated by the splendid Saturday Evening Post ad (supplemented by local newspaper advertising) featuring the Lyric and six-inch double-sided records at $25.00, which proved to be a winner with both the retail and wholesale trade. We received a number of inquiries from these ads from towns where we had exclusive dealers, and it gave us pleasure to turn the sales over to these exclusive Columbia people. This is what we call the 'Columbia policy of co-operation.' The arrival of the new Grafonola De Luxe was welcomed by us, and it is beyond doubt one of the handsomest instruments we have ever had the pleasure of seeing, and its tone quality is marvelous. The 'Ellery Band' records are beautiful and we are glad to offer them to our trade."

The Columbia Phonograph Co. was successful in placing one of its $17.50 phonographs in "Inwood Park" of Cincinnati, for use on the children's playground. This sale was made after a keen competitive trial, and the children are all more than proud of their "Columbia."

L. C. Penn, one of the best known talking machine men in Ohio, having some twenty years' experience in the business, is now traveling for the Columbia Phonograph Co. in Ohio, and is signing up many new representatives. He works chiefly with the piano and music trade and says the talking machine business is better to-day than in all previous years by at least twenty years' experience. Mr. Penn spent several days in the Cincinnati store and was highly elated over the new models, especially the $120 Grafonola De Luxe and the $75 Princess. He has some big deals under way which he expects to close within sixty days.

Miss N. E. Minton, for six years chief clerk of the Columbia Phonograph Co., leaves for the mountains of Kentucky about the middle of this month on an extended vacation, expecting to spend most of the time on the Cumberland river in camp. She says she will have her "Columbia" Grafonola with her and it will be one of the most important features of the camp all summer.

Recent visitors to the Columbia headquarters here were Miss Glass, in charge of the Grafonola department of C. F. Brower & Co., of Lexington, Ky., who selected new goods, and Miss Nellie B. Hockwald, head of the Grafonola department of J. C. Martin & Co., Dayton, O., who was arranging for a Grafonola recital and selected special records and machines for this purpose.

Adolph Fleischman, one of the bookkeepers of the Columbia Phonograph Co.'s store, surprised his many friends by announcing his marriage to Miss Melva Wolf on June 19 in this city. They both have the best wishes of their friends for a long life of happiness and prosperity.

The Rudolph Wurlitzer Co. announces the close of a very successful month for June. Sales on talking machines and records were far over those of last June. This increase is attributed to the special attention paid to campers' outfits. Several of the Wurlitzer salesmen have devoted their time entirely to this line with very good success.

Joseph Dittrich, manager of the Wurlitzer talking machine department, has just started on an extensive trip through the East. He attended the talking machine convention at Atlantic City and other points of interest. The Wurlitzer Co. had two particularly good Victor windows during the past month. In one was represented an entire camping outfit with the Victor machine in evidence, the other being a garden representing "The Moonlight, the Rose and You."

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

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 tens of 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 International Correspondence Schools 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 $38.

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

International Correspondence Schools
Box 916, Scranton, Pa.
The only thing that has so far barred you from your legitimate profits in such demand-filling trade leaders as the Columbia Grafonola "Regents," for instance, and the Columbia records by Destinn, Freymstad, Nordic, Garden, Slezlak, Zenatello, Nielsen, Pasquali, Bispham and the rest, has been the manufacturer's inability to meet that sort of competition. Meantime you are losing the money.

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

BOOM TIMES IN CLEVELAND.

Trade Unusually Good and Dealers Looking Forward to a Still Larger Business in the Fall—Trade Much Interested in the New Edison Disc Machines—Mr. Nisbett Speaks in Optimistic Vein of Conditions with the U-S Phonograph Co.—The Months News.

(Special to The Talking Machine World.)

Cleveland, O., July 10, 1912.

The volume of trade during June, which was very gratifying, and which has continued well into July, is pleasing to the dealers generally, and all express themselves pleased with conditions. This situation prevails in the various industries and different lines of trade. A local agent of the department of Commerce and Labor reports that, so far from being disturbed by political uncertainties, the demand for labor in Cleveland is now so steady and strong that there is work for all who want it, skilled or unskilled.

This desirable situation inures to the benefit of the talking machine dealers, perhaps more largely than to most other branches of trade.

While all the principal dealers are now doing more than a normal amount of business, they are looking forward and preparing for a still greater volume as the season advances. As time passes it is more and more in evidence that the more ornate and daily increasing. We are delighted with our types of Victor machines every day, principally of fine.

"We have just fairly got settled in our new quarters here-in fair working order," said F. B. Guyon, manager of the talking machine department of the Collister & Son Co. piano store.

"Business is moving along very satisfactorily," said Mr. Peterson, manager of the Edison distribution house.

"The volume of trade in June showed a marked increase over May. Our sales cover about the entire list of machines and records, but demand is especially good for the Opera and the Columbia line of goods, states that trade in both departments, wholesale and retail, was better than to most other branches of trade.

"Mr. Roberts said business had continued good all through the upheaval and they had managed to take good care of the customers.

"The volume of trade in June was said to be normal for the season. As time passes it is more than a normal amount of business, they are looking forward and preparing for a still greater volume as the season advances. As time passes it is more and more in evidence that the more ornate and daily increasing.

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"Our sales of Victors and Victrolas and the Edison Opera Amberola No. 3 and the Edison Disc Machine are in the market which sell at popular prices.

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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.
things of minor importance which might lead simultaneously to the association work. The vote of charging interest on talking machines sold on credit was 39 for and nine against.

IN his address, Lawrence McGregor, the retiring president, said that there had been but one meeting of the executive committee during the year and that this fact indicated a most satisfactory condition between the factory and the jobber, and he felt that he emphasized particularly the necessity of the dealers’ co-operation in this campaign if the best results were to be obtained—the necessity of keeping in close touch with the work done in their local fields. The address of Mrs. Clark is reprinted elsewhere in this publication, and it is worthy of the closest perusal.

There were two tickets in the field and there was considerable speculation as to who would come out the victor. Naturally, every effort was made to change the views of delegates, and the contest was a very warm one, resulting in J. Newcomb Blackman being elected president for the year 1912-1913.

Mr. Blackman, in his address at the banquet at the Marlborough-Blenheim, pledged his earnest support to all trade movements conducted along progressive lines having for their object the best interests of the industry. He agitated warm and hearty co-operation in all matters and said that it should be his aim to cultivate the most cordial relations between the factories and the distributors.

One of the most interesting addresses made at the open meet was by Mrs. Frances E. Clark, who has charge of the Educational Department of the Victor Talking Machine Co. Mrs. Clark outlined the object of the educational campaign and showed the great progress which had been made.

Point one which she emphasized particularly was the necessity of the dealers’ cooperation in this campaign if the best results were to be obtained—the necessity of keeping in close touch with the work done in their local fields. The address of Mrs. Clark is reprinted elsewhere in this publication, and it is worthy of the closest perusal.

The closing event of the Convention was the entertainment given by the Victor Talking Machine Co. to the visiting delegates.

The delegates left Atlantic City in two special cars provided by their hosts and upon arrival at Philadelphia enjoyed a buffet luncheon at the Bellevue-Stratford and then were placed in about thirty automobiles, visiting many of the historic spots in Philadelphia, after which a run to Valley Forge was made; here some time was spent in going over the ground made sacred by the suffering of Revolutionary heroes, and later a splendid banquet was served at Fort Side Inn. In the dining-room a special stage had been erected and vaudeville entertainment was continued.

The report of this, which appears elsewhere, will show that the officers of the Victor Co. lived well up to their established reputation as royal entertainers in this finale of the Convention meet of 1912.

The address delivered to Louis F. Geissler at the banquet at the Marlborough-Blenheim is deserving of the closest reading by the talking machine men everywhere, and through the medium of The World his splendid essay is carried to many thousands of men in all parts of the earth.

His optimistic views should inspire every talking machine man whether in America or in foreign lands.

It shows how a great company perfectly organized is moving ahead at enormous strides and yet at all times is considering the welfare of its business constituency. Mr. Geissler figures that politics will have less effect upon commercial affairs than ever before, and that he does not anticipate the slightest interference with prosperity by reason of the coming Presidential election.

In other words, with bumper crops practically insured, industries active, labor well employed, he rightly figures that men can go ahead and do business with a reasonable certainty—that they are on safe ground.

Instead of sloping up in advertising and publicity, the Victor Co. will spend more money than ever this year.

Mr. Geissler said, regarding advertising: “The year 1912 was again launched with the largest advertising appropriation in the history of the company. I hope that our enlarged newspaper campaign is appreciated and that it will prove effective. In connection with this increased advertising a man said to me: ‘Geissler, you are foolish. You're now always advertising goods before you
can furnish them. Isn't your factory rushed to death? Are you not selling all the goods you can manufacture? Doesn't everybody know the Victor? That little dog is the best known and most valuable advertisement in the world. Why don't you save a half million this year instead of spending it? It will make a difference of a million dollars in profits to your company.

"Our reply was that 'we were spending nearly a million dollars extra this year in extensions to our plant. We are trying to sell the output of that factory two years hence and not to-day,' and I believe we will do it, and then some."

"The daily newspaper advertising which the Victor name is receiving I have had carefully estimated by our advertising managers, and find that that effort alone is costing $600,000 per annum."

"Our appropriations for advertising in the magazines, weeklies, agricultural, school and trade papers, export and foreign publications have through this year's increase, reached a stupendous sum, but I assure you that we are not appalled thereby, and it would not be at all like us if we did not soon increase it again."
**The Columbia sales-policy is that of the open shop for the dealer. He can make his own business decisions—and we will boost both his demand and his supply.**

(Reprinted from last year's convention issue. That boosted demand is what is making it necessary for us to provide a 50 per cent. increased factory output six weeks from now.)

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

**GOING AFTER SUMMER TRADE.**

The Dealers of St. Louis Are Carrying on a Lively Battle and Securing Results in the Sales of Talking Machines and Records Despite the Hot Weather—How Recitals Help Business—Silverstone Interested in the New Edison Disc Machines—Other Items of Interest from the Saintly City.

(Special to The Talking Machine World. St. Louis, Mo., July 10, 1912.

The jobbing business appears to have an edge on the retail business for June, but at that the retailers are not complaining. Trade has held up well and the summer vacations are proving as much a boon as they are a handicap. Not only are the record departments complaining, and Mark Silverstone declares that the Democratic convention at Baltimore has boosted the Bryan talking records more than the "How 'M Dawg" song. "We have several good records by Bryan," said Mr. Silverstone, "and they are fairly good sellers. His talk on 'Immortality' has been a steady seller, and some of the old political bits have come into demand again. We also have the Taft records, but they are not selling and never have." W. C. Reese, of Elvina, Mo., a Columbia dealer, was a recent caller.

Manager D. S. Ransdall, manager of the Columbia store, returned the first day of the month from a short trip through northern Missouri, calling upon dealers. It was sort of a departure for Mr. Ransdall to get out with the trade, but results were sufficient to encourage the belief that he will carry out his proposal to make such trips frequently.

The Columbia Co. is going to feature the demonstration record again this month to boost sales in the record department, and Retail Manager C. L. Byars has great hopes of results. "Last year," said Mr. Byars, "we sold 130 of the ten-cent records in one day and very few of them went without taking other records with them, and we know positively that we found many new customers through this record. It is a bargain and it attracts and brings excellent business with it and opens the way for more new business." The recent record trade at the Columbia store is reported to have been very good.

A. E. Robinson, manager of the Victrola department for the Stix, Baer & Fuller Dry Goods Co., is of the opinion that recitals help the talking machine business, especially for a department store department. Some may say that Mr. Robinson has an exceptional opportunity for display, as the piano department was making a special effort to introduce the Cable Inner-Player and the machine was used in connection with this instrument.

"We put on a lot of heavy stuff, such as the "Lucia" sextet and quartets of that nature," said Mr. Robinson, "and we made quite an impression on the musical folk assembled there. Of course there are a good many happenings at a department store recital, and some of these were not so musical and were perfectly amazed at the tone quality. They were under the impression that a talking machine was mechanical and sounded well merely because there was no comparison. When they heard something of our machine and music and a real, first-rate, real voice number next following, they realized that the quality was there. These were the folks we reached through recitals, and we also had some sales of machines and records to the musical folk. Of course we put on some lighter numbers."

Another department store feature that Mr. Robinson has found profitable has been the playing of a machine in front of his department merely to catch whoever passes. The store playground is next door to his department and a lot of persons go there to see or to permit their children to rest during shopping. During some of these recitals, and often and then a sale is possible.

"And you cannot tell what is best to play. One day," said Mr. Robinson, "I was at a loss to know what record to put on my display machine, and as a last resort struck on a Sousa march. Now it proved that one of the men who came up to the garden supply department that day was a former professional musician and had the long-talked-of disc machine. And I am a good deal like the small boy playing a new toy. I want to see it at work and get a good look inside of it (for it must be remembered that Mr. Silverstone is an expert mechanic and divides his admiration of machines between the mechanism and the tone). I expect these machines to become a big factor in the market."

This trip came as a good deal of a surprise to Mr. Silverstone, who had just given up his proposed trip to Atlantic City because he did not like the conduct of arrangement of affairs for the convention, and to miss the trip after anticipating it was something of a disappointment. But the later trip more than fulfilled his plans for the first one.

"June was one of the very best months we have had," said Mr. Robinson, of the Thiebes Piano Co., "and I am a good deal like the small boy anticipating a new toy. I want to see it at work and get a good look inside of it (for it must be remembered that Mr. Silverstone is an expert mechanic and divides his admiration of machines between the mechanism and the tone). I expect these machines to become a big factor in the market."

Two things you have for sale and two things only—material and service. The reason people go to your competitor rather than to you is not because they find better material there—but because they find better service there.

The reason the employer gives the preferred place to another rather than to you is probably not due so much to the other's superior ability as to his greater willingness to serve.

Service is no success without service, says Glen Rock in Ford Times. There is no getting without giving. Your bread turns to poison when you do not digest it. And the more you give the more you get.

Columbia Phonograph Co., Gen'l Tribune Building, New York
Think How Easy it is to Sell with these Selling Points

NO "needles" to change.
Sapphire Repeating 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

To Make More Money

Best Value Ever Offered Sells Itself on Sight

THE U-S ROYAL PHONOGRAPH in a choice of oak or mahogany finish, is the finest Cabinet Phonograph ever offered for the low price of $50.00.

The ROYAL excels not only in appearance but in perfect sound reproduction, and is an entirely new model of the U-S PHONOGRAPH, with horn of non-vibrating material entirely concealed within the cabinet.

The ROYAL is a beautifully finished cabinet that will adorn any apartment, and without protruding horn to stamp it as a Phonograph and to be continually in the way.

Plays three Four-Minute or six Two-Minute Records with one winding.

Dimensions, 20 1/2 x 18 inches. Height, 16 1/2 inches. Shipping weight, 70 pounds.

The Phonograph that meets good taste
At an exceedingly modest expenditure.

THE U-S Phonograph Co.
1013 Oregon Avenue, Cleveland, Ohio

Send at once full information and literature regarding your special offer to Dealers.
It is getting harder by the minute to substitute for the Columbia. There is no substitute for the Grafonola "Regent", for instance, and it was some time before there was a substitute for the "Favorite" at $50. Same thing over again in this Fall's business—put a chalk mark on that!

(Reprinted from last year's convention number. Did you put a chalk mark on that?)

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

EDISON TELLS OF HIS SCHOOL DAYS.

Letter from the Inventor the Subject of Essays by Children in the Closing School Examinations Throughout New Jersey—Pays Graceful Tribute to His Mother Who Was His Teacher and Who Always Encouraged Him.

Part of the examinations of the Eighth Grade pupils of the schools of West Orange, N. J., during the closing exercises was to write an essay on a letter to New Jersey school pupils written by Thomas A. Edison. The same examination is to be given to all the pupils of the grade throughout the State in compliance with a new law. The letter is a message of encouragement and good will part of his remarkable life. Mr. Edison writes as follows:

"Dear Young Friends: I have been asked to write a letter to the boys and girls in the grammar schools in New Jersey, telling something of my own school days. Such a letter as that would be very short, for I really never had any school days as you understand them.

"I was rather delicate when a small boy, and instead of sending me to school my mother, who had been a high school teacher, educated me herself at home. She had only the one pupil, which was fortunate for me, as I received thoroughly sound teaching. My mother also taught me how to read good books quickly and correctly, and as this opened up a great world in literature, I have always been very thankful for this early and valuable training.

"I was fond of experimenting, so, when I was 12 years old I got work as a train newsboy in order to earn my own pocket money to buy chemicals and apparatus with which to experiment. My train ran from Port Huron to Detroit, and this gave me opportunity to go to the library in the latter city and read books that could not be found in Port Huron, where I lived.

"I always kept busy and had lots of adventures in trying to add to my store of knowledge, but to tell you the whole story would make my letter too long.

"School days are very different from what they were when I was a boy, fifty years ago. You now have beautiful school buildings, with modern conveniences and apparatus, and your studies include many interesting subjects relating to the arts and sciences. It seems to me that the boys and girls of the present time ought to be very happy in having these fine opportunities of preparing to do big things in the world. Sincerely your friend,

"THOMAS A. EDISON."

Friends of Edison who are well primed as to the great man's history smile at the paragraph in his letter in which he alludes to his "lots of adventures." They recall the story told about him to the effect that he kept an experimenting laboratory in the baggage car, by courtesy of a good-natured trainman. One day one of his experiments resulted, as experiments sometimes do, in an unexpected explosion, and the cars and its contents were destroyed. Needless to say, Tommy was forbidden to reconstruct his laboratory in the car.

At the Jobbers' Convention at Atlantic City, the most complete and up-to-date line of Record Cabinets was displayed by The Geo. A. Long Cabinet Co., and was greatly admired by the jobbers. Several new patterns have been added to the line.

ILLUSTRATED PRINTED 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.
Latest and Best

THE ALTO BRAKE

"It Knows When to Stop"

An Automatic Mechanical Brake for Talking Machines built on new principles

Simple  Effective

Automatically Sets Itself

THE BRAKE PERFECT

Attached Permanently with one Thumb Screw
No Adjusting or Removing. Once on Always Ready

This Brake Works— Slowly, Softly, Surely

This is the only brake on the market which
does not require adjusting for every record.

The ALTO BRAKE retails, Gold $3.00; Nickel $2.50. Liberal discount to jobbers.
Get one from your jobber. Write for information NOW.

ALTO SALES CO.,
1507 Humboldt Savings Bank Bldg.
SAN FRANCISCO, CAL.
The Talking Machine Trade in New England

EDISON HOME KINETOSCOPE
Being Placed with Great Success by the Pardee-Ellenberger Co.

F. H. Silliman, manager of the Boston headquarters of the Pardee-Ellenberger Co., Inc., was in New York recently, and commenting upon the volume of business that the company had created in New England for the Edison home kinetoscope, showed some figures that were startling size. Mr. Silliman has been doing a whole lot of work in connection with the introduction and exploitation of the Edison home kinetoscope, not only through personal work but in a general way. The first kinetoscope advertising to appear in The Talking Machine World came from the Pardee-Ellenberger Co. and is still appearing. The officers of this company are aggressive people; they are business builders, and it is only natural that success should follow bustling qualities plus “first water” ability.

LARGE SHIPMENTS OF NEEDLES
Being Made by John M. Dean from His Factory at Putnam, Conn.

(Special to The Talking Machine World.)

Putnam, Conn., July 9, 1912.

That the talking machine industry is in an excellent condition is best attested by the large shipments of needles that are constantly going all over the country from the factory of John M. Dean, of this city. The Dean plant is one of the best-equipped and modern factories of its type in the country, and it is the aim of the Dean organization to have its output consist in every manner.

The line of Puritane needles, which is the one that Mr. Dean concentrates upon, is held to be an exceptional needle in style and finish. Most of the trade prefer to handle these under the Puritane brand as made and packed by Mr. Dean, but to those who do not wish this, Mr. Dean will gladly put them up in cases bearing special printing and advertising. The price for either service is about the same.

Samples of these needles—Puritane brand—or of the other types of needles made by John M. Dean will be sent upon request to the jobbers.

OLD JIGGER—MAN HANDLER.
The Story of a Man Who Insisted on Being the Bosom or Nothing.

Happen to know “Old Jigger?”

One of the Haz-Beens. Regular Rose of Yesterday. Hits one selling force, then another. Gets a job. Don’t do anything. Sponges off all the boys. Talks their joints loose telling what a big guy he used to be. Gets freed—goes on his way, looking for the next easy mark.

Old Jigger tied up with a big insurance works, a while back. Supposed to solicit. But, no, sir! Not for Old Jigger! Wanted to boss things. If he couldn’t be boss, he wasn’t going to bust himself, not he. Every morning he’d stick his ratty old plug hat and grizzled Burnsides into the private office, and give the General Agent a calling down.

“Why don’t you give me a decent job?” he’d sputter. “Why don’t you make me a branch manager, stead of some little squirt of a kid like the one you sent up to Milwaukee—what does he know about handlin’ men?”

Could hear his observations all over the place. “Used to have charge of the half Pacific division! I’d ought to be handling men!” “By jinks, you’ll get what you’re after!” the General Agent said one day. “I know the place you’ll be goin’ to. I’ll write you a letter. You’ll land it! They’re aches for somebody like you, who can take hold and handle men.”

Grabbed a pen and started to write, the General Agent did. Old Jigger’s eyes bulged out. Thought he’d made a ten-minute time. Saw himself getting to be president of a trust. Maybe he didn’t cave when he read the letter, but, no, sir! He couldn’t be boss, he wasn’t going to bust himself, not he. He just filed that in his department of the store. “I’ll just file that away,” he’d said. “That’s where the bright idea will be.”

Facts about Bagshaw Needles.

(Basic to The Talking Machine World.)

Lowell, Mass., July 8, 1912.

On page 2 of the new booklet issued by W. H. Bagshaw, the needle manufacturer of this city, are the following paragraphs which are of more than passing interest to talking machine men:

As a vivid illustration of the marvelous growth of the Bagshaw needle business, take a ten-day period during which time 83,056,360 needles go out. This is over six million needles a day, and every needle is of the highest possible quality.

“Quality” has been the diaphragm of this achievement, in conjunction with the immense quantity, and it is the quality feature of the Bagshaw needles that created their universal reputation. Outside of the United States, for instance, the demand for Bagshaw needles faced by the better class of foreign talking machine men, although they could buy inferior needles right at their homes. This statement should be remembered when anyone in this country attempts to “palm off” imported needles at any price on you.

Bagshaw American-made needles are acknowledged by experts to be the standard talking machine needles of the world.

TRAVELERS GETTING TOGETHER.

Rapid Growth of the National Association of Traveling Men Betsokens Wide Interest—Some of the Objects of the Organization.

In the general movement toward co-operation throughout the industries, professions and trades, it is interesting to note the rapidity with which a new organization, the National Association of Traveling Men, with headquarters in Chicago, is bringing together the commercial traveler of the country, a class of men who perhaps more than any other require the prestige of a strong and well organized society and yet through the necessity of long absences from their home cities are to a considerable degree handicapped in the matter of organizing.

The National Association of Traveling Men, which came into existence last fall, will celebrate its first year of life in September, and while the aims and ambitions of the organization have been set usually high there seems every likelihood that the association will actually have enrolled 5,000 members during its first twelve months. Of course, in the case of an organization of this sort the first consideration must be membership, to form an effective legislative recognition of the needs of the traveling men the association which seeks to attain this aim must have the prestige of numbers. In this respect the National Association of Traveling Men may be said already to be a success, for the organization has prepared a plan for its legislative committee to submit to the lawmakers of the various States, there seems every probability that its measures and the travel laws under which the travelers will be materially benefited through the operations of the association.

NEVER PAYS TO DELAY.

“There is a good idea,” said a clerk as he picked up a bright trade paper and read its suggestions it contained, and which would be especially helpful to his department of the store. “I’ll just file that away, until I get a little time, and then I’ll make the few changes necessary in order to enable me to apply that idea in our store.” That is just where this young man fell down. He filed it away instead of going at it at once to put “the bright idea” into execution.

If your advertisement is given a position where it is hard to find, make up your mind the results will be hard to find, too.

Don’t waste rain coats on ducks—or sympathy on the man who enjoys his hard luck so much that he’s all the time talking about it.

Yes, “Bud,” some people are so high and mighty that it makes them dizzy to look down on the rest of us. Great and good old world, “Bud,” just the same, for those “highups” sometimes take a tumble.
An Interesting Question at the Atlantic City Convention was

"Where do You Buy Your Needles"?

The jobbers who got together and compared notes found that they secured the best values from Bagshaw, of course.

To those who haven't seen the latest Bagshaw product—The DUPLEXETONE Needle—we'll mail a generous package free of charge.

The Duplexetone Needle is the wonderful Needle with TWO TONES, permitting both SOFT and LOUD with the same needle. Write us today.

W. H. BAGSHAW, LOWELL, MASS.

A limited edition of a booklet covering Duplexetone Needles and the other Bagshaw products has been published. Jobbers can have sufficient copies for their trade upon request.
Can you imagine anyone saying there would be no demand for Fremstad records? Or Nordica records? Or Mary Garden records? Or Nielsen records? And can you imagine any Smart Aleck trying to offer you a substitute for them?

(Reprinted from last year's convention number. Since then the dealer who doesn't handle the Columbia line has also had to turn aside from the demand for records by Destinn, Sleazak, Zenattelo, Weber and Fields—and it hurts.)

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

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

exercises of the Lawrence school in Brookline was the presentation of the class gift, which was of an unusual character, being no less than a solid mahogany case for talking machine records. It will be recalled that the Lawrence school has been interested in Victor machines for some time, and W. J. Fitzgerald, of the Eastern Talking Machine Co., has been in close touch with the school and was given several demonstrations out there. The purchase of the cabinet for records was made through him, and he also helped to make a choice selection of the records, $100 worth of which were presented to the school at the same time.

Returns from Honeymoon Trip.

Chester J. Sylvester and his bride have returned from their honeymoon and now are pleasantly located in Dorchester. Mr. Sylvester has been making a pronounced success of his talking machine department at the C. E. O. he will go to Buffalo for a short time, visiting the shop there. Mr. Rosen has lately enlarged his quarters at 3 School street, and he now has a part of the floor above which he uses for hoses, lately came into possession of a large number of odds and ends which his patrons were trying to offer you a substitute for them?

DEPARTED VOICES LAID AWAY

In the Paris Opera House, and the Day of Resurrection is Set by the French Government One Hundred Years Hence.

A strange ceremony was held recently at the Opera House in Paris, where phonographic records of singers were consigned to a hermetically sealed tomb under the building where they are to repose for a century, when they will be opened to allow those of another century to hear the songs and music of the last century. The opera was given to the public at the Tremont Theater, was a visitor to the Eastern Talking Machine Co. the other day. She was accompanied by her husband, Tom McNaughton, who is also widely known in musical comedy.

Play Ball!

The talking machine boys are looking forward interestingly to a baseball game to be played at Frankly Field soon by the Vicar of the Eastern Talking Machine Co. and the fellows from the Columbia department of M. Steinert & Sons Co.

Good Sales of Victor Machines.

Mr. Lincoln Parker's Victor department has made a number of good sales lately, and there has been quite a lively demand for the July records. The department is making headway in the hands of Mr. Silliman.

A Timely Publication.

"How and Where to Sell Columbia Grafonolas, Graphophones and Records" is the title of a book which Manager Erisman has just got out. The text tells of the adaptability of machines to settlement work, children's playgrounds, State prisons, religious institutions, factories and even doctors' and dentists' offices, and is really quite ingenious.

DEPARTED VOICES LAID AWAY

The rest is the work of enthusiastic listeners, who, expecting answers, unconsciously distort "meaningless noises" into intelligible forms of speech, just as a well-known bird's "Pi-tah-rah" is converted by the imagination-aided senses into "Whip-poor-will." Now all this would seem trivial were it not that Don's alleged power of speech turns a question of great importance for science—nothing less than the often frequently made out that extremely complicated processes analogous to our own go on in the lower animals, and that therefore the difference between man and the talking dog is expected to put an end to all further attempts to dispute the intellectual primacy of the human biped. The sagacious four-footed companion of his daily walks, and that favorite saying of the ladies will still remain true of all canines: "He does everything but speak."

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

RIVAL OF THE VICTOR DOG.

Nothing is the Seven-Year-Old German Setter for Whom Remarkable Claims Are Made as a Talking Dog—The Fox Terrier Who Is So Alert to Hear "His Master's Voice" Is Not Jealous or Despondent, Thank You?

Dogs have made a noise in the world before the present writer and his companions of the Burt Fur Co. as Columbia dealers for the next few years. It was on account of a trip to New York, after which he had to turn aside from the demand for records by Destinn, Sleazak, Zenatello, Weber and Fields—and it hurts.)

Can you imagine anyone saying there would be no demand for Fremstad records? Or Nordica records? Or Mary Garden records? Or Nielsen records? And can you imagine any Smart Aleck trying to offer you a substitute for them?

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Can you imagine anyone saying there would be no demand for Fremstad records? Or Nordica records? Or Mary Garden records? Or Nielsen records? And can you imagine any Smart Aleck trying to offer you a substitute for them?
The most profitable branch of the musical instrument business

The Victor-Victrola has not only captivated the world with its wonderful tone qualities, but has opened the eyes of the dealers with its opportunities for profit and prestige.

It has not only imparted dignity to the talking-machine business, but made it the most profitable branch of the entire musical instrument business.

And, backed by the tremendous resources of the Victor organization, it keeps on growing and offers a constantly widening field for profit to every dealer throughout the length and breadth of the country.
Greater than the Metropolitan Opera House; greater than Covent Garden, where the royalty of England is entertained; greater than La Scala at Milan, the Grand Opera House of Paris, and the Royal Opera of Berlin; greater in fact than all the opera houses and places of entertainment in the world, is the seventh floor of Building No. 5—the center of a city in itself formed by the modern structures of steel and concrete that house the giant industry of the Victor and Victor-Victrola.

To this building in the city of Camden, just across the historic Delaware River from the city of Philadelphia, comes a never-ending procession of the very greatest artists in the whole world: Amato, and to-morrow it may be Melba or Farrar; or it may be several of the masterpieces like the "Sextette from Kubelik, or Elman, or Harry Lauder might be Sousa and his band, or Victor He...
To-day it may be Caruso or Tetrazzini, or Schumann-Heink, assembling to unite in making a gloria. Or it may be Paderewski, or Blanche Ring; and then again it Herbert and his orchestra.

Organization, rest assured that within day in and day out, year in and year out, music in all its forms such as no other place on earth has ever heard. And unlike music that is heard in any other place, which is only a momentary pleasure ending with its rendition, Victor music lives forever. From its beginning in Building No. 5, it goes through the various processes necessary to its perpetuation and eventually leaves the shipping department (Buildings Nos. 9 and 10) to be heard again and again in hundreds of thousands of homes, just as it is heard in the sacred precincts of the recording room on the seventh floor of Building No. 5.

Expedited every year for Victor publicity. Magazines, newspapers, farm papers, are used month after month sending Victor business to Victor dealers in every part of the country, and making the Victor plant grow larger and larger all the time.
The mark of quality

The famous Victor trademark, "His Master's Voice," is a guarantee of quality. It stands for all that is best in music, and is on every Victor, every Victor-Victrola, and every Victor Record.

The best-known trademark in the world

"The Victor talking machine’s design, 'His Master’s Voice,' has become a household word, and the quaint little fox terrier at attention before the horn is familiar to more Americans than any of the world’s great masterpieces."—Collier’s Weekly.
Good product, sold to the dealer and by the dealer strictly on its merits, co-operation always, and protection a matter of course—that’s business, Columbia style.

(Reprinted from last year’s convention number because we couldn’t say it better.)

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

50 PER CENT. COLUMBIA INCREASE.


The largest increase in production ever made by any talking machine manufacturers at one time in the history of the industry will be consummated September 1 by the Columbia Phonograph Co. at their factory in Bridgeport. This increase includes both instruments and records.

In the meantime the big plant is working two full shifts—day and night—in order to cope with the demand for instruments and records which is now coming to the company from all parts of the country.

This unprecedented increase of production not only indicates the extraordinary prosperity of the talking machine trade in general, but particularly emphasizes the well-recognized fact that the great talking machine trade in general, but particularly the Victor line, is bound to prove very valuable to them in selling their wares. If one of them buy a copy, but all those who do will rapidly develop into much more regular customers of these beautiful operatic records.

Furthermore, it is one of the best aids every salesman in your store could possibly have. If they will read it they will certainly find themselves possessed of a wonderful store of knowledge that is bound to prove very valuable to them in selling the Victor line.

If you haven’t a copy you should ask your distributor to send you a few at once.—The Voice of the Victor.

WILL REORGANIZE COMPANY.

Geo. E. Brightson has purchased the assets of the Sonora Phonograph Co., 38 Reade street, New York, and is now arranging to have the company reorganized.

CONGRATULATIONS.

The genial H. A. Yerkes, manager of the wholesale department of the Columbia Phonograph Co., General, is wearing a broad, happy smile. The reason is a son and heir, who will hereafter make his home in the Yerkes household. Mr. Yerkes insists that the boy has already commenced making ‘records.”

TWIN CITY SUMMER TRADE.

Excellent Reports from Talking Machine Houses Regarding the Demands of Vacationists—Foster & Waldo’s Handsome Victor Department—Much Interest in New Ambroelas.

(More in The Talking Machine World.)

Minneapolis and St. Paul, July 9, 1912.

Summer houses at lake and river resorts are making long drafts on the talking machine houses of the Twin Cities. Minnesota and northern Wisconsin is pre-eminently the summer home district of the Mississippi valley. St. Louis, Kansas City, St. Joseph, Omaha and numerous other cities of the Middle West are represented by large club houses all through the lake region. Many thousands, probably a full hundred thousand, from outside States spend the hot season in Minnesota. And, of course, every Minnesotan with means has a lake cottage. A certain proportion of these want talking machines, and those who have machines want better ones, and all want records. Hence, good business for the talking machine men.

Foster & Waldo, who put in a Victor department, after having existed as an exclusive piano house for more than twenty years, are more than happy with the results. Their location and their wide acquaintance naturally enable them to get into the business on a lucrative scale at once. A highly satisfactory tale is related by Jay Wheeler, manager of the Columbia Phonograph Co.’s stores in the Twin Cities. We did not see him personally, but the well-trained staff said trade was fine.

Much interest has been displayed in the Ambroelas No. 8, according to President Lawrence Tucker, of the Minnesota Phonograph Co. These instruments are getting very good business, he says. He also predicts a great demand for the Edison disc machines when they appear early in the fall and is preparing for what he believes will be a rush.

The Metropolitan Music Co. and W. J. Dyer & Bro. find that talking machines are a greater element in the world of music than they had suspected when they introduced them some years ago, and both are doing nice business in these lines.

DAY OF CERTIFIED ADS COMING

Is the Prediction Made by A. W. McCann in a Recent Address Upon “Publicity and Public Welfare”

“We have certified milk and certified checks. The day of the certified ‘ad is at hand,” said Alfred W. McCann, of New York in discussing ‘Publicity and Public Welfare,” the principal topic for consideration at a recent session of the Sagamore Sociological Conference at Sagamore Beach, Mass. Mr. McCann scored dishonest advertisements and said:

“Advertising to attain its noblest possibilities must begin with a conscience. Happily, advertising men are beginning to realize the abuses to which their profession has been subjected, and are beginning the reform from the inside, but the reform will be successful only to the extent to which the manufacturer lends his co-operation.”
POOLEY RECORD
CABINETS

NOW IS THE TIME
TO
PLACE YOUR ORDER

For the new Cabinets to Retail for

$18.00 AND $25.00

They will outsell any Record Cabinets in
the market. The demand will be large.

POOLEY FURNITURE CO.
16th St. and Indiana Ave.
PHILADELPHIA, PA.
Sixth Annual Convention
of the
National Association of Talking Machine Jobbers
Atlantic City, N. J., July 1 and 2, 1912

(Special to The Talking Machine World.)

Atlantic City, N. J., July 5, 1912.

The sixth annual convention of the National Association of Talking Machine Jobbers, in which there was probably more live interest shown on the part of the members and the trade at large than at any previous gathering in the history of the organization, is now a thing of the past, and the association has now started on a new career as a body reunited in spirit and strengthened in many particulars.

There were, of course, differences of opinions—there must be in any gathering of more than a few people—but the compromise route was found to be the safe and sane path, and its adoption served to place matters on a perfectly satisfactory and pleasing basis, much to the relief of the majority of the members.

The first session of the convention was called to order on Monday morning at the Hotel Chalfonte, with President Lawrence McGreal in the chair and with about sixty members present. After the formal roll call Mr. McGreal proceeded to deliver his annual address, which constituted a careful summarizing up of the conditions facing the association for some time before the convention, a summary of the threatened dangers and a warning regarding the future conduct of the affairs of that body if its strength and value to the trade were to be preserved. Mr. McGreal said:

President McGreal's Address.

Since our annual meeting a year ago, or rather since the present officers assumed their respective duties, matters of moment to the association have not presented themselves with sufficient force to call forth any special action on the part of the executive committee, with the exception of those things that brought about the meeting last January in Chicago. The secretary's report, when read, will acquaint you with our action at that meeting.

The fact that only one meeting of the executive committee during the year was necessary is by no means a sign of coma, nor does it indicate any lack of interest in association affairs by either your committee or its membership. On the other hand, it indicates a pacific condition as between the factory and the jobber; a condition, I trust, that will continue indefinitely, for I feel that the less agitation created on matters, except those of very paramount importance, the better it will be for all concerned.

It is the easiest thing in the world to start trouble in an association such as ours, and agitation on things of minor importance leads too often to serious misunderstandings and unnecessary clashes between manufacturer and jobber and dulls the weapon necessary to be used when serious and consequential matters arise.

What the Association Means.

This association, if left to itself and directed in policy by its members as a body in annual meetings and carried through the interval by a wise, carefully selected body of executive officers, means much to the jobbers and dealers. No one man, nor set of men, should consider himself or themselves bigger than the association, and the power that official position gives them should not be used to promote their own interests, lead them to attempt to divide the association into factions, nor license them to attempt to elevate their friend and crush their enemy or business competition.

The members of this association should discard all personal interests and forget all personal likes or dislikes, and stand shoulder to shoulder and fight as one man for anything and everything that benefits the whole.

We have witnessed a spectacle during the last few months, and which came to its climax at Chicago only a few days ago, that should be a warning to this and all other associations of its character.

We see a historic political party about to crumble, after fifty or more years of almost continual and uninterrupted unity and power, through the egotism and personal ambition of one man. Many admire that man and believe him great, an opinion I'll not gainsay, but can anyone deny that his personal ambition and greed for power will not destroy in a great measure the usefulness of a party greater than any one man?

During the proceedings of this convention I may again touch upon and speak further upon this particular matter, but deem it sufficient at this time to caution the association members against and warn them to crush, if possible, any move that has been made or may be made here by any member to divide this house against itself by putting Victor interests against Edison interests, and vice versa.

The framers of our present constitution and by-laws constructed what, in their best judgment, was a safe, strong yet elastic constitution, but developments of certain abuses during the past year or two lead me to think that changes and amendments are vitally necessary, and while it is not my purpose or inclination to prompt or dictate any action for the incoming administration, I hope the new president will see fit to call a special meeting in conformity with the present constitution to make changes and adopt amendments that will hereafter rid this body, first, of the very obnoxious proxy stunt and in some way deprive those holding office in the association of the power of perpetuating themselves and those who are equally desirous of controlling and dictating matters that should be approved and adopted by the membership.

In conclusion, let me say that if this association is to live and carry out the objects and purposes for which it was brought into existence, we must now steer the ship into dry dock, as it were, and scrape off the barnacles that hinder our progress, and after this is done, with a good man at the wheel, steer into the bay of harmony, and see to it that all commissioned officers and the entire crew work shoulder to shoulder for the commercial safety of all on board. Let the fox terrier protect the home of the old people and the old couple shelter and treat the terrier with humane kindness and consideration. Let there be no Orange nor Camden, but one united association.

Next in the regular order of business came the report of the secretary, J. C. Roush, as follows:

The Secretary's Annual Report.

"In deference to the many important matters which are scheduled to come before the association and the curtailing of the official meet to two days instead of four, your secretary will endeavor to limit his annual report, as nearly as possible, to a resume of happenings, as are.

(Continued on page 88.)
CONVENTION OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 25).

"It also behoves him to be brief and not usurp time from the many special attractions arranged this year, in addition to the wealth of amusement, recreation and pleasure of this city by the sea.

"It has taken us long enough to get this long-distance connection with each other and the distracting or disturbing factor of a long report might complicate matters as were at a certain telephonic booth one day, when a tall and aggressive one said, 'Excuse me, but I'm in a hurry! You've had that telephone 20 minutes and not said a word!' The short, mewk answered, 'Sir, I'm talking to my wife!' In spite of your secretary's views and beliefs, there might be those here who would take exceptions to anything but a brief report and express those exceptions as clearly as did a certain man who hotly discussed the merits of a certain book with its author. The author finally replied: 'No, Jim, you can't appreciate it. You never wrote a book yourself.' "No," retorted Jim, 'and never laid an egg, but I'm a better judge of an omelet than any hen in the State.'"

"It follows, in an association like ours, that during the period of a year there should have been some change in the personnel. We have both lost and gained members, the net result being a total of 9 having withdrawn their membership and 10 being added to the fold. This shows a distracting mortality rate and should act as an incentive to each and every member of the association to exercise during the coming year an unusual effort to recoup and enlarge our membership.

"Members having been lost to the association for various reasons: 8 having discontinued the jobbing of talking machines; 8 being suspended for non-payment of dues, and the balance for various reasons.


"Since the last convention the secretary has collected and turned over to the old and new treasurer $1,980.81 for current dues and last year's banquet receipts. This leaves still outstanding dues from delinquent members amounting to $42.50.

"During the past year there has been one special executive meeting, which was held at the Chicago Athletic Club, Chicago, Ill., January 25, 1912, at which were present the following members: J. F. Bowers, Lawrence McGreal, Geo. Mickel, J. B. Miller, Perry Whites, Rudolph Wurlitzer and J. C. Roush.

"At this meeting a number of very important matters were discussed, among which was the advisability of asking the Victor factory to compel the jobber and dealer to charge interest on installment accounts, and the advisability of increasing the initial qualifying purchase from three to five machines and from 100 to 150 records.

"Your secretary was instructed to write each jobber, asking for his vote on the subject, and the matter was to be thoroughly discussed at the convention and then put up to the company in the form of a resolution requesting it to make this a part of its contract.

"The vote on the charging of interest on all time and installment accounts was 38 for and 5 against.

"The vote on the increasing of the initial order was 39 for and 9 against.

"Another important matter taken up at the last executive meeting was the new Victor cut-out exchange. At this meeting a resolution was passed asking the Victor Co. to grant the jobber and dealer a larger cut-out list, and upon taking this matter up with the Victor Co. it very promptly and courteously granted an increase, and listed 205 more numbers to its cut-out list than was on file before our request.

"Our president, Lawrence McGreal, was instructed to appoint a legislative committee to consist of three members, and named L. H. Clement, chairman; J. F. Bowers and H. H. Blish members.

"Mr. Taft, of Boston, was appointed to serve on the transportation committee.

"A resolution was passed at the 1911 convention, requesting the Thos. A. Edison, Inc., to modify its present exchange and grant the jobbers the privilege of returning 15 per cent. instead of 10 per cent. of their record purchases.

"The secretary mailed this resolution to the Thos. A. Edison, Inc., and received a reply from Frank Dyer, president of the Thos. A. Edison, Inc.

"The secretary took prompt action when advised of the proposed adverse legislation on patent laws, and mailed a letter on the subject to every United States Senator and Congressman at Washington and received many replies promising support against said change.

"Both factories are working strongly on this matter and it is now believed that the right to name the price on patented articles will not be affected.

"The matter of a transfer bureau for the exchange of Edison records among members was taken up with the Edison Co., but no satisfactory plan has been suggested as yet. I herewith read you Carl H. Wilson's letter on this subject.

"As a matter of record the secretary reports that the Thos. A. Edison, Inc., in a letter dated June 24 declined the association's invitation to our 1912 convention, giving as its reason a personal letter sent out by J. C. Roush.

"J. C. Roush, Secretary.

The Treasurer's Report:

Perry B. Whitsit, chairman of the resolutions committee, presented his report for the year, showing receipts of $1,705.15; expenditures of $776.00, and balance on hand of $989.55.

Report of Resolutions Committee:

Perry B. Whitsit, chairman of the resolutions committee, presented his report at the afternoon session, in which he stated there was practically no work for the committee; the only matter brought to their attention which required any action on their part being the threatened change of the patent laws, which would have quite a bad effect upon the talking machine business. He said:

"The committee has prepared a resolution on these lines which will be presented to the association for its adoption or rejection at the proper time.

(Continued on page 27.)"
CONVENTION OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 26).

Report of Membership Committee.

The membership committee of the association, through Geo. E. Mickel, the chairman, then reported.

"During the year we have secured the following members: Sol Bloom, Inc., New York City; Hoeck Piano Co., Nashville and Little Rock; Frederick Loser Co., Brooklyn; A. Hospe, Omaha, Neb.; Florida Talking Machine Co., Jacksonville, Fla.; Frederick Piano Co., Altoona, Pa.; Oliver Ditson Co., Boston, Mass.; E. E. Forbes Piano Co., Birmingham, Ala., and Greenhut-Siegel-Cooper Co., New York, making a total membership of 100. During the year letters have been written to all jobbers who are not members of the association, urging them to come in with us.

"There are now about 30 jobbers who are handling Edison and Victor goods that are not yet members of the association, and a strong effort should be made to secure them, and I would suggest that the membership committee of the association for the coming year be arranged at the earliest date possible during this convention and that they be gotten together while here and be given the names of the firms that they are expected to interest in the association. By a careful selection of the committee it could be so arranged that many of the jobbers who are not now members could be personally seen, and there is not a doubt but what our membership could be very greatly increased by a plan of this kind."

Report of Special Traffic Committee.

One of the interesting reports made at the morning session was that of the special traffic committee, L. C. Wiswell, chairman, which follows:

"Your committee has been confronted during the past year with two very important questions, namely, the proposed increase in freight rates on talking machines enclosed in cabinets from first class to double first class, by the Western Classification Committee, and a uniform change in classification on phonographs and talking machines enclosed in cabinets and without cabinets, crated or boxed, LCL shipments first class, CL, or carload, third class, by the Official Classification Committee.

"The proposed change in classification by the Western Classification Committee, if adopted by it, would have meant an extra expense of thousands of dollars to distributors and dealers each year; in fact, it would have been prohibitory for a large number of distributors and dealers in the far Western territory to continue handling the Victor line on account of the fact that their profits would be practically wiped out by the increased cost in transportation.

"Your committee, reinforced by W. F. Fulghum, representing the Victor Talking Machine Co.; J. C. Rodgers, representing the Thomas A. Edison, Inc., and W. C. Fuhri, representing the Columbia Phonograph Co., appeared before the Western Classification Committee, who were in session at Milwaukee during the month of July, 1911, presenting arguments as to why the proposed change in classification should not be acted upon favorably by them.

"Your committee is pleased to report that the arguments presented were favorably considered by the Classification Committee, the result and effect being that the proposed change in classification was not made.

"A circular letter, dated September 7, 1911, was sent by your committee to all Victor, Edison and Columbia jobbers apprising them of the action taken by the Western Classification Committee.

"During the early months of this year, 1912, the Victor Talking Machine Co. experienced considerable trouble with the freight inspectors of the Pennsylvania railroad at Philadelphia, they (the inspectors) changing the classification on Victorolas from first class to one and one-half first class.

"W. F. Fulghum, of the Victor Talking Machine Co., took the matter up with the proper authorities and succeeded in having included in Docket No. 10 of the Official Classification Committee a specification reading as follows: "Phonographs or talking machines mounted in cabinets or without cabinets, in crates or boxes (CL minimum weight

(Continued on page 28.)
24,000 pounds) (subject to ruling 27) LCL first class, CL, third class.

"A meeting of the Official Classification Committee was held at 143 Liberty street, New York, beginning April 23, 1912, for consideration of the subjects enumerated within the docket.

"Your committee, by its chairman, together with

The Committee begs to recommend that at this meeting you create and maintain a traffic and transportation committee. Respectfully submitted,

L. C. Wiswell,
Chairman Traffic Committee.

Arrangement Committee Report.
The Arrangement Committee also made a report of their work in connection with the making of preparations for the present convention.

"Protest Against Oldfield Bill.
At the afternoon session the following resolution protesting against the passage of the Oldfield bill was offered by Mr. Whitsit and unanimously adopted:

"Resolved Against Oldfield Bill.
"Whereas, Unless prompt action is taken by the holders of the patents and those interested in protecting patented articles, Congress is likely to nullify the recent decision of the Supreme Court in the Dick-Henry case, every plant owner, every patentee and every person interested should wire their Senators and House members at once, as well as other members of Congress with whom they have personal or political relations, protesting against the passage of the bills now pending; and
"Whereas, The assault on the patent system has practically been centralized in House Bill No. 29417, introduced by Mr. Oldfield, chairman of House Committee on Patents, on April 17. The companion bill in the Senate is No. 2671. The measure is intended to affect a complete revision and codification of the patent statutes. It makes many radical changes in the method of taking out patents, the terms of the patents and scope of protection afforded by them. The most drastic sections are 17 and 32, providing, respectively, for compulsory licenses, as under the English system, and with a further provision that the owner of any improvement may compel the owner of a basic patent to grant him a license. Section 32 and other sections of the bill absolutely prohibit any restriction whatsoever accompanying the sale of a patented machine, whether in fixing the price, the mode or terms of use, or the materials with which the machine shall be used. This bill completely nullifies the recent decision of the Supreme Court in the Dick-Henry case. There is danger that the bill will pass in the House unless there is determined opposition; therefore, be it
"Resolved, That the National Association of Talking Machine Jobbers unanimously opposes this assault on the patent system of the United States, and that a copy of this resolution be sent to each of our several representatives in Congress and the Senate of the United States."

The Election of Officers.
A special matter of interest in association circles and a matter that served to attract many of the members to the association in person was the question of proxy voting, which had served to stir up wide discussion and considerable feeling during the past year or so and promised to become a live issue at this year's meeting. The example of the two great political parties in their conventions in Chicago and Baltimore seemed to have a decided effect upon association politics, for there was talk of bolting the convention, debarring delegates and

(Continued on page 29.)
form a third party along lines that have become quite familiar during the past month or so.

There were two tickets in the field and the election was far and furious, the most convincing arguments being offered in favor of the various candidates. Before the afternoon meeting and the election both sides stood firm and threatened deadlock, but after the matter had been talked over calmly in the convention it was decided that a compromise would not be such a bad arrangement after all, especially after the president had been decided upon. In the selection of the president the "harmony ticket" drew first blood after a strong contest and elected J. Newcomb Blackman to the highest office in the gift of the association, with a vote of 44 to 42. As a matter of fact it was proxies that really decided the matter, those favoring Mr. Blackman having taken the precaution to mail a few of those valuable documents away for safekeeping and possible use, which move, for their interests, was a very wise precaution. The manner in which the proxies made for the balance of power is well illustrated in the figures, there being seventeen proxies voted for the winning ticket and fifteen for the ticket headed by Mr. Taft. The closeness of the vote might be taken as a tribute to both candidates and to the high esteem in which both were held by the members of the association.

Following the election of the president the balance of the ticket was divided between men of both sides and neutrals, as follows:

**OFFICERS 1912-1913.**


Vice-President, George E. Mickel, Omaha.

Secretary, Louis E. Khan, Philadelphia.

Treasurer, John E. Miller, Philadelphia.

Executive Committee:

H. H. Bliss, Des Moines, Ia.
O. K. Houck, Memphis, Tenn.
J. F. Bowers, Chicago.
C. C. Griffith, Detroit.
W. D. Andrews, Buffalo.

President Blackman's Appreciative Remarks.

Following the announcement of his election as president Blackman said:

"I suppose a few remarks from me at this time would be in order, but I will be very brief. I appreciate most highly the honor you have conferred upon me, particularly the confidence which I hope is expressed by your action.

"There are always those who doubt the sincerity of candidates for office, but I want you to assure that it will serve the interests of everyone without regard to my own, except in common with all members.

"Should I ever be unable to assume an impartial attitude and give a 'square deal to all,' you will have my resignation. It is a great responsibility to take office at this particular moment, owing to conditions with which you are familiar, but I believe in harmony, in the organization, will work for it, give you the best that is in me, and I ask your support to that end. I have nothing further to say at this time, except to thank you with a sincerity that comes from the heart."

Lawrence McGeer's Closing Words.

Immediately after the election of officers, when the new president had been introduced the chief natural harmony was the rule, President McGeer made the following remarks regarding the position taken by him in the controversy preceding the election, and his views on the subject of the convention:

"I desire at this time to say a word or two in defense of the position I have taken in matters pertaining to the instance just ended. My fight, while seemingly personal, was not intended to be so. I fought for principle and not against the personnel of the opposition. I jumped into the ring with my last on my head and with a somewhat overheated brain under my hat, after I saw the proxy our secretary had mailed to distributors and above which he wrote that your executive committee had indorsed the ticket he set forth. Knowing this statement to be contrary to facts I assailed him for his attempt to mislead and deceive the membership, and although knocked against the ropes and on my knees only an hour ago, I am glad now to find that nobody turned off the gas and that little or no china was smashed in the crockery department. I am ashamed of myself and apologize to every member for the bad and most unkindly letters I have written during the last month or more. I ask Mr. Roush to forgive me for all I have written or said and consider all as coming from an overwrought brain. I am not able to believe that the only motive in my foolishness for every man on his ticket. Fat, good-natured Taft and myself have been friends for years, and I love that good-natured fellow. We pledged wax records and Edison phonographs together years ago, and personally there is no man in the association whom I would rather help to honor than Elton F. Taft. Let us all forget and forgive and begin anew the work of uplift, and in harmony stand shoulder to shoulder for the promotion of all that is for the best of our association."

The meeting then adjourned until Tuesday.

**OPEN SESSION OF ASSOCIATION ON TUESDAY.**


(Special to The Talking Machine World.)

Atlantic City, N. J., July 5, 1912.

On Tuesday afternoon was held the open session of the convention, to which were invited the various representatives of the Victor Co., and the several supply dealers and manufacturers of the industry who come from all parts of the country.

The principal purpose of all music is to give pleasure. The degree in which it fulfills its mission depends both on the content of the music itself and upon the tastes (natural or acquired) of the hearer. For centuries of the world's history music played an important part in ceremonies and in exciting to activity, arousing the passions of love, courage, hate, vengeance, worship and adoration. Because of its rare power men finally began to study its laws, and developed its wonderful possibilities into the greatest of the arts.

The Evolution of the Talking Machine.

The history of the talking machine has been, in some sense, an epitome of the history of music—first, it inspired a feeling of awe at the marvel of it; then it was a curiosity, a luxury of the idle rich. Then a toy for tickling theibilities of the

Mr. F. E. Clark's Address.

To present a matter of such vital interest as our educational work to every distributor needs no apology. While the department, as such, is still in its swaddling clothes, the idea is not new, and from the nature of the subject matter must inevitably become one of the vital developments of the Victor business.

Music is at once the oldest and the youngest of the arts—the very first to be used as an expression of man's needs and the last to be developed into what is called art. Music was the first practical appliance of something coming from an overwrought brain and not from the idea that little or no china was smashed in the crockery department. I am ashamed of myself and apologize to every member for the bad and most unkindly letters I have written during the last month or more. I ask Mr. Roush to forgive me for all I have written or said and consider all as coming from an overwrought brain. I am not able to believe that the only motive in my foolishness for every man on his ticket. Fat, good-natured Taft and myself have been friends for years, and I love that good-natured fellow. We pledged wax records and Edison phonographs together years ago, and personally there is no man in the association whom I would rather help to honor than Elton F. Taft. Let us all forget and forgive and begin anew the work of uplift, and in harmony stand shoulder to shoulder for the promotion of all that is for the best of our association."

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Mrs. Frances E. Clark.

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That's a great record catalogue of ours—it's a salesman—use it as such. It presents just such a good list that musical people without Columbias will want the records. It's a stimulant and an attraction.

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

CONVENTION OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERSO—(Continued from page 29).

tain one's friends, to a high class musical instrument to be used intelligently and purposefully, as a legitimate part of the intimate atmosphere of the home and an indispensable adjunct in the equipment of the modern school. What was once a luxury has become a necessity. A writer has said, "If you wish to establish a national policy put it in your school system."

Now with an invention so wonderful as the Victor, and records of all the great artists, all the great composers, allowing all epochs, schools, forms, and nationalities made possible for everybody—the great love of every human soul for music of some sort, the general awakening of our people to the development of music, in all its forms—choral, opera, orchestra, etc.—it is obvious that such a medium should be made a national policy.

General Manager Geiseler Saw Ahead.

Our attitude, wise and far-seeing general manager realized this years ago, and began looking to the schools as the means of making the use of the Victor machine stable and universal. About the same time others from the inside of the schools began utilizing the Victor as an educational factor in practical school work—not as an amusement, not as a fad, not even as an entertainment, but hailing it as the panacea of all the ills of the age in music study; a solution of the problem of pure tone production, a veritable godsend in helping to establish high standards, better tastes and a wider knowledge and appreciation of the best in the world's music.

So the educational department came to be and now, having completed its first year, is ready to give an account of what has been done and some hoping for the year to come.

Three years ago there were only a few sporadic cases of the Victor being used in studios and colleges, but, so far as known, none is a system of schools or as a regular part of public school work. A year and a half ago Victor's had been installed in the schools of only four or five cities. Today we find them being used in the schools of 300 to 400 cities.

Within the year I have spoken on the programs of eleven State and National conventions, and in that way reached hundreds of the leaders in educational work.

This convention work, doing personal demonstrating to such large numbers of leaders, is wonderful advertising, and of a sort that will surely bring us large returns.

Lectures in Summer Schools.

This is a busy season for the educational department. Conventions, summer schools, chautauquas, must be reached during the summer term. I shall personally visit and give lectures in a number of these summer schools, speaking at the Silver Burdett School at Evanston, Ill.; Valparaiso University, Valparaiso, Ind.; Purdue University, at Lafayette, Ind.; DePauw University, at Greencastle; the Ohio State University, at Columbus; the State Normal School, at Ypsilanti, Mich.; Cornell University, at Ithaca, N. Y.; University of Virginia, at Charlottesville, and as many others as possible. Demonstrations were held during the session of the New York State Music Teachers' Association, and a full week of demonstrating will be held in connection with the National Educational Association in Chicago, July 6 to 12. This is the largest educational meeting in the year and gives a splendid opportunity to reach large numbers of school people who attend this convention to get new ideas. We shall have a force of five workers, working from 7:30 each morning until 11 p.m. during the entire week. This personal work will be supplemented by a very talented and efficient corps of helpers.

Miss May H. Edwards will give lectures in the State University at Athens, Ga.

Mrs. Maude Truitt, supervisor of music, Mobile, Ala., is using the Victor throughout the session at the University of Alabama, Tuscaloosa, Ala. I. G. Jones, superintendent of schools, Salala, Tex., is giving a series of ten lectures in the normal schools and universities of Texas. Miss Ada Vau Stone Harris will use the Victor throughout the session in her primary work at Chatauqua, N. Y.

Miss Catharine Ziegen, supervisor of music at Trenton, N. J., will use the Victor for her work at Cape May Point, N. J., in the summer school. E. L. Colburn, supervisor of music, St. Louis, Mo., will give a series of at least ten lectures in the normals of Iowa.

Miss Celia Campbell, supervisor of music in Evansston, will give lectures at four normal schools of Illinois and four in Missouri. Charles A. R. Stone, superintendent of schools at Coldwater, Mich., will give lectures at the State Music Teachers' Association of Ohio at Columbus, of Indiana at Elkhart, and also a number of universities and normal schools in those States.

Miss Anne Shaw Faulkner will again use a Victor in demonstration in the Ginn & Co. Summer School at Chicago.

Theo. E. Fritz will use the Victor in the Normal College of Colorado at Greeley, and give demonstrations in Denver and Boulder.

Frederick Chapman, supervisor of music, Portland, Ore., will give a series of ten half-hour lectures with the Victor in the regular course in the summer school of the University of California at Berkeley.

Miss Lucy Cole, supervisor of music at Seattle, Wash., will give a series of six lectures in the University of Washington at Seattle.

Mrs. Constance Barlow Smith will give a series of lecture-talks with the Victor in the University of Illinois at Champaign.

In addition to these, the Victor will be used by a great many directors of the music departments of summer schools everywhere. Miss Caroline Bourgard read a paper before the Music Section of the Kentucky State Association last week, and illustrated it by classes from the public schools, from every grade, singing songs they had learned from the Victor records, and illustrating school work done with the Victor.

Invitation That Could Not Be Accepted.

One of the saddest things I have been called upon to do was yesterday to file away twenty-five letters from college and university presidents, indicating their great need for the Victor in their summer schools and give lectures and demonstrations, in cities which it is impossible for me to reach before the term closes. These invitations have come from Maine, Massachusetts, New York, Dakota, Montana, Texas, Nevada, Washington, Alabama, Carolina, Tennessee, and from every part of the country. I have never so much wished for wings and the gift of omnipresence as at this time.

Never in all my experience of school work have I known any mechanical or commercial commodity to be welcomed into the schools, so sought for, as the Victor—our idea of "The Victor in the Schools" being placed on programs everywhere and given professional recognition. Not only have we succeeded in opening up the proportion by means of all our advertising, and making a market (as must be done with any article of commerce, which is oftentimes a difficult procedure), but the school people themselves are meeting its more than half way and are seeking diligently for more information and buying as fast as the matter can be properly presented to them.

What has been done is but the merest beginning. We are proud that we have done so much, but humbly that we have not done more.

Our folk dance records have proven very attractive to the physical culture and recreation people and large numbers of them are being used this summer on the playgrounds.

Results of Recreation Congress.

One of the most delightful opportunities for exploiting the Victor came in connection with the Recreation Congress held in Cleveland, June 5 to 8. There were present nearly 400 delegates from all parts of the United States, Canada, England, China and Brazil.

Folk dancing was an important part of the discussions. On Thursday afternoon Mrs. James J. Storrow, of Boston, read a paper on folk dancing, which was followed by an hour or more of illustrative folk dancing by Mrs. Storrow, Miss Burchenal and about sixteen delegates called from the floor. This was carried out on the stage of the Chamber of Commerce before the entire congress. They danced seven of our dances. It was a decided success, every record being in perfect time, easily followed and went without a mistake.

The most fertile field for endeavor is in the high schools, of which there are 10,000 in the United States. High school music everywhere has suffered a great handicap always from the peculiar situation of affair's. The mentality of young people in high schools has been raised by their studies in literature, and the languages to a discriminating point, where, if the music is to stand comparison, it too must present opportunity for definite study (Continued on page 31.)
in a tangible, sensible form. The courses are crowded with electives, and the boy and girl are often put about to find time enough to cover the courses leading to graduation. When the music is credited pupils elect it very freely, but great difficulty is found on account of music not being accredited on entrance requirements in the colleges, only a few giving such recognition.

The college people say that chorus singing alone does not represent a sufficient amount of mental development to be recognized as equal with mathematics or the sciences. The high school super-

visors have tried elective classes in harmony, form, history, theory, counterpoint, etc., the dry study of form and grammar, but they attract only the musical few and so there is at present a great turning toward music appreciation, learning the literature and history of music in an effort to earn the coveted entrance credits and to make the study more popular and useful to the general embryo citizen.

Music in the Schools.

High school music should appeal to every pupil, regardless of whether he can sing or not—should be aimed to interest, develop and educate every single boy and girl, not so much in the grammar and theory of the subject, as to make intelligent listeners, a nation of music lovers, knowing enough of the history of music, the development of different schools, ideas and national characteristics to take in the message of the composer, to understand the skill of the performer when heard. Just as an educated person takes pleasure in reading a book, enjoying the story, the literature, style, the wit, the description, the subtle analysis, the underlying lesson or moral. No one would become an intelligent reader if he never had for reading anything like it anywhere, and it will inevitably change completely the teaching of music in the high school.

If we are ever to become a really musical nation, if our composite civilization is ever to develop into a really American type, seeking to express itself in the most democratic institu-

tions, of Chicago, under my direction, and presents a year, 120 lessons in all, covering the field of music history, instruments, opera, oratorio, illustrated at every point by our records. These records are each analyzed so that the story may be understood.

Without doubt this course will have a very marked effect on high school music everywhere, and, in turn, on the tastes of the people at large. It is unique and epoch-making—there is nothing like it anywhere, and it will inevitably change completely the teaching of music in the high school.

As I see it, "The Victor in the Schools" is, under a wise Providence, to be the most efficient means yet discovered to bring about a complete revolution of those conditions and make high school music equal in value to any other subject in the curriculum.

Teaching Music Appreciation.

It has been found exceedingly difficult to teach music appreciation without the real music to appreciate, and so the field is wide open for our new High School Course of Study. We have been planning this for a year and now have ready a "Prospectus" of the work, giving some idea of its scope and its tremendous significance. The

...there, but a nation-wide movement that, filtering through the schools as the most democratic institu-

tion we have, shall go into the homes of the rich and poor alike, producing an intelligent knowledge and love of good music among all our people.

As we have said, the talking machine came to amuse, but it will remain to educate, which means a Victor in virtually every one of the 925,000 public schools, and the thousand of parish schools and the academies, private schools, colleges and universities, and all those are the merest beginning.

For the first seven years of school life we learn to read; for the next seven, and ever after that, we read to learn. In the beginning music reaches our soul, then if our love be of the head as well as of the heart, all the rest of life we love to reach out for more.

Like the Biblical Rich Man, the Victor Co. are tearing down their barns to build greater, in order to make more Victoros to sing to more people, who learn more music by buying more records, which brings more money to build more factories, etc., ad infinitum.

There are, approximately, 8,000,000 children in the schools of the country. Every child that learns and loves to hear the Victor in school means one of an enormous army of advertisers in the homes of the country, who are returns, and as they grow up, an ever increasing number of homes in which the Victor is a welcome and indispensable concomitant.

The plans for school work are only yet beginning. We shall keep an eye to the ground and meet and anticipate every movement in the world wide scheme of which we can serve. All our efforts could fail without the earnest co-operation of our distribu-
tors. This we are sure we shall have, now that the scope and value of the idea is better understood. It was of the utmost value to us if we can have prompt reports of machines sold into the schools of the country, and all items of interest, pictures, etc., of school work.

The distributors are to us like the sentinels on the wall, and we say, "Watchman, what of the night?" Keep us posted.

Why the Dealers Should Aid.

We often are absolutely in the dark as to what is being done in the different parts of the country, through the neglect of our dealers to inform us. Ofttimes we get reports of splendid selling being done through the supervisors, superintendents or some one of our traveling men. It is to your in-
terest and ours that we are accurately informed as to the progress of the work.

Very many of our dealers are now employing special salesmen for the school work, someone who is capable of going into the schools and pre-
senting the matter in an intelligent fashion.

Beginning with September there is absolutely sure to be a great season of interest and ours, that we can amuse and entertain the children of the school people. The field is just opening. Hundreds of schools have promised to buy the Victor at the opening of the school year in Sep-

...If you will send a special representative into the schools of your city to follow up the immense amount of advertising that we are doing during the summer by personal work and literature, and through our advertising in school papers, which we hope next year will reach every State in the Union, we can be sure to have a perfectly astounding re-
sult; but all our advertising and all our efforts will fail unless those on the "firing line," as it were, go directly into the schools and make the personal appeal that is ofttimes necessary to close a sale. Ofttimes it is not practical to send an ordinary salesman. The school people are, of course, cultured, educated people, and to present a matter to them properly requires some knowledge both of school conditions and of music in general. They need to be shown not only the beauties of our record, but how to make the greatest practical use of our educational records as well, in all lines of work, so that they may give a reason to their patrons and boards of education for the ex-

pense.

It is not necessary that we single out any one that we can amuse and entertain the chil-

(Continued on page 32.)
CONVENTION OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 31).

We told you so!

Told you what?

That 1912 would be the Columbia year in the Talking Machine trade: The middle of 1912 is here—and we’re right here with it, where we said we would be.

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

NOTABLE SPEAKERS AT THE JOBBERS’ BANQUET.

(Special to The Talking Machine World.)

Atlantic City, N. J., July 3, 1912.

The gala event of the convention, from a social standpoint, was the annual banquet, held at the Marlborough-Blenheim on Tuesday evening, July 2, and which was attended by practically every jobber who had been present at the sessions, as well as by a number of guests. The general good fellowship noted at all gatherings of talking machine men, after more serious business had been disposed of, was much in evidence on this occasion and all thought of strict formality was set aside as soon as Pierce’s “Angel Chorus” got into action, which was early in the evening. It is hard to find a crowd which is always so willing, and action, which was early in the evening.

A Big Undertaking.

This school matter is not at all a small undertaking, but is already reaching into every part of the United States, Alaska, Hawaii, the Philippines, Jamaica and Porto Rico. The initial sale of the Victor in the Islands is down to his hearers. He began his address by mentioning that one instrument attention is called to the value of the Victor in every home in the community. In no other possible way can we build up so strong, sold and substantial support for the Victor and Victor records.

May we not depend upon your most earnest and whole-hearted support, and together we shall be instruments in the great missionary plan of making America the most musical nation on earth?

M. A. Carpell Gives Talk on Cabinets.

Following Mrs. Clark came M. A. Carpell, of the Herzog Furniture Co., who delivered an eloquent address upon talking machine cabinets in general and the advantages that accrue to the dealer through the handling of such a line. Mr. Carpell pointed out that the cabinet was the legitimate companion to the average talking machine, that encouraged the owner to take care of his machine and to inculcated proper care and that it added materially to the attractiveness of the entire proposition. He pointed out the advances that had been made in the art of making cabinets to match talking machines and the ease with which they were sold and in short impressed those present with the opportunity that in some instances lay neglected at their door. His talk was enthusiastically received, especially in view of the fact that Mr. Carpell is a prime favorite with the trade in general.

D. G. Williams Called Upon.

Daniel G. Williams, the veteran representative for the Udell Works, was also called upon to speak and made a short address of general character, expressing his satisfaction over the development of the trade in recent times and the manner in which he had been received by the jobbers.

H. C. Brown on Advertising.

Henry C. Brown, advertising manager of the Victor Talking Machine Co., next addressed the jobbers and called their attention to the efforts being made by his company to satisfy the demand for its product through the erection of large additions to both the record pressing and cabinets factories, which will be ready for occupancy early in the Fall. Mr. Brown also emphasized the fact that the Victor Co. has planned to spend a million and a half dollars in advertising this year, $100,000 being spent in special displays in the Curtis publications, the Ladies Home Journal and the Saturday Evening Post alone. Arrangements are also being made to advertise the educational campaign in the various prominent educational publications.

After a brief talk by Walter B. Fulghum, office manager of the sales department of the Victor Co., the meeting adjourned in order that the jobbers might prepare for the banquet in the evening.
CONVENTION OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 32)

Louis F. Geissler.

The country is already for to close observers it is just what did not happen; in the midst of an incipient catastrophe—as much as it would be in the interest of every comer of the country are menaced by this bill.

The influence of that department has now been felt in every State in the Union. The interest, received and interest on the part of the public school teachers.

Is it any wonder that Mr. Edison should hope to sell a phonograph in every home, or that the Victor Co. should preach in its most ambitious manner that there were presented at this session of Congress about 25,000 different bills. Most people have not the "know how," and they will continue to sell the crumbs that fall from the Victor table.

Most people are different about approaching Senators and Congressmen on any subject. Please remember that they are your servants, they want your votes, and they wish to know how you feel about certain questions, and, above all, remember that there were presented at this session of Congress about $5,000 different bills. It would be quite a physical impossibility for the Congressman or Senator to study even 1,000 of them, so that these bills regarding which their clients or voters are most insistent will receive the most attention.

This is decidedly your business, and the most important commercial proposition with which you have ever had to do. We have had many representatives in Washington on this subject, and are most insistent will receive the most attention. You will all remember the letter which our company and others have written by Senators that the oldest legislation.

We sent out some 27,000 letters upon the subject, and while we solicited no replies we received over 700 communications and most intelligent responses from all sections of the United States. It was but natural, as the interests of every comer of the country are menaced by this bill. It is not a tariff or other action, which may seem to affect only one section, but the fact is that every citizen of the United States would feel and observe the deterrent and damaging influences of this suggested law.

I will not dwell upon it longer, for you will receive, within a few days, an article which we will issue in book form, which emanates from the plain and powerful pen of our president, Mr. Johnston, and that the bill will not succeed, as we are dressed to the trade, and which we propose to send to every trade name on our own lists, to every upon receipt of this booklet on the subject, give it serious study.

Our Public School Educational Department.

I spoke last year to you regarding our important department—the public school educational department. The influence of that department has now been felt in every State in the Union. The interest, received and interest on the part of the public school teachers, who are practical, intelligent men in whom the Victor is being introduced to the public schools.

Our only regret has been that our dealers are, in the great majority of cases, not equal to the occasion; they do not and will not take the matter sufficiently to study the literature and instruction books that we have formulated for them. We have practically but to read and learn to repeat these to be perfect salesmen of the Victor to the public school interests, and to be thoroughly in touch with the thoughts and aims of the Victor Co. on this public school movement.

As has been the case with every other new idea, new patent or innovation that the Victor Co. has introduced, our competitors have profited some- thing thereby, but only to such a small proportion as to be hardly calculable in comparison to what we have done. They haven't the goods, they haven't the record, they haven't the talent; they haven't the "know how," and they will continue to be catch the crumbs that fall from the Victor table.

To give you some idea of what we have done in that department for you in the way of publicity, in order to send the public school people into the stores of our dealers in quest of information on the subject of "The Victor in the Public Schools," I would state that we have mailed during the past year, direct and personally addressed to the music and public school teachers of America, over 7,000,000 separate and different pieces of literature. Imagine handling and sending out, by the Victor Co., with its own staff, that amount of matter concentrated upon a single subject like the "Victor in the public schools"—7,000,000 pieces—but there are 500,000 public schools in America to be reached.

The interest taken by the associations and conventions that are held throughout America in this subject is so great that a most unique situation is presented. You can imagine how that material has been exhibited and illustrated the application of the Victor to public school work. During this summer season, the Victor Co. has made the rounds of the various conventions, wherein numbers of teachers may be reached simultaneously, demonstrating our public school policy.

To this department I would direct your special attention. The material is sent to you; the best brains in the country have compiled it; we have printed it and placed it in your hands. Each one of our dealers has got to study it and make the finest salesman in America of the Victor to the public schools, and all this for the sake of the advertisement that it is in your files; for the sake of the importance of the subject; for the benefit of the country; for the good of the public school interests.

The interest has been invited exclusively. Our Mrs. Clark, the manager of that department, is sought after, written to and telegraphed to from all sections of America, and yet we desire to exhibit and illustrate the application of the Victor to public school work. During this summer season, the Victor Co. has made the rounds of the various conventions, wherein numbers of teachers may be reached simultaneously, demonstrating our public school policy.

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People want Destin records. If you don’t carry them you lose. The same with Fremstad records and Nordica and Garden and Nielsen and all the other Columbia exclusives.

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

CONVENTION OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 33).

Advertising.
The year 1912 was again launched with the largest advertising appropriation in the history of the company. I hope that our enlarged newspaper campaign is appreciated and that it will prove effective. In connection with this increased advertising a man said to me: "Gieseler, you are foolish. You’re now always advertising goods before you can furnish them. Isn’t your factory rushed to death? Are you not selling all the goods you can manufacture? Doesn’t everybody know the Victor? That little dog is the best known and most valuable advertisement in the world. Why don’t you save half a million this year instead of spending it? It will make a difference of a million dollars in profits to your company."

My reply was that we were spending nearly a million dollars extra this year in extensions to our plant. We are trying to sell the output of that factory two years hence and not to-day, and I believe we will get and rank top.

The daily newspaper advertising which the Victor name is receiving I have had carefully estimated by our advertising managers, and find that that effort alone is costing $600,000 per annum.

Our appropriations for advertising in the magazines, weeklies, agricultural, school and trade papers, export and foreign publications have, though this year’s increase, reached a stupendous sum, but I assure you that we are not appalled thereby, and it would not be at all like us if we did not soon increase it again.

In closing I cannot refrain from extending the thanks of our company to your members and to you for their loyalty in attending the conventions, but I will not detain you any longer—

President Blackman in Unofficial Attire. and tone, a line of architectural beauty and a finish and a general completeness that leaves little, if anything, to be desired.

I crave your indulgence for a few moments while I present you the new Style X, at $75, a graceful miniature cabinet Victrola, equipped with records and start over again. These are the sort of houses that always lead, grow and make for "big business."

One of my last year’s remarks to you was that if we have a bonfire of a few of the old style machines and records if necessary, close up ventures to profit and loss forget them, secure some fresh styles and start over again. These are the sort of houses that always lead, grow and make for "big business."

With the announcement that I am about to make, and which I am able to make so opportunely, our lines for this year will be practically completed, and in a manner which I trust and believe will meet with your unbounded satisfaction and admiration.

In the new styles that I am about to announce we have striven to give the public goods which would sell on sight, which would have a quality

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CONVENTION OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 34)

Mr. Bill said:

"Address of Edward Lyman Bill.

"In responding to an invitation from your secretary to say a few words to my friends, the talking machine jobbers, at this banquet, I replied that it seemed I had been such a regular part of the annual show since the formation of the association that it might be well to keep me out of sight for the present year. He, however, would not accede to my wishes, and so I wrote him that I would put on a new record and start the motor as usual, provided he would permit me to use an autostop, so that the machine could be shut off at will. He assented, so here I am once more at the banqueting board of my good friends of the talking machine trade.

"It has been practically a year since we have met for a friendly discussion of business matters and a pleasant discussion of an enticing menu. A year—one whole year—that means much to the success of your organization, yours very sincerely.

"C. K. Hapson.

"Following the reading of the letters, the next speaker to be called upon was Edward Lyman Bill, editor of The Talking Machine World, who was introduced as the man who had accomplished as much as any other individual for the advancement of the talking machine trade, through the medium of his publications and his personal influence.

"We are all subject to the restless law of change.

"The old world may turn upon its axis.

"And all humankind turn with it.

"Heads or tails, live and die make.

"Love and pay our taxes.

"And so it goes—changes everywhere, even the old political parties are undergoing radical changes amounting to disintegration almost; and, perhaps it is well that business men should change.

"The whole subject of merchandising distribution needs a more careful and scientific analysis than many of us have seemed to think it necessary to make.

"Sales making in all branches of the industry is changing—methods of reaching the public are constantly changing, and no business man who expects to conduct a successful trade enterprise can be long indifferent to the radical changes which are steadily going on in every industry.

"If we remain indifferent to these changes and fail to accustom our own business plans to harmonize with them, then we must expect to suffer a certain defeat.

"As for methods—as for plans, there seems to be no standard—no general trade recipe which a man may learn and apply afterward to his own field of distribution.

"That is not possible, but we can analyze them all—we can then determine what particular fragments or parts may fit in best in our own particular case.

"I question whether there ever will be in the history of merchandising fixed or unchangeable plans which may be adopted by merchants in all lines as being applicable to broaden their own business enterprise.

"One man will naturally work out certain ideas and develop particular theories which he himself thinks will win him the best results in his own territory, and another man may work along entirely different lines in any section of the country, and yet both may win distinguished success.

"The principle of efficiency is well defined as meaning the relation between a determined standard and the actual performance now in production; but it is difficult to devise rules which will apply successfully to every business so that satisfactory results may be achieved; but men must have ideals. else I affirm they cannot do good work. Then let us work for an ideal in the distribution of merchandise that will stand for efficiency.

"While there may be a variety of ideas and theories as to the conduct of individual business enterprises, yet there is one standard which may be undeviatingly applied to the world of trade, and that is the standard of business honesty—a standard which insures to every purchaser a full equivalent for the money invested, and I believe that while methods may change and views of men may differ as to plans and theories, yet these fundamentals will exist as long as time endures.

"The average merchant—men by that the small dealer, has but a limited idea of his function in the great field of merchandising.

"Search where you will, it will be found that the small merchant will say that there are too many competitors in the field and that it is always the other fellow that ought to get out—not himself.

"There are too many in almost any business field—no question about that; but you will find invariably that is the unsuccessful man who resists in this belief and does not attempt to make his position a stronger one.

"One may sit down and argue that too many merchants in a local field means salaries, wages, insurance and all other expenses which must be charged up to each individual business.

"True, but one man does not want to quit to make it easier for his fellow-merchant—so there is where a careful analysis is necessary.

"Personally, I believe that many of these men may be out of existence because they lack the ability to size up the business situation correctly—to size up competition right, if you will, and to govern their acts accordingly.

"Too many merchants in every line, of course, there are—too much expense, surely. How can we help it?

"Can we form a great co-operative business society or company?

"Not yet; for the world is not ready for that move at the present time, and until we reach a time when ideals become realities we must struggle along as best we can, attempting to successfully solve the business problems which come to us and all, for there will always be problems to solve between the creative, that is the manufacturers, and the distributing forces and the man who works out the best solution to the problem shows himself a bigger brained and a bigger force in this world than the man who sits supinely by, criticizes, and does nothing.

"The talking machine men of this country have reason to take pride in their accomplishments of the past and the great producing forces back of them are pushing them on with their own unconquerable energy to bigger and better things all the while.

"Mr. Bill was followed by Col. W. F. Dalney, business manager of the Chamber of Commerce of Richmond, Va., who had extended a cordial and eloquent invitation to the jobbers to meet in his, the capital city of the Old Dominion, for their 1913 convention at the open meeting in the afternoon. Colonel Dalney is a fluent talker and delivered a clever address along general lines, in which humor and sentiment were mixed in just the right proportions to be attractive.

"The next speaker introduced by the toastmaster was J. Newcomb Blackman, the newly elected president of the association, who made harmony in association ranks the keynote of his speech, saying:

"Remarks of J. Newcomb Blackman.

"Mr. Chairman, Toastmaster, Friends, Fellow Members, Ladies and Gentlemen—It is rather embarrassing for me to attempt to hold your at-

(Created on page 36)
The best proposition offered to the talking machine trade this month of July this year of 1912 is The Columbia.

Product, Profits and Policy are all right.
THE VICTOR CO.'S ELABORATE ENTERTAINMENT

A Busy and Thoroughly Interesting Day for the Jobbers Provided by the Victor Talking Machine Co.—Luncheon at the Bellevue-Stratford Followed by an Automobile Tour of Interesting Sections of Philadelphia and Suburbs, a Visit to Valley Forge and Dinner and Vaudeville Entertainment at Fort Side Inn—No Detail Overlooked That Would Make for Perfect Enjoyment of the Many In Attendance.

(Continued from page 36.)

The annual convention of the National Association of Talking Machine Jobbers was brought to a fitting close Wednesday with the royal program of entertainment offered by the Victor Talking Machine Co., the officers of whom again proved themselves to be hosts par excellence. Special pains were taken to see that all those in attendance at the convention were duly apprised of the plans of the day and of the fact that their presence was greatly desired, and as a result few if any of the jobbers failed to take advantage of the opportunity to enjoy the Victor Co.'s hospitality.

The Victor people had several special parlor cars attached to the morning train to Philadelphia over the Pennsylvania road, and upon arrival at Philadelphia the entire party adjourned to the Bellevue-Stratford Hotel, where a large section of the second floor was reserved for their use and a buffet luncheon was served in the Red Room. After a short period of rest and refreshment a string of touring cars appeared before the door of the hotel, and the jobbers and their wives started out on a long and thoroughly interesting trip through the historical sections of Philadelphia and its environs. There were twenty-two cars in all, each bearing a number prominently displayed and each being handsomely decorated with pennants bearing the word Victor in white on a blue ground with a clever replica of the Victor dog in applique. It made an imposing parade that must of necessity have added much to the prestige of the Victor Co. among the citizens of the Quaker City. As a matter of fact the proposition was so appalling to the traffic policemen that they got all fussed up over it, and did practically a week's work in an hour keeping things straight or tangling them up, whichever way they might put it.

Leaving the hotel the parade proceeded through Chestnut street to Independence Hall, where the building itself and the relics of Revolutionary days were inspected with interest by the visitors, and thence to Old Christ Church, wherein is Washington's pew; the Betsy Ross house, where the first American flag was made and to Benjamin Franklin's tomb. Leaving the heart of the city the cars made their way through the most beautiful sections of Fairmount Park and the suburbs of Philadelphia to Valley Forge, where Washington's headquarters were located during the winter of 1777. Here the old house itself and the Washington spring were visited, and the party again entered the cars for the last lap of the long trip to "Fort Side Inn," where a dinner and further entertainment were provided.

Just before the dinner was served the visitors were treated to a most welcome surprise in the form of an opportunity to view in the flesh, as it were, the three new styles of Victrolas, which were referred to by Mr. Geissler in his speech at the (Continued on page 38.)
PAYS TO ORDER EARLY.

Sol Bloom to Open Attractive Establishment in the Metropolitan Opera House Building.

lease another store.

sol bloom, the well-known talking machine man, has leased the store at the corner of Broadway and 40th street under the Metropolitan Opera House, which is now being equipped and which will be opened as a high-class talking machine establishment in the early fall. this is an exceedingly good center in a business way, as hundreds of thousands of musical people pass this point to the opera house during the musical season. sol bloom is to be congratulated on this selection.

stand a little above the crowd; that is, don't be too free with everyone. you gain respect where it counts as a result.

barnum to the contrary—the American public don't want to be, and won't stand being, humbugged.

the victor co.'s elaborate entertainment—(continued from page 37).

the excitement shown by the latter over the new machines was practically unbounded.

the old-fashioned chicken and waffle dinner served at the inn was a rare treat to the one hundred and fifty or more guests present, who were in addition entertained with a first-class professional vaudeville entertainment, which was offered during the dinner in the popular cabaret style.

there were nine clever vaudeville numbers offered, all of them of the "big time" quality and secured through the Keith circuit.

at the close of the exceptionally fine professional entertainment Mr. Geissler introduced in an eulogistic manner James F. Bowers as a representative of one of the largest houses in the West, and Edward Lyman Bill, editor of The Talking Machine World, both of whom made short addresses along general lines and in happy vein.

After the dinner the party retired to the lawn back to Philadelphia, where they arrived shortly after midnight, thoroughly tired, but very happy and appreciative of the success of the efforts of the Victor Co. to give them the best entertainment possible.

"if you expect your distributor to take proper care of your wants—then just put yourself in his place for a few minutes, and consider how necessary it is that he should have your order before he can intelligently make his requisition on the factory.

"bear in mind there are very nearly 10,000 Victor dealers and every one will need more victors, victrolas and victor records than ever before—and some are sure to be disappointed. don't let it be you.

"like last year, we must confess that we have not up to this date accumulated a surplus stock for holiday requirements, and in order to make extraordinary preparations to care for all, we must know as definitely as possible what is expected of us.

"we will do our best. will you help us by sending your order for fall delivery to your distributor now?"

lease another store.

sol bloom to open attractive establishment in the metropolitan opera house building.

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"we will do our best. will you help us by sending your order for fall delivery to your distributor now?"
The Convention Mascot, Los Angeles. George Marigold, of Los Angeles.

Oliver K. Jones, who had general charge of the Victor Co.'s entertainment, offered by the Victor Co., both at Atlantic City and in Philadelphia, and with Henry C. Brown, advertising manager, was very much in evidence and had little difficulty in gathering a crowd together for a session on the balcony in Old Vienna or at any other of the many places where good fellows meet—and what is more, he received all the courtesies.

One of the really amusing and thoroughly enjoyable features of the convention was the work of Burdon J. Pierce and his "Angel Chorus," which took every opportunity to make itself heard. The favorite stunt was to pick out some prominent and popular member of the association and sing:

They say that John Smith he ain't got no style,
But he's style all the while, he's style all the while;
They say that John Smith he ain't got no style,
But he's style all the while, all the while.

The effect of that song rendered by thirty or forty voices with little or no training had better be imagined than heard.

Incidentally, it may be mentioned that Mr. Pierce brought all the way from Kansas City his well-known laugh, which he had packed carefully and which reached the seashore without a break. The Pierce laugh is of the volume and timbre that makes the hee-haw of the famous mule Maud sound like a girlish giggle. It can be heard for two miles on a clear day.

One of the younger members of the convention aggregation was George Marigold, son of G. S. Marigold, of the Southern California Music Co., Los Angeles, Cal. This was Master Marigold's first trip to the Atlantic and he saw and was much to wonder at, though he stated frankly that the water of the Pacific and Atlantic were much the same from the bather's point of view. George is a party and self-possessed little chap and is thinking strongly of following in his father's footsteps in the talking machine trade, so he can get to the annual conventions of the jobbers.

The Lone Star State was represented by two of her worthy sons, H. T. Walz, of the W. G. Walz Co., El Paso and J. M. Swanson of the Houston Phonograph Co., Houston. Mr. Walz was accompanied by his wife, a charming young lady, and combined an extended trip through the North with his visit to the convention. Both Texans were keenly alive to the perils arising out of the trouble in Mexico and felt that something should be done to protect Americans. Mr. Walz had a number of photographs showing the actual conditions over the border, and was of the opinion that the military should prevent further danger to the citizens of El Paso by mounting field guns back of the city and commanding Juarez by that means. Mr. Swanson, who is a member of that famous organization, the Texas Rangers, was keenly interested in the threat of the governor of that state to take matters in his own hands and clean out the "Greasers" without further delay. It is the opinion of the talking machine man that it would only take a couple of regiments of Texans to do the work.

Max Lunday, of Landry Bros., the prominent distributors of New York, was early on the job with a Banghok hat of wonderful shape and a human cane, the head of which he declared was made of the foot of a dwarf found petrified in a Buddhist temple in Tibet by the first expedition of British troops to enter that country some years ago. Whatever its origin, it was "some" cane and incidentally "some" hat. Max was also there in other ways and at the Old Vienna per- sure Maurice Levy's orchestra to play what he termed the "Simplex Rag." While the fact that Mr. Landry is acting as sales agent for the Simplex and stop device for talking machines and that the "rig" had a familiar sound seemed rather suspicious, he got away with the stunt in great shape.

The members of the large party which made the round of the prominent cafes on Monday night will not soon forget the 'Keencutter Kid' from Cleveland, who, despite an over indulgence in the briny, was able to make the journey to "flirt with the briny" and put every idle minute to advantage. A majority of the members arrived at the seashore on Saturday and Sunday and spent the time before the sessions strutting on the Manhattan in chairs, sailing and bathing.

Tuesday morning saw a great number of jobbers in the ocean, the chance to "flirt with the briny" being especially appreciated by those from the interior and who do not have the opportunity of getting to the ocean-side very frequently.

In the evening large parties made the rounds of the piers and cafes enjoying the music and letting loose generally in a thoroughly pleasant manner. Ideal weather, not too cool nor too warm, and a full moon offered the necessary foundation for an enjoyable time during the convention.

The Old Vienna showed a proper regard for the importances of the convention by securing as an added attraction Maurice Levi and his band, who added a little of the kind of entertainment which has always made the Old Vienna the favorite resort for the jobbers.

Mr. and Mrs. Harry T. Walz. Max Landay and His Human Cane.
Double shifts—night and day, right along—machines and records both.
And another 50 per cent. increase of factory output coming in September.

Demand is doing it. Our problem is not how to market the increase but to do the best that can possibly be done to meet our dealers' requirements.

All of which would suggest something, even to a blind man.

A clean merchandising policy and a distinctive line.

Columbia cabinets and supplies are manufactured in ten separate plants at Detroit, Mich.; Lowell, Mass.; Brooklyn, N. Y.; Salem, Ind.; New Albany, Ind.; Wabash, Ind.; Pultusk, N. Y.; and Chicago, Ill.

of quality merchandise. Artists whose names are household words—produced in a recording laboratory that has no equal in any country. Instruments that are non-competitive—the only table instruments on the market; the only low-priced hornless instruments having continuous and uninterrupted tone chambers, the only self-contained upright instrument retailing at an even hundred dollars or near it—Man, it's no wonder, is it?
Columbia business is already running 60% ahead of 1911: that's a good gait to travel with. "Come on along." The going's good.

PICKED UP ON THE BOARDWALK—(Continued from page 39).

Orleans, from Florida, from New England and then in between. It is the sort of proposition that makes traveling pay a dividend.

The official action of the members of the association showed the typical hour's dawn in the center with "You Gotta Quit Kickin' My Dawg Aroun'" in the inner circle and the name of be

Harry B. Levy, Carl A. Droop and Wm. C. Roberts.

association on the outside. With the announcement of the nomination of Wilson for President on the Democratic ticket, some of the members began looking for the party responsible for the business, but he wasn't to be found.

The presence of O. K. Houck, of Little Rock, Ark., is sufficient in itself to ensure the success of the meeting for "O. K." has a keen wit and an unfailing good nature that is most efficient in preventing time from hanging heavy on the hands of those with whom he is comprising. Mr. Houck moreover didn't hesitate to put his O. K. on anything that pleased him, from the slides on the Steeplechase pier to Max Landay's hat.

One of those to make the trip from New York to the convention via automobile was Max Landay, of Landay Bros., and the Talking Machine Supply Co., who had in the car with him Thomas W. Kirkman, inventor of the Simplex start and stop device. Owing to a prevalence of thunder storms during the day and an epidemic of blow-outs, it took the Landay party about ten hours to make the trip of about 188 miles.

Ben Feinberg, who was formerly connected with various concerns in the talking machine trade but subsequently reformed and entered another field, also journeyed down from New York in his motor for the purpose of meeting his old friends.

Feinberg is all there with his landaulet and has risen to the dignity of hiring a private chauffeur.

There were four distinct types of stopping devices for disc machines, one of them also starting the machine, shown at the convention, and there was some talk of forming a stop manufacturers' association. Each particular device had its merits and its talking and selling points and as a rule attracted much attention. The cabinets and needles were also shown in great numbers by the old standbys and the passage way leading from the hotel lobby to the meeting room of the Jobbers' Association, had the appearance of a general exhibition of talking machine appliances.

The harmony idea, which was much in evidence during the closing session of the association and at the banquet was cleverly emphasized in the menu card of the latter occasion when the Edison and Victor trademarks were artistically combined to form the design at the top of the card. The sketch showed the Victor dog seated on a table gazing with his well-known expression at the old couple who were looking at him with the same degree of pleasure with which they are supposed to listen to the Edison records. The combination received much favorable comment from the diners.

Just to prove that the talking machine jobbers are strictly up-to-date in everything from politics to business, arrangements were made to have the convention at Atlantic City reported in an entirely modern and novel manner by means of a shorthand typewriter. The clever machine, which is almost human in its action, is handled by the Anderson Shorthand Typewriter Co., of Philadelphia, Mr. Anderson, of the company, being the inventor. The machine is so arranged that each finger and thumb controls a set of two keys, and the single pressure of the hands serves to print the actual word in full on a strip of paper, which latter moves along automatically, as in the case of an adding machine. The object in operating the machine with speed is to accustom each finger to do a certain thing with certain words, just as would be the case in striking chords on a piano. At all events there are no illegible shorthand notes to puzzle over and get wrong.

There was much interest manifested before the convention as to what action the jobbers would take, as an association, regarding the plan to have the manufacturers adopt two prices for their instruments, one a cash price and another, somewhat higher, for installment purchasers. The matter was discussed at great length in the meeting, but owing to the present agitation regarding the Oldfield bill it was thought best to leave the matter in the hands of the executive committee to take up with the companies at a proper time and after the pending legislation had been settled, for it was deemed unwise to bring up the set price question at this time. At the same time it was reported that the campaign for two prices carried on by both jobbers and dealers was continually gaining strength and appears almost certain of success, for the companies are willing to consider the matter when properly presented and shown to be the general desire of the trade.

James F. Bowers' report as chairman of the grievance committee was characteristic of the man. He said: "Not a wave of trouble arose to cross our peaceful breast." It might be mentioned, however, that Mr. Bowers was decidedly on the job in protecting the prerogatives of the executive committee on all occasions when there seemed danger of its privileges and rights being usurped.

Another important motion passed in the convention was that instructing the executive committee of the association to take up with the factories the question of increasing the size of initial orders from three to five machines and from one hundred to two hundred records, as a protection to the bona fide and established dealer.

One of the attractive convention souvenirs was the leather watch fob given to the jobbers by W. H. Bagshaw, the prominent needle manufacturer of Lowell, Mass., who was represented at Atlantic City by Clement Becroft. A small leather badge attached to the fob bore the name and address of the donor.
THE TALKING MACHINE WORLD.

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THE EXHIBITS AT THE JOBBER’S CONVENTION.

(Special to The Talking Machine World.)

Atlantic City, N. J., July 5, 1912.

The annual gathering of talking machine jobbers from all sections of the country under one roof, and coming together for the purpose of exhibiting and demonstrating the most recent and exciting developments of manufacturers and agents for appliances to display their wares with a minimum of effort and with a maximum of result, was fully appreciated by the members of the trade. A feature too little heralded from the lobby of the hotel to the meeting room of the association was filled with samples of cabinets, phonographs, and.commodities that add to the convenience and pleasure of the talking machine owner, and incidentally bring profit to the jobber and the dealer.

Clement Beecroft a Busy Man.

One of those early on the ground with enough lines to keep him very busy was Clement Beecroft, who has a host of friends among the jobbers, having been connected with the trade for a number of years in various capacities, and who was displaying and representing the excellent line of coo-
dies made by W. H. Bugaski, Lowell, Mass., which under the trade-marked name of “Duplexetone” has attained wide vogue among the trade and the public; the coo-dies of the George A. Long Cabinet Co., Haverson, Pa., with their several interesting features, Mr. Long being present to aid Mr. Beecroft. The Long cabinets have appealed to the trade owing to their salable qualities, their finish and general attractiveness proving a strong induce-
tment to the talking machine owner. The cabinets are made to harmonize with the various styles of machines and the interiors are fitted up along ap-
proved lines for both disc and cylinder records. The cabinets alone took up the greater part of Mr. Beecroft’s exhibit in which he was also displaying the new line of record envelopes of special form made by Wolf Bros., Philadelphia.

The Elaborate Display of Pooley Cabinets.

There were also shown in one of the suites at the Chalfonte the complete and elaborate line of cabinets made by the Pooley Furniture Co., Phila-
delphia. Mr. Pooley is a very popular and at the same time a very and important man who had not seen at least one of the styles. The automatic arrangement for picking out the record desired from the cabinet and those tests and inspections which the firm was particularly original in design and had a fastened to it. The Pooley line includes a variety of cabinets suited to practi-
cally every purpose and of a class that makes them fit in with the furnishings of most sumptuous apart-
mnts.

A Device That Starts As Well as Stops.

Of the four automatic stopping devices displayed the Simplex start and stop device, manufactured by the Standard Gramophone Appliance Co., for which the Simplex sales agent, was the only one that both started and stopped the machine, and a great many of the job-
bers visited the exhibit of the device in operation in one of the upper rooms of the hotel. The Sim-
plex bears out its name and is far from being complicated either in construction or operation. The Simplex brake is attached to the cabinet of the machine by two screws and does not interfere in any way with the permanent parts of the ma-
chine except when it is in actual operation and is stopping the turntable. Bringing the tone arm over to the starting point of the record automatically stops the machine leaving the other side of the record, and when the pin of the device releases the trigger operating the stopping brake. It is handsome in appearance and very effective in operation. The exhibit was in charge of Max Landay and Thomas W. Kirkman, the in-
victor of the device.

The Condon-Autostop on Exhibition.

Another automatic stop, more generally known to the trade, was the Condon-Autostop, manufac-
tured by the Condon-Autostop Co., New York. The Condon stop has been on the market for some time and has been tried out thoroughly by the trade and the public. A special room was secured for the display at the exhibition of the stop at the con-
vention, and those in attendance were Mr. Williams, the operator of the device.

Efficiency of the Alto Brake.

A new brake of original and clever design was that shown by the Alto Sales Co., San Francisco, the chief feature of which was that it need notnor be regulated too. It strikes the tone arm near the sound box and is so fitted to the tone arm as to give due attention to the record. The Alto brake is in charge of W. L. Wein-
mann and W. T. Ellis, both of San Francisco, in which city the brake has been made and decided impres-
sion. A factory will be opened in New York and other points in the near future, and the firm will be able to supply the company and repeated by wire to New York, thus saving time.

Electric Stop Attracts Attention.

The only automatic brake operated by electricity was the “Sesco” electric stop, manufactured by the Standard Electric Stop Co., of Philadelphia. A contact point is fastened to a special arm, which is set at the last line on the record. Another contact point is placed on the tone-arm, and when the two points touch as the needle reaches the last line a circuit is completed and an electro magnet re-
leases the brake. The “Sesco” equipment is very attractive in appearance and the extra contact arm and the brake itself are all that show above the cabinet. The brake is operated by means of dry batteries, which are placed in the lower part of the cabinet and which themselves out. It is a feature of the exhibit attributed to the new design much more than passing interest from those in at-
tendance at the convention, and was in charge of Joseph H. Potts, who was, by the way, a clever demonstrator.

The Udell Veteran Proves Welcome.

A gentleman whose presence was heartily wel-
come by the jobbers in both a personal and a business sense was Daniel G. Williams, the representative of the Udell Works, Indianapolis, Ind., manufacturers of talking machine record and piano player music roll cabinets of quality. Mr. Williams had been in the business for many years before him, perhaps the majority of the jobbers, had been won for, as for a rule they are a youth-
ful bunch, but nevertheless he has lost none of his vitality or salesman ability and is as well able to uphold the Udell products against the field. Mr. Williams did not have a line on exhibition at the convention, but contented himself with a portfolio of photographs of the new and the older accepted styls of cabinets, feeling that there would be no question regarding the finish of general qual-
ity of any of the Udell cabinets and that the trade would do no question regarding the finish of general qual-
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Cabinets from Saginaw.

A leis familiar but to all appearances excellent line of record cabinets was that of the Opportunity Manufacturing Co., Saginaw, Mich., which was displayed by D. H. Moore, who has several styles placed in a passage off the lobby of the hotel and others in one of the rooms. The feature of the Opportunuty cabinets was that they were shown in the rough in order that they might be finished to meet the individual requirements of the jobbers and dealer.

M. A. Carpel and the Herzog Line.

Still another veteran line of cabinets was shown by M. A. Carpel, the prominent and popular East-
en sales manager of the Herzog Furniture Co., Saginaw, Mich., and the Atlantic City Wkshop Co. Mr. Carpel also considered the qualities of his line as being so well recognized that samples of the actual goods would prove superfluous, and consequently appeared only with a portfolio of photographs showing the styles with ample descriptions and an ample order book. The Herzog people have shown an excel lent under-
standing of the needs of the needs of the talking machine trade and have built up their line of cabinets from the viewpoint of the man who has to tell them instead of following their own ideas exclusively. Mr. Carpel’s personal understanding of the importance of the cabinet and what it must represent was well set forth in his address at the open meeting of the association on Tuesday afternoon.

Puritone Needles Make Many Friends.

Among the prominent line of needles represented was the “Puritone” needles. The exhibit was in charge of M. Dean, Putnam, Conn., who was represented on the ground by J. T. Collins, a young man who has spent a number of years in the talking machine trade in various capacities and knows about what is required by the jobbers and dealers. The jobbers were not asked to take the statements made regard-
ing the Puritone needles at their face value, but were presented with sample boxes containing a thousand of assorted styles for various tones.

A Novel Form of Needle.

Another novelty that attracted much attention was the needle offered by the Bell-Hood Needle Co., of New Haven, Conn. This needle was particularly original in design and had fastened to it about half way from the point a tiny brass bell with the mouth of the bell pointed downward and the wire leading from it. The exhibit aroused much more than passing interest from those in at-
tendance at the convention, and was in charge of Joseph H. Potts, who was, by the way, a clever demonstrator.

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ity of any of the Udell cabinets and that the trade would
ECKHARDT GETS COLUMBIA BRANCH.
W. L. Eckhardt Will Take Over Columbia Business in Philadelphia Which He Will Conduct Under the Name of the Penn Talking Machine Co.

The many friends of Walter L. Eckhardt will be glad to know that he is going to re-enter active life in the talking machine industry in the immediate future.

The trade attraction has been too strong for Mr. Eckhardt, who put in about ten years of his life with the Columbia Phonograph Co. He has now announced that he has completed arrangements for the taking over of the Columbia distributing branch at 1109 Chestnut street, Philadelphia, which he will conduct under the name of the Penn Talking Machine Co.

He will have the exclusive distribution of the Columbia products in Philadelphia and adjacent territory.

While discussing the new move with The Talking Machine World Mr. Eckhardt said: "I have served ten years with the Columbia Phonograph Co., and while I have been four years separated from the talking machine business, I never have lost my interest in it.

I have been watching the changes in products and the evolution of the merchandising policies, and now I realize more than ever the great possibilities for development in the industry. I am a firm believer, too, in the Columbia policies, particularly the exclusive territory arrangement. I have watched with the keenest interest the successful progress of the Columbia idea of exclusive territory for distributors, and have likewise observed the discouragement and unfairness of the opposite program under which a jobber never knows when half of the legitimate field will be summarily seized and turned over to a new competitor—except that it is always imminent as his business increases in prosperity.

"I know that under the Columbia Phonograph Co.'s policy I can invest my money, my experience and all my energy advertising and building up a business connection without having to put in any of my time watching out for the establishment of a competing jobber in the same territory, to share a trade that is rightfully not the exclusive property of the manufacturer, but to an equal extent the property of the jobber who has devoted his efforts to constructive work for the manufacturer's product rather than for the manufacturer as a company, and the fruit of whose business industry should be his own.

"I know well enough that with the territory protection of the Columbia Phonograph Co. back of me and its business-getting campaign in front of me I am going to take that Philadelphia branch and build up what is now a going, fast-growing and profitable business into one of the most active and influential jobbing centers in the country."

When General Manager Lyle was seen in reference to the above statement he said: "Yes, we have arranged with Mr. Eckhardt for the exclusive Philadelphia representation. This is in line with the general policy we announced about three years ago, whereby our distributing branches from time to time may be turned over, with exclusive rights and full protection, to independent jobbing concerns, provided always we can assure to the dealer who must depend upon that jobbing center for his merchandise an adequate main-

DEALERS SEND COMMITTEE.
(Special to The Talking Machine World.)
Atlantic City, N. J., July 6, 1912.

Among those in attendance at the convention of the National Association of Talking Machine Jobbers this week were a committee representing the

PATHIE FRERES CO. PLANS.
Brokers Interesting Public in $1,000,000 of its Preferred Stock—American Company Controls Pathie Name and Products.

The Pathé Frères Phonograph Co., whose incorporation was reported in these columns some months ago, and of which Jacques A. Berst is president, is placing on the market $1,000,000 of its preferred 7 per cent stock. The company's brokers in their letters to investors say:

"The American company has acquired for the phonograph business the exclusive control and right to use in this country the name of 'Pathé, together with their trade-marks, patents, improvements, master records, Auditoire, Pathéphone, Pathograph, Duplex-Pathophone, etc.—in fact, everything pertaining to the phonograph business owned and controlled by the Paris company. The company, therefore, will offer to the American public the various inventions and manufactures of 'Pathé' origin, which have become so famous in other countries.

"The Pathéphone does not require changing of needles; its motor is instantaneous. Where electricity is available the electric Pathéphone can be operated either by direct or alternating current, or strong batteries. The records are all double faced.

"The Pathograph is a phonograph used for teaching languages, music, etc. The Duplex-Pathophone is a phonograph with a double machine for playing two discs, as one disc finishes another begins to play, so as to render a continuous operatic or theatrical production. The Auditoire establishments in Europe have been highly successful."

Emile Pathé will be the company's consulting engineer and honorary vice-president. J. A. Berst, the president, is vice-president of "Pathé Frères" (moving picture company).

LOS ANGELES TRADE CHANGES.
(Special to The Talking Machine World.)
Los Angeles, Cal., July 7, 1912.

W. B. Kennedy, who has for several years represented the Burroughs Adding Machine Co. in Los Angeles, has been appointed sales manager for the Dictaphone. His territory includes Southern California and Arizona, with headquarters in the Winsted Building, 420-422 South Broadway, Los Angeles.

Edward A. Borgum, the well known western talking machine expert, has just recently associated himself with the Wood Manufacturing Co. of Los Angeles, who are the manufacturers of the new Wood filing cabinets for disc records. Mr. Borgum is particularly well fitted for this important position.
LIKE A BOLT FROM A CLEAR SKY

A List of Leading Jobbers Handling the "SIMPLEX"

Baltimore, Md. Cohen & Hughes, Inc.
Boston, Mass. Oliver Ditson Co.
Buffalo, N.Y. Neal, Clark & Neal Co.
Cincinnati, O. The Rudolph Wurlitzer Co.
Cleveland, O. The Eclipse Musical Co.
Columbus, O. Perry B. Whistler Co.
Des Moines, la. Harper & Blash, Inc.
Davenport, la. Harper & Blash, Inc.
Houston, Texas. Houston Phonograph Co.
Kansas City, Mo. Schmelser Arms Co.
Little Rock, Ark. O. K. Houck Piano Co.
Los Angeles, Cal. Southern California Music Co.
Memphis, Tenn. O. K. Houck Piano Co.
Nashville, Tenn. O. K. Houck Piano Co.
Omaha, Neb. Nebraska Cycle Co.
Omaha, Neb. Primm-Jame Co., Inc.
Providence, R.I. Manufacturers' Outlet Co.
Richmond, Va. The Colley Co., Inc.
St. Louis, Mo. The Aeolian Company of Missouri; Koerber - Brunner Music Co.

THE "SIMPLEX" TOOK THE CONVENTION BY STORM

Manufactured by
Standard Gramophone Appliance Co.
Sales Agents:
Talking Machine Supply Co.
563 Fifth Ave., New York, N.Y.
DEALERS' ASSOCIATION MEETS.

Eastern Talking Machine Dealers' Association Holds Quarterly Meeting and Devotes Much Time to Discussion of Progress of Two-Price Campaign—Six New Members Enrolled.

The regular quarterly meeting of the Eastern Talking Machine Dealers' Association was held at the Cafe Lion d'Or, New York, on July 10, with an excellent attendance, considering the time of year and the condition of the weather. Following the usual routine of business the chief discussion centered in the campaign of the association to bring about the establishment of two prices for all kinds of machines, one the cash prices and another 10 per cent. higher for installment sales, which would provide a fair rate of interest for the accommodation offered by time payments. For the purpose of taking the matter up with a number of the jobbers, a committee from the Dealers' Association attended the convention of the Jobbers' Association at Atlantic City the first of the present month, and while there went into the matter with a number of the jobbers though not in a strictly formal manner.

Not long ago the association prepared a number of return postal cards asking for the indorsement of the dealers in the East and non-members of the organization. These cards were sent to eight jobbers in New York City for mailing to the dealers on their lists and five of the jobbers did send out the cards.

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COLUMBIA "LYRIC" FOR OUTDOORS

Some Interesting Illustrations of the Manner in Which That Popular Machine May Be Used for Entertainment During the Summer Time.

Columbia dealers are looking for a big summer business this year and the $25 "Lyric" is going to have a good deal to do with it. The Columbia Phonograph Co. used the Saturday Evening Post double-page spread to announce a special $28.90 cash or installment offer for the "Lyric," with twelve selections on Columbia double-disc records. Using that as the keynote of its "Lyric" publicity campaign, the usual system has been followed of providing dealers with material for local publicity to reinforce the national advertisement. Co-operation on the part of the dealers is bringing results. As a means of graphically showing the possibilities of the instrument for summer vacation use the Columbia advertising department recently sent out a call for photos of the "Lyric" in action, and as a result scores of snapshots have come into our New York office, some of them exceedingly pretty pictures, well taken and all telling in the plainest possible way the story of the outdoor "Lyric." The few that we reproduce here will serve to convey some idea of the wide range of possibilities in this little machine.

Apart from the continuous tone chamber, an exclusively Columbia feature in low-priced machines, the principal points that are being emphasized in the "Lyric" publicity are the absence of any horns, the portability of the instrument, and its very light weight; and every one of those points is well indicated in the photographs which we reproduce.

Exclusive artists; exclusive records; exclusive instruments—that's what Columbia dealers can offer. That's why Columbia business is running 60% ahead of last year.

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

75.00 Retail

Our new "Viennese Imitation Leather" is the strongest and only absolutely guaranteed bound record album made. Why use the usual cloth bound album when you can get an album with a binding 1,000% stronger than any of the cloth bindings now made by our competitors? Testify in our new albums how absolutely better they are the same as the cloth albums, but 1,000% stronger in the wearing qualities. Gold printed titles in the binding. Not the usual brass rings, and are made to match the metal finish on all Victor and Columbia Cabinets. Let us send you one sample album and be convinced.

THE SCHAFFORD ALBUM CO., 26-28 Lispenard St., NEW YORK
THE HOOSIER POET AND THE VICTOR.

James Whitcomb Riley to Make Records of Some of His Famous Poems for the Victor Co.—Will Have Wide Sale Everywhere.

(Special to The Talking Machine World.)

Indianapolis Ind., July 13, 1912.

Though the Victor Co. was not just ready for the public to know that that company had induced James Whitcomb Riley, the Hoosier poet, to put on records the most famous of his poems, that fact has leaked out, and now the story is being told everywhere. It probably will be some time before any of the records are put on the market for sale.

It was not very long ago that Mr. Riley bought a Victrola, and it was rumored then that he was to make a number of records for the Victor Co. But the whole thing became known a few days ago when Mr. Riley called in Booth Tarkington and Meredith Nicholson, the novelists, and several other friends, to hear the first "proofs."

Mr. Riley's voice is not exceptionally strong, but when one sits near the Victor and hears the poet reciting "Out to Old Aunt Mary's" it is hard to believe that it is not the poet himself boxed up instead of only his voice. When he says "I am as bald as you are gray" in the beginning of the poem, Mr. Riley, however soon learned to "throw his words." Whatever your personal character may be in the matter of selfishness, or generosity, never let your store get a reputation for stinginess. No one likes to do business with a stingy store.

COLUMBIA PUBLICITY.

In the Saturday Evening Post, issue of July 13, the Columbia Phonograph Co., General, devoted one page to further stimulate the public in its interest in the Columbia double-disc records. For this purpose it announced the fact that it has produced one double-disc record to serve as a sample—a demonstration record, in other words. Dealers will supply this record at ten cents. One side of the record contains a selection by the Columbia male quartet. The other side tells the story of the superior tone, surface and wearing qualities of Columbia records.

A letter and circulars descriptive of a new window display, and how it can be used to advantage in conjunction with the demonstration records, was mailed to the trade June 24.

TO FEATURE $15 VICTROLA.

The Victor Talking Machine Co. intend featuring in the daily papers during the week of July 15, the $15 Victor Victrola, the merits of which are set forth in a manner to interest the public. This Victor display will be surrounded by the advertisements of the local Victor dealers wherever it appears. This change, however, is only for one week, after which the copy which heretofore appeared in the Victor daily paper advertising will be resumed.

No. 20—Brush for Columbia Concert Grand Sound Box

Clamps on Sound Box and operates the same as Victor style

AUTOMATICALLY CLEANS record grooves, insuring a smooth track for sapphire or needle. Reduces friction to minimum. Enables needle to wear better and play good all through the record. Keeps sapphires from wearing flat.

FREE SAMPLES will be sent upon request to any Jobber or Dealer who don't handle them.

DEALERS are requested to get their supply from their regular Jobber. If he will not supply you, write us for the name of one who will.

MANUFACTURED BY BLACKMAN TALKING MACHINE CO. 97 CHAMBERS STREET, NEW YORK

FOR EDISON PHONOGRAPH

List Price

15c each

Cleanrite

TRADE MARK

RECORD BRUSH

Formerly called the "PLACE" Record Brush

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

FOR VICTOR and COLUMBIA

Talking Machines

List Price

25c each

IT SAVES THE TONE

You can't afford to lose

this protection.

No. 1. First Triumph
No. 2. Standard and Sixes
No. 3. Gap and Fireside

FITTED INTO ANY MACHINE
THE SOUND REPRODUCING MACHINE
AS AN AID TO THE STUDY OF MUSIC.

Its Marvelous Possibilities for a Number of Pedagogic Purposes Set Forth Most Illuminatively by Dr. Julius Schreiber—Written Especially for The Talking Machine World.

The sound-reproducing machine, besides being a means of pastime, has ever since it has reached its present stage of perfection also been employed for a number of pedagogic purposes, and among others, perhaps the most successful one, for the teaching of languages.

Stimulated by the success of the sound-reproducing machine in conveying to the learner that important part of language study, "pronunciation," which can only be acquired by careful observation, no amount of theoretical consideration being able to take the place of the ear, it occurred to me that a great deal of parallelism exists between some phases of music study and certain phases of language study.

Declarations, inflections, syntax, vocabulary can be acquired by anybody who possesses the necessary diligence. Acquisition of "technic," in the broadest sense of that term, is the counterpart in music of the acquisition of grammatical language. But how many of those who know all the irregular verbs of a foreign language, who can translate fluently, can speak at all, and if they speak, how many can speak with anything like a native accent? I believe that it is safe to say that the proportion of those that can do that is as small as the proportion of music students who can play artistic.

"Sadegh" may be a great stride in the understanding of the underlying principles of our art. Every branch of music has been analyzed by able people. As far as the piano is concerned, Mathis Lussi has given us a great work on interpretation, Hugo Rienz wrote his "Musikalische Dynamik un Agogik," Breithaupt, Calas and Steinhausen have revolutionized our ideas of the nature of "technic," but, while the study of those excellent works will broaden the student intellectually, the practical, executing musicians will derive little help from them. There still remains something that can only be conveyed to a pupil by actual demonstration, and, providing the teacher of ability and the scholar has some "talent," the results are going to be good. But not all of the vast army of music students are fortunate enough to have artist teachers, nor have they the advantages of a musical atmosphere or of public performances of musical artists or of music organizations. This large class can derive much instruction from the careful observation of the productions of great artists as recorded on the discs of one of our modern sound-reproducing machines.

A record of such an instrument is an equivalent of a photograph. It represents the production of the artist in every respect. It reproduces tone color, pitch, tempi and rhythm perfectly true to the original, and since nearly every artist of note has had his work "recorded," all of these great artists become available as teachers. In several instances the same coin, the production of the beautiful in music is not governed by fixed rules, but, within certain limits, gives the performer a great deal of latitude. Possessing those records, we are in a position to carefully scrutinize the "technic" of those players. To many musicians the term "technic" means the ability to produce tones in quick succession. They cannot dissociate the idea of speed from the term "technic." Speed is unfortunately a factor to which altogether too much attention is paid, and the vain efforts to imitate the tempo and brilliancy of great artists.

A Mighty Interesting Booklet Is Yours For The Asking.

Standard Electric Stop Co.
Empire Building, Walnut at 13th St., Philadelphia

THE Standard Electric Stop not only insures a big profit to the dealer—but a satisfied customer as well! And a satisfied customer is a mighty big business asset. The dealer who displays a Sesco in his showroom takes a big step toward a large fall business.

Sesco, being the only electrical stop on the market, has met with instant and unqualified approval from the trade. It was the hit of the recent convention at Atlantic City.
and the vain efforts to imitate the tempo and brilliancy of a few piano acrobats who sail under the guise of musical artists should be discouraged and more attention be paid to the musical end of our studies.

A simple experiment will make the point which I am about to make a little clearer. Place a piano record on your machine and manipulate the speed mechanism until the record will reproduce at the pitch of your piano. It will now sound at the pitch of your piano. (We for the present ignore the fact that this will change the key.) You will find that the beauty of the production does not suffer until the tempo reached is so slow that it is no longer covered by the conception of the 'true tempo inscribed at the beginning of the composition reproduced. This proves that the secret of an artistic technique and even the 'brilliancy' is in the tone quality, the perfect evenness, the rhythmic and dynamic qualities of the record, not in the rapidity of the reproduction of tonal vibrations.

Students who have at their disposal an appliance to make records of their own playing can make further experiments. Let them make a record of their own playing of a composition with which they think they can play well. They will enable them to pass judgment upon their own playing, and they will perhaps realize their own shortcomings better. In listening to one's own playing one thing will certainly be very striking: it will be the fact that the record seems to reproduce much faster than the player will have intended it. It will also be noticed that minor irregularities (I do not mean false tones) which the player knows not to have committed will not be as apparent as the guilty knowledge of the performer will lead him to think. This will be particularly true if some time has elapsed between recording and reproducing. This is easily explained. No performer is such an absolute master over all the small factors which enter into the successful performance of instrumental music. He is not always able to reproduce on his instrument an exact picture of his artistic idea. The audience does not know anything about this discrepancy between intent and result, and therefore receives a much better impression of the performance than the performer himself. Recording one's own playing puts everyone in a position to watch his progress and put improving file where it is most needed. Such self examination is bound to increase self confidence, and consequently will lessen the number of failures of public performances, half of which results from only failures on account of the lack of self-reliance.

In order to be a successful public player one must also possess something which I should like to call the personal touch of the platform or the routine of the machine. Nothing but experience will bring this, but some valuable points can be gleaned from object lessons given by the sound-reproducing machine. The scope of this article does not permit me to go into too much detail, but a few hints will tell the reader what I am driving at. For instance, note carefully the short pauses which experienced players make before big skips, how carefully they attack dangerous passages; note that what we often consider a fine 'effect' is in reality the prudent self limitation of one who knows what he can do and what he cannot do. The same machine can also be used to advantage in memorizing music. Playing from memory means the reproduction of a vital, or an auditory, or a tactile impression. Most musicians combine the three unconsciously. Now take the record of a piece which you have memorized (it does not matter by what method), and while your machine reproduces the same close your eyes. If you really have this piece in your memory you will see the printed music before your mental eye (visual), or you will be able to reproduce the tones up and down. While practising transposing one may at the same time improve as an accompanist. It takes a great lot of experience to be a good accompanist, and who could imagine a more patient singer or violinist than the one who sound-reproduces his music? Other artists are proverbially impatient with their accompanists, but conditions are reversed when you simply have to rewind your machine, and they must sing again until you are able to follow to your own satisfaction.

The possibilities of the sound-reproducing machine are by no means limited, but I shall only call attention to one more application of the same. A large number of pianists earn a living by playing with small orchestras. These musicians are often called upon to supply accompaniments, play from bits, second violin or clarinet parts. Proficiency in these things can be acquired in the privacy of their own home by the aid of the sound-reproducing machine without being subjected to the more or less unpleasant commentaries of their more experienced fellow musicians.

LOWER TALKING MACHINE RATE.

(Special to The Talking Machine World.)

Toronto, Ont., July 6, 1912.

After July 15 next gramophones must be classified as musical instruments by all railway companies in Canada and carried at second-class rates. Hitherto they have been carried only at first-class rates. An order of the railway commission, issued last week, declares that gramophones are musical instruments and must come under the lower rates granted in railway tolls for this class of goods.

WANTED—A TALKING MACHINE MANAGER.

Loveyman, Joseph & Loeb, Birmingham, Alabama, require the services at once of an experienced and capable manager for their Talking Machine Department. Agencies Victor and Columbia Machines. In replying state age, experience, salary expected and name references of past and former employers.

FOR SALE

"Victors" electric sign, 10 ft. x 2 ft. Best possible construction, with lamps, $25.00. Write for particulars to C. Kocher & Bro., Indianapolis, Ind.

SALES MAN WANTED

One who understands the Victor business, wholesale and retail. Permanent position to right party. Apply by letter only, with detailed information as to ability, salary, etc., American Talking Machine Co., 383 Livingston St., Brooklyn.
EXHIBIT OF NEW EDISON DISC PHONOGRAPHs AND RECORDs.

Large Number of Talking Machine Jobbers and Dealers Visit Edison Headquarters in New York, July 5 and 6, and Express Themselves Well Pleased with the Latest Creations of the Edison House—Edison Disc Phonographs Shown in a Large Variety of Styles and New Edison Disc Records Prove Especially Interesting—New Styles of Amberolas as Well as KinetoScope Also Exhibited—Visiting Jobbers Entertained at Dinner and Theater Party.

No event in talking machine circle in many years caused such a large degree of interest as the exhibition of the new styles of Edison disc machines, as well as the number of new models of the cylinder-type, which were placed on exhibition on Friday and Saturday of last week in the building of Thos. A. Edison, Inc., 10 Fifth avenue, New York. It was an event of prime importance in the history of the Edison phonograph and marked a new milestone in the progress of the Edison institution.

The Edison disc machine has long been promised and experiments have been carried on in connection with its production for several years; the fact, therefore, that the jobbers of the country were actually invited to see the new machines, complete, perfected and ready for the market had a deep significance not readily appreciated by those outside the trade.

150 Jobbers Inspect New Machines.

The importance which the jobbers gave to the exhibition is to be realized when it is stated that on the first day of the exhibition over 150 jobbers and their representatives called and inspected the new machines and records.

Time and time again there were announcements that Thomas A. Edison had perfected a disc machine. This was only partially true, as while he had created a disc product, he had not perfected it according to what his ideas of sound reproduction are. Mr. Edison experimented again and again on a reproducer, and it is claimed that it took 2,700 different reproducers before he secured the one that conformed to his ideas. In other words, the reproducer on the models of Edison disc machines now on the market represents the 2,700th reproducer that Mr. Edison made—the one that he considers perfect.

In fact, the long delay before this line of disc records and machines appeared was due to Mr. Edison's desire to have the machines and records brought to his point of perfection. In this reproducer a diamond point is used, according to Mr. Edison, as no other material will stand the wear. The same reproducer is used in all the new disc machines.

Edison Disc Phonograph Louis XVI, Circassian Walnut.

The tone of the new Edison disc machines is full and round and of natural quality, with no perceptible scratch, and was highly satisfactory to the many critical visitors. The effects produced in the more elaborate and expensive models in the matter of case design also came in for much favorable comment. The retail prices for the new disc line, which will be ready for the trade in October, range from $60, the minimum, to $450, with six distinct models represented.

More Music on the Record.

The composition used in the construction of the Edison discs is of special manufacture and is claimed to be unbreakable plus anti-wearing qualities. Owing to the method of reproduction, more can be recorded on these records, as they run at 80 revolutions with 150 threads to the inch. The label is pressed onto the record during the process of manufacture, as well as the number, which appears in white on several places on the edge, so that it can be easily seen when in stock.

The new cylinder Edison record is called the Blue Amberol, and is made of a tough composition that withstands all the hard knocks that a record is liable to receive during its life. You can toss this new Blue Amberol around as much as is necessary during an evening's entertainment.

How Price and Style Can Be Memorized.

An innovation in style numbering has been put into effect by Thos. A. Edison, Inc., in this new disc machine line, the number of style designating the price. For instance, Model A-375 means that the price is $87.50, this being for a Louis XV type in mahogany—one of the artistic cases. Style 60, then, means that $60 is the retail price; and so on. In other words, this new system does away with the necessity of remembering two sets of num-

Edison Disc Phonograph Model A-250 Mission Oak.
Edison Disc Phonograph Model A-150, Golden Oak.

point, he created a cord of special construction, which was chemically treated. All known metals and wires failing to answer the sound requirements were supplanted by a cord, which shows that there are few limitations to invention. Another machine that was admired was the concealed horn cylinder machine—the Amberola type. This phonograph will only take the four-minute Blue Amberol record. It has the diamond point which was chemically treated. This produces absolutely noiseless. "scratch." The appearance of the mechanism is handsome, while the cabinets show the work of experts. From $250 to $450 are the special cabinets, liberator, Louis XV and Louis XVI types in inlaid woods, Circassian walnut and other expensive woods. Elaborate hard carving strengthens the appearance of these art styles.

Great Audiences Hear Demonstrations. The demonstrating room of the Edison building was crowded with people during Friday and Saturday. Various styles of records were played, covering vocal and instrumental music, that are in the average owner's repertoire of records, and capable of holding four boxes of records. These records are on arithmetic, grammar, history, geography, and so on, and are for use in various grades. This will retail at a popular price and the machine practically does a teacher's work in conducting classes.

Edison Disc Phonograph Model A-200, Mahogany. In the Edison business phonograph exhibit appeared two new features—the pneumatic speaking tube and the automatic correction device. The usual method of dictating to a business machine is to release the cylinder with the foot, then to start the cylinder with the foot, simply pushing a little button with the finger of the hand holding the tube, doing the entire operation with one hand.

The Edison Home Kinetoscope, which was displayed on the third floor of the Edison building, came in for its share of the attention. A number of new feature school outfit is a very proposition and is rapidly becoming popular. This is practically an Opera style machine placed on a metal stand, the stand having four metal shelves and capable of holding four boxes of records. These records are on geography, and so on, and are for use in various grades.

Edison Disc Phonograph Louis XV, Circassian Walnut.

Mass.; J. W. Farrell,ick Co., Manchester, N. H.; F. E. Bolway, Oswego, N. Y.; J. N. Blackman, Blackman Talking Machine Co., Des Moines, Ia.; T. H. Barnhill, Perno Phonograph Co., Philadelphia, Pa.; E. L. Burrows, J. B. Varick Co., Manchester, N. H.; F. E. Bolway, Oswego, N. Y.; Mr. Bolway, Oswego, N. Y.; Mr. Boyd, Iver Johnson Sporting Goods Co., Boston, some dealer to do this. To overcome this feature the Edison Co. exhibited a new home recording outfit, consisting of a four-minute recorder, three blanks and a record-shaving machine. A remarkable success is predicted for this outfit. The Edison guests after the performance returned to the Astor, where supper was served. The entire gathering was a huge success from start to finish; the jobbers were enthusiastic over the new goods, and it was considered the biggest and best Edison boosting meeting ever held. Jobbers came from all over the country to attend, so the affair was of country-wide interest. Among the people who registered were the following:

E. P. Ashton, American Phonograph Co., Detroit, Mich.; C. N. Andrews, W. D. Andrews, Buffalo, N. Y.; F. M. Atwood, Memphis, Tenn.; Louis Bush, L. Bush & Bro., Philadelphia, Pa.; F. E. Buehn, L. Buehn & Bro., Pittsburgh, Pa.; J. N. Blackman, Blackman Talking Machine Co., New York; H. H. Bliss, Harger & Bliss, Des Moines, Ia.; T. H. Barnhill, Perno Phonograph Co., Philadelphia, Pa.; E. L. Burrows, J. B. Varick Co., Manchester, N. H.; F. E. Bolway, Oswego, N. Y.; Mr. Bolway, Oswego, N. Y.; Mr. Boyd, Iver Johnson Sporting Goods Co., Boston, some dealer to do this. To overcome this feature the Edison Co. exhibited a new home recording outfit, consisting of a four-minute recorder, three blanks and a record-shaving machine. A remarkable success is predicted for this outfit. The Edison guests after the performance returned to the Astor, where supper was served. The entire gathering was a huge success from start to finish; the jobbers were enthusiastic over the new goods, and it was considered the biggest and best Edison boosting meeting ever held. Jobbers came from all over the country to attend, so the affair was of country-wide interest. Among the people who registered were the following:

MAX STRASBOURG CO. EXPANSION.

To Have Larger Quarters and Will Take on Piano—Farrand Co.'s Handsome Victor Department—Columbia Co. Reports Active Business—Latest News from Detroit.

(Special to The Talking Machine World.)

Detroit, Mich., July 9, 1912.

The enlargement of the Max Strasburg Co., the Victrola Shop, announced in the Talking Machine World last month, has taken on a larger scope. Also it will inaugurate a new departure in merchandising, as far as Detroit is concerned, at least.

There are now a good many piano stores which handle talking machines. In this case that order will be reversed. The Max Strasburg Co. will still be "The Victrola Shop," with more Victrolas than ever, and an enlargement of the Columbia business, and the pianos will be the secondary line. This does not mean, either, that the pianos handled will be of a secondary variety. Negotiations now are in progress for the agency of one of the very best piano houses in the world. Two or three of leading piano houses have been after it, but could not land it. The objections made to them by the manufacturers do not apply in the case of the Max Strasburg Co., however.

Mr. Strasburg, after adding a line of pianos came through an experience rather odd in the talking machine business. In a deal for a $900 Victrola he took in a piano at a valuation of $175 and sold it for $300, which, with the $25 cash he received, made some profit on the sale of one talking machine. Before the week ended he had taken in another piano and sold that also, demonstrating the possibilities of a quick turning over of merchandise through such channels.

So straightforward he began negotiations for the first floor of a new building which is to be erected adjacent to his present quarters, and for a line of the kind of piano necessary to make his business a success.

Up to the close of the first week in July the indications were that the customary fading of trade in talking machines during the summer hot spell would not be very noticeable this year. All of the talking machine dealers are hustling along at a rate which confirms the statement made in these letters several times that there is room for more first-class talking machine stores in the downtown district. The reports from the Farrand Co. is added testimony. Its talking machine department, added to the business with the opening of its new store, has opened up as though it had been doing business for years instead of as a newcomer. Victrola dealers are the Farrand Co.'s line, but the business it gets does not seem to interfere with the older dealers any; it just seems to pick up a lot that it gets does not seem to interfere with the old forced draft rate.

The navigation companies have just put into commission the largest steamship on fresh water, the City of Detroit. It excels even the magnificent Hudson River boats, and doubles means the sale of more Grafonolas.

A SALESMAN.

When the train pulls in and you grab your grip, And the hackman's there with his frayed-out whip, And you call on your man and try to be gay, And all you get is, "Nothing doing to-day"— Then you're a peddler,

By gad, you're a peddler!

When you get into town and call on your man, "Can't you see any Bill?" "Why, sure, I can," You size up his stock—and make a rough count, "And Bill" presently says, "Send the usual amount." Then you're an order taker,

By gad, you're an order taker!

When you travel along and everything's fine, And you don't get up till half past nine; When you see each one and talk conditions, And write it all home with many additions, This is the life for you,

By gad, you're a traveling man!

When you call on your trade and they talk "hard times," "Lower prices" and "decided decline," But you talk and you smile—make the world look bright, And send in your orders every blessed night, Then you're a salesman,

By gad, you're a salesman!

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

Write To-Day.

The ELECTROVA COMPANY


for their new illustrated booklet, "The Money Magnet," describing the best 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.
On Top of the Heap

CONDON-AUTOSTOP

Acknowledged by all the simple and durable Automatic Stop, one that a customer can take home and install on his own instrument. No mechanic need be called in to equip the machine. No defacement, no marring of the instrument. Absolutely no harm to any part of the machine.

Show your customer what the Condon-Autostop will do. Show him how it may be adjusted by a push of the finger to fit any disc record, short or long. Let him see for himself that there is nothing whatever about it to get out of order, and tell him it is guaranteed for life.

One salesman can take care of several customers, if your machines are fitted with Condon-Autostops, and the demonstration usually sells the Autostops along with the machines. Our advertising in the general magazines is telling the owners of talking machines everywhere about the Condon-Autostop. It is telling them to “get it from their dealers”—to go to you.

SEND FOR SAMPLE, CIRCULARS AND TRADE PRICES.

CONDON-AUTOSTOP CO.
26 Front Street - NEW YORK
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

Lyon & Healy Wholesale Service

Liberal Discount to Trade

VICTOR DISTRIBUTORS CHICAGO

EDISON JOBBERS
The Talking Machine Co. of this city, is now sending through the mails to dealers a list of 500 of the best selling Victor records, including 25 cents 10-inch double-face; 50 cents 12-inch double-face; 50 cents 10-inch single-face; 50 cents 12-inch single-face; 25 cents Purple Label and 75 cents Red Seal. This list is a selection made from accurate statistics, showing the most popular selling records. It includes additions from the April and May lists.

Reduction on Cabinets.

The Talking Machine Co., this city, is having quite a run on the old Tamaco cabinets Nos. 10 and 11, which they are now offering at a price fully 15 per cent. below the cost, which brings the price down to a point approximately that of retail price of the record albums alone.

Visitors and Personal.

Geo. Chestie, of the Talking Machine Co.'s force, is spending his vacation at Ludington, Mich., on a farm with his brother and sister.

S. A. Barrell, of the credit department of the Columbia Co., is spending his vacation this week at St. Louis.

Selling, Condon-Auto Stops.

The Columbia Co. has had quite a good run on the Auto-stop machine this month for the Condon-Autostop, and practically every machine going from the store was equipped with the handy little device.

Bells Records to Maintain Her Record.

For two months in succession Miss S. Berlin, of the Columbia Phonograph Co., this city, has had the largest number of sales in the record department. The Chicago branch of the Columbia Co. stands highest in point of sales of any of the Columbia branches.

Arthur D. Geissler, of Milwaukee.

Arthur D. Geissler, manager of the Talking Machine Co., of Chicago, has just returned from a trip to Milwaukee, during which he practically closed a deal with Edmund Grant, the well-known piano dealer, handling the Steinway and Aeolian, to put in a complete line of Victor goods. The only delay now is in arranging the fixtures of the department to match those of the remainder of the store, which is all decorated in attractive classical fashion, the lower floor being all of white with stove-cock wall finish. Mr. Grant's establishment has the distinction of having the only automatic elevator in Wisconsin.

Gimbels Brothers' Attractive Department.

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Perfect Permanent Needle.

Samuel Levin, of Highland Park, Ill., announces that he has perfected his permanent jewel needle for disc talking machines from the standpoint of practicability. The only difficulty with the perma-

Fibre Needle Cutter

As long as fibre needles are used the Wade Fibre Needle Cutter will be an indispensable article to the talking machine owner.

The WADE is reliable, dependable, simple. It works like pliers—Fine.

Dealers should take advantage of its popularity. Every talking machine owner is a prospective buyer and every buyer a satisfied customer.

PRICE ONLY $1.50 LIST

WADE & WADE

1227 East 40th Street, CHICAGO, ILL.
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 55).

Ind., was a Chicago visitor this week, placing a stock order and getting ideas by visiting the various retail departments and stores. The Taylor Co. is one of the largest furniture establishments in Indiana, and opened a Victor department in November, occupying a handsome quarters on the main floor of the establishment, and there are some good booths. They are doing a nice business, notwithstanding the cold.

The stock order placed by Mr. Jones was given to the Talking Machine Co., and amounted to $5,000. It included records which will give them the complete Victor line.

Opens Victor Department.

The M. Conlon & Sons furniture house, at 3333 West Madison street, Chicago, has just recently opened up a Victor talking machine department.

Lyons & Healy's New Fibre Cutter.

Lyons & Healy's new fibre needle cutter described and illustrated in their full page advertisement elsewhere in this issue is well worth investigating and illustrated.

Wade & Wade, this city, are having an excellent business on the Wade fibre needle cutter. This device is now handled by most of the jobbers of the country. Further particulars will be found in their advertisement elsewhere in this issue.

An Important Matter.

The Chicago Talking Machine Dealers' Association sent out postal cards to the local trade last week bearing the following message:

"If you have not already written to your Congressman and both Senators from Illinois in reference to proposed changes in Patent Laws, please do so at once. Mr. Hall and both Senators from Illinois in reference to proposed changes in Patent Laws, please do so at once.

"The early struggles of F. D. Hall, of Chicago, inventor of the fibre needle, have been well known, but to-day the large number of music lovers all over the country, one might say the world, who use the fibre needle on their disc talking machines for reproducing music, where its music is obtained from a dresser metal stand and the wooden concealed horn patent, have discovered that the invention's in his device was well founded.

"In talking with the World lately Mr. Hall said: I also want to say that the invention's in his device was well founded.

"I have better uses for my money," said Mr. Edison. "I can use it to a thousand times better advantage than any college endowment. If I were placed in charge of a university, I would make such a gift. Let Rockefeller and Frick and the others who have so much money that they don't know what to do with it give their millions to the colleges if they want to. I have better use for mine."
Mr. Dealer: Here's a Summer Business Getter
Four Places You Can't Beat It

On the Yacht

On the Porch

The Feature of the Garden Party

An Evening a Entertainment in Camp

Send us ten names—people of your city who have one of these settings for a Victor. See what percentage we close for you.

The Talking Machine Company
137 N. Wabash Avenue
Chicago, Illinois
webber and fields records are all alone.
nothing like them anywhere or anywhen. columbia dealers have them.
how about you?

from our chicago headquarters—(continued from page 56).

the assembled teachers thursday morning. they explained the merits of their individual machine and indicated what advancement could be made by use of the machines in the regular school work. the use of the talking machine in the school has already become fairly quite general and although it proved practical it is still only in a great measure in its experimental stage and its future possibilities are wonderful.

the teachers who have never had occasion to observe the result of the victor's use in the schools will be given an opportunity this afternoon in the regular program when a group of children from the chicago city schools under the training of miss cramr, director of folk dancing, will perform a number of their dances to victor music. the fact alone that mrs. clark was enabled to have the number of their dances to victor music. the fact that the Chicago city schools under the training of miss regular program when a group of children from the Chicago city colleges under the training of miss cramr, director of folk dancing, will perform a number of their dances to victor music. the fact alone that mrs. clark was enabled to have the Victor music. the fact that the Chicago city schools under the training of miss regular program when a group of children from the Chicago city colleges under the training of miss cramr, director of folk dancing, will perform a number of their dances to victor music.

mrs. clark has presented to the association a plan of the victor talking machine co., by which a complete course of four years of study of high school music, both history and appreciation, will be taught by use of the victor talking machine. the text book for this work is now being printed and a prospectus has been issued for distribution at this convention to enable the teachers to see what the possibilities of such a course are. it is proposed to give thirty lessons in each year, the first year, the study of the elements of music, by whom composed, what, if anything it be played, the pupils would be asked to catalog it of the theadore thomas orchestra. the third year, the orchestra and development of instrumental music; and the fourth year, the opera and oratorio. the course was arranged under the direction of anne shaw faulkner, lecturer on music before schools, colleges, universities and clubs, and organizer and director of the program study course of the theodore thomas orchestra. under this course a record from a great composition would be taught by use of the victor talking machine. the text book for this work is now being printed and a prospectus has been issued for distribution at this convention to enable the teachers to see what the possibilities of such a course are. it is proposed to give thirty lessons in each year, the first year, the study of the elements of music, by whom composed, what, if anything it be played, the pupils would be asked to catalog it of the theadore thomas orchestra. the third year, the orchestra and development of instrumental music; and the fourth year, the opera and oratorio. the course was arranged under the direction of anne shaw faulkner, lecturer on music before schools, colleges, universities and clubs, and organizer and director of the program study course of the theodore thomas orchestra. under this course a record from a great composition would be taught by use of the victor talking machine.

the salesman who's the last man out of the car

our foreign customers.
ahard you?

importance of getting the price.
getting the price is like "chiming the bar"—it takes grit, grip and "beesum," and gets easier with practice.

the salesman who's the last man out of the car may be the first man to land an order; more likely he won't.
PREPARING FOR A BUSY FALL.

The Talking Machine Men of Indianapolis Are "Cleaning House" So to Speak and Are Equipping Their Stores and Ordering Stock So as to Take Advantage of the Large Business Which They Expect to Materialize with the Coming of Cooler Weather—The News of the Month in Detail Worth Noting.

A lull is on in the talking machine business here. Employes of the talking machine houses are finding time now to go over the stock and get things in readiness for the late summer and fall trade. Indiana had a rather bad spring, but of late the weather man has not been chary to turn on the heat.

Miss Lazarus with Aeolian Co.

Miss M. E. Lazarus, formerly of St. Louis, where she has a wide acquaintance in the talking machine business, is now in charge of the talking machine department of the Aeolian Co. in North Pennsylvania street. Miss Lazarus succeeds Miss Wiltsie, who was recently married. Miss Wiltsie intended to continue with the Aeolian Co. as manager of the Victor department, but she found that she could not manage a country home and a talking machine department at the same time. Miss Wiltsie, or rather Mrs. Wiltsie, is a pretty country home woman, the latest of Indianapolis.

The Kipp-Link Co., which handles the Edison machine, is scoring a success in selling the Edison Kinetoscope, the moving picture machine adopted in price and size for the family and schoolroom. There is a demand for the machine wherever it is exhibited.

Mr. H. Devine, manager of the local branch of the Columbia Phonograph Co., took advantage of a recent visit of Weber and Fields, and acting in co-operation with the press agents of these famous concern will devote the entire second floor of its store to that line.

SHOWS INCREASE FOR HALF YEAR.

The New York Talking Machine Co., which last week closed the first half of its fiscal year, has made a record which runs well ahead of the previous year. This emphasizes the increasing popularity of the Victor talking machines and records in the territory controlled by the New York Talking Machine Co. G. F. Williams, the manager of the company, looks forward to an exceedingly active fall trade, and is making preparations to meet all demands that will come his way.

"TALKERS" IN THE PARKS.

The members of the Park Board of Cincinnati, Ohio, have approved of a suggestion made by Missioner Krohn of installing talking machines in the city playgrounds both for amusement and entertainment.

Baltimore Men at Convention.

Not the Democratic Fight, but Rather the Gathering of Talking Machine Jobbers at Atlantic City—June Business Meeting Satirical Story Showing in the Talking Machine Field.

(Special to The Talking Machine World)

Baltimore, Md., July 9, 1912.

By the time that the present week rolls around the talking machine men will have had enough of conventions to last them for some time. They were all a buzz last during last week when the Democratic National Convention was in full blast, furnishing a number of machines for the entertainment of delegates, while at nights they made trips to the Fifth Regiment Armory to enjoy the political oratory which preceded the balloting for the nomination for President. After such a busy week most of the dealers handling talking machines hastened to Atlantic City, where the sessions of the national convention of talking machine jobbers were held.

Among those who are enjoying the bathing and other sports to be had in that lovely New Jersey City were Albert Bowden, manager for the talking machine section of the American Phonograph Co.; W. C. Roberts, manager for the Baltimore and Washington stores of E. F. Droop & Sons Co.; F. A. Denison, manager for the local branch of the Columbia Phonograph Co.; Mr. Strahan, of H. B. Eisenbrand Sons, and Morris Silverstein, of Cohen & Hughes.

Reports at the various stores for the month of June are that business was comparatively good and showed up better than the same month of 1911. However, June could not make quite the impression in a business way as did the months of April and May, which ranked among the best for many years. Most of the reports were that business slackened somewhat during the month, and it is expected to run a bit slower than usual until the fall trade sets in, and, according to the various dealers, the prospects for the fall trade are very encouraging.

Manager Thomas Gordon, of the talking machine department of the Kranz-Smith Piano Co., was one of those who did not get to the convention. Mr. Gordon said that things were fairly good in June, but that the fall prospects are the most interesting feature of the Victor and Columbia trade at this time.

Hummann & Liver report a fair month with the Victoros, while the other Victor and Columbia dealers make similar statements, all reporting summer business good.

A ROYAL NOISE MAKER.

Emperor William Has Exclusive Right to Use of New Auto Horn in Germany—But It Will Soon Be Here—American Tourists, Charmed by Its Melody, Have Begged Dealers for Dupl icates but It is Hard to Get.

The parks and driveways of New York and other American cities where automobiles flourish are likely before the summer is over to resound to the echo of a novel motoring horn of the most aristocratic lineage. It will be none other than a duplicate of the musical signal now attached exclusively to the automobiles of the Kaiser, which it is claimed is constructed along talking machine lines.

It differs from any other signalling instrument in the world in that it consists of four or five distinct tones, blended into a harmonious whole, which produces more of the effect of an operatic recitative than a prosaic blast warning persons of impending danger. It can be heard blocks away, and indicates that the Kaiser is coming long before his high-powered car tears along.

Americans visiting in Berlin this season are completely captivated by the melody of the signal as the Kaiser flashes through Unter-den-Linden morning, noon or night, and they are besieging the local dealers in automobile accessories with a view to obtaining duplicates of it.

The horn is manufactured by a well-known firm of Saxon musical instrument makers, who had to pledge themselves not to produce it this year for use within the confines of the German Empire.

Several daring motorists who ventured to try a horn something like the Kaiser's have been sharply reproved and threatened with punishment if they repeated the misdemeanor.

"The Kaiser may blow his own horn in Germany," said a New Yorker, "but I'm going to take chances in blowing it along Riverside Drive."

ENLARGES VICTROLA DEPARTMENT.

The W. F. Frederick Piano Co., which recently opened its large Victrola department in its store in this city, has found the venture so successful that arrangements have been made for the erection of two new demonstrating booths, and for the giving of additional space for that department. The Frederick Co. is also doing a heavy business in music rolls and plans have been made whereby this concern will devote the entire second floor of its store to that line.

Sell the New Bell-Hood Needle

Make easy money you wouldn't otherwise have.

Takes the faults all out of record music. You'll see and you won't have to argue with customers.

WRITE FOR SAMPLE PRICES AND DISCOUNTS

THE BELL-HOOD NEEDLE CO.

777 Chapel Street

New Haven, Conn.
Die Sprechmachine

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.

A Timely Suggestion for the Vacationist.

"Music and Meals" is the title of my latest brochure. It is still at the printer's, but if you desire a copy I will see to it that you are supplied immediately it comes off the press.

He glanced at his watch and smiled expectantly.

"It's lunch time; let's stroll up to the Ritz and hear Armand. How about you?" I said "Yes," and closing my notebook, walked beside my entertaining and instructive friend out into New York's sunshine.

HOWARD TAYLOR MIDDLETON.

FEINBERG A MOTORIST.

Traveler for the American Piano Co., indulges in a Glassy Selden tour and Cuts Down Cigar Bills to Meet the Situation.

Ben Feinberg, traveler for the American Piano Co., has been so successful in selling Rhythmol种子 for his house that he recently plunged and purchased a high-powered Selden car for a few joy rides around New York and vicinity. Since buying the car Mr. Feinberg is sinking a large portion of his cigar money into tires and other necessary paraphernalia for the motorist. He also indulges in the luxury of a private chauffeur.

Ever hear of a man who sold his line by talking a little about it?
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 the second issue of La Máquina Parlante Mundo.

The first edition has gone forth in large numbers to the lands which lie south of us.

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

They have been forwarded in bulk to large distributors in Latin America.

La Máquina Parlante Mundo is 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
General Conditions as Far as They Affect the Talking Machine Trade Are decidedly Dull—Summer Time and Strike Time Held Accountable—Export Trade, However, Shows Gratifying Increase and the English Manufacturers Look Forward to an Interesting Business in This Field—New Copyright Act Not Sufficiently Long in Force to Enable the World to Get an Idea of the Effects—Business men are disinclined to express opinions in this respect and one dealer will cut against the other.

To Make Public Pay Half of Royalty. J. E. Hough, Ltd., manufacturers of the Edison-Bell and Bell and Velvet Face records, has communicated its dealers to the following effect: "On and after July 1 next all Bell disc and Velvet Face records will be increased in price to dealers on and after the 15th of this present session. Dealers are recommended on and from that date to charge at least one penny more than their previous price to the public. Thus the act will benefit them, the burden will be borne equally by the manufacturers and the public. There is no reason why the Act is not to be regarded as the occasion of raising prices if dealers co-operate with each other."

A somewhat similar announcement has been issued by other manufacturers.

Copyright Stamps Free of Charge. A further circular from the Edison-Bell Works reads as follows: "We desire that all Velvet Face, Edison-Bell disc and Bell disc orders be mailed by dealers to their address in the United States. This will be of material assistance in dealing with records, and the stamp of copyright authority on the 1st July next.

Talk Machine conditions on this side are definite. There is much noticeable. In other directions the situation is more promising. The issue mainly comprises musical selections with the London County Council and various other bodies. Among the announcements of the month are: "The Donovans" (N. Wilcox), "The Gaby Glide" (Hirsch), and "Valse Triste" (Sibelius), violin solos, Jan Rudenyi; and "King Charles" (M. E. Hough, Ltd., manufacturers of the Edison-Bell Works, have issued an interesting plan for extending records to dealers for July. The plan is based on the assumption that the dealers will charge at least one penny more than their previous price to the public. Thus, the burden is shared equally by the manufacturers and the public. There is no reason why this legal protection should not be utilized to raise prices if dealers cooperate with each other."

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Talk Machine conditions on this side are definite. There is much noticeable. In other directions the situation is more promising. The issue mainly comprises musical selections with the London County Council and various other bodies. Among the announcements of the month are: "The Donovans" (N. Wilcox), "The Gaby Glide" (Hirsch), and "Valse Triste" (Sibelius), violin solos, Jan Rudenyi; and "King Charles" (M. E. Hough, Ltd., manufacturers of the Edison-Bell Works, have issued an interesting plan for extending records to dealers for July. The plan is based on the assumption that the dealers will charge at least one penny more than their previous price to the public. Thus, the burden is shared equally by the manufacturers and the public. There is no reason why this legal protection should not be utilized to raise prices if dealers cooperate with each other."

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fixed program, giving dates and times, and the publication of this has offered dealers an opportunity of planning local sales schemes synchronizing with the giving of the concerts. The result is usually of a highly satisfactory nature.

An Interesting Letter.

Exceptional interest is attached to the subjoined communication extracted from the London Budget:

Sir—In reply to your question as to how the Gramophone Co. secures its merchandise from the world’s markets, I will endeavor to answer it in as condensed a way as possible.

In the first place I will divide our product under two headings:

1. The article.
2. The means of sound reproduction.

The latter I will again sub-divide into:

(a) Instruments.
(b) Records.

To deal with the first heading. The artists employed by this company are the most eminent in every branch of art, the larger number of whom give their talents exclusively to this company. We control through a system of branches a vast network of planning local sales schemes synchronizing with the fixed program, giving dates and times, and the publishing of this has offered dealers an opportunity of building local sales schemes synchronizing with the giving of the concerts. The result is usually of a highly satisfactory nature.

The whole of this organization is controlled from London, and it is arranged as to whether the artists in question shall be recorded in the U.S.A., Canada, or England, and where such records are to be published and sold. We control through a system of branches a vast network of planning local sales schemes synchronizing with the fixed program, giving dates and times, and the publishing of this has offered dealers an opportunity of building local sales schemes synchronizing with the giving of the concerts. The result is usually of a highly satisfactory nature.

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FROM OUR LONDON HEADQUARTERS.—(Continued from page 63).

Distance and space are abolished. The persons on board the yacht are invisible from shore. The description of the invention may have temporarily experienced is now more than compensated for by the provision of really excellent quarters in town. It consists of a self-contained suite of apartments. Rooms equipped with the latest appliances and labor-saving devices calculated to insure efficiency and accuracy in the conduct of so intricate a business. The position is a splendid one, and much more convenient for trade visitors than the old factory in the city of London proper.

A discovery is said to have been made as the result of experiments between Toulon and Algiers by which space or distance no longer counts in the transmission of sound. The descriptions of the invention are very vague, but it seems to have some sort of analogy with wireless telegraphy. The experiments are being conducted on board the yacht Prince Albert III of Monaco, anchored in the Roads off Algiers.

The many visitors present en joyed a speech by a well-known Parthenon actor and manager, M. Gsell, delivered by the phonograph.

In Memory of Titanic Disaster.

booth in the booth of the booth.

THE TALKING MACHINE WORLD.
The talking machine business is making rapid strides on the Coast.

According to a recent report from Spokane, Wash., the Ellers Music House has decided to take up the distributing business for Columbia records in that district, having handled the goods in other parts of the north coast for some time. This, it is understood, will involve giving up the wholesale trade with outside firms. Dealers in summer resort towns are sending in large orders for records right along, and there is more call for the higher-priced machines than for some time past.

Mr. Sharpe looks for an all-round improvement within the next month.

Mr. Scott, Columbia dealer at the Kohler & Chase store, is well pleased with the progress made in May business both in machines and records. The pleasing and convenient arrangement of his new quarters has by this time become widely known and is drawing in more steady customers all the time.

Another visitor is the busy grouchy letter writer. Byron Mauzy is well satisfied with the showing made by his talking machine department of late. The activity of Herman Beck, the manager, recently resulted in the following communication being sent to the board of supervisors, signed with the fanciful name of Newton Locke:

"As a gentleman of leisure, I spend considerable time taking the rest cure in Union square, where, with others, I am almost constantly annoyed by apparatus which claims to reproduce the gems of song and immortal music. If the noises aforesaid were occasional and spasmodic I would have little complaint, but they are continuous and harrowing to the soul. I have heard the implements give a ragtime tune when a funeral procession moved by. The great dissatisfaction of the Italians who followed the hearse, and who are supposed to know more about music than the purveyor of canned choruses. Is there not some way in which those who desire philosophic calm may escape additional sorrows when they fly to this beautiful spot for recreation and rest?"

The communication was referred to Supervisor Mauzy with instructions to investigate, but this investigation, like many others of a political nature, has produced little apparent result.

The Busy Grouchy Letter Writer.

B. Curtaz & Sons Change Plans.

Benj. Curtaz & Sons have changed their plans somewhat in regard to the talking machine department, and instead of moving it to the ground floor, large display rooms for high-class machines have been established on the third floor, leaving the demonstration rooms on the mezzanine floor. The stock has been increased and a complete line of both Victrola and Grafonola is carried. Frank Sharp, who has been manager of this department, returned recently after an absence of three months and has again taken charge. Mr. Sharp looks for an all-round improvement within the next month.

To Visit the Northwest.

Nelson Berkholm, city salesman for the Willey B. Allen Co., will leave shortly for a vacation trip through the Northwest and British Columbia. James Black, manager of this firm, reports a marked improvement for June.

TRADE BETTER ON PACIFIC COAST.

Wholesale Business Especially Pleasing to San Francisco Houses.

The use of talking machines in business is making rapid strides on the Coast. Peter Bencalupi & Sons have been giving a great deal of attention to the Edison phonograph of late, and with this machine in use by some of the leading firms of the city, sales are rapidly increasing. Some large sales have also been made of the Columbia dictaphone, and a marked increase is expected in this business, as Geo. S. Murray has taken charge of the dictaphone department at the local Columbia office, and is losing no time in getting to work.

H. L. Wilson, from the main office of the Columbia Phonograph Co., recently made a visit to W. S. Gray, the Coast manager. Another visitor at the local office was Mr. Farquharson, formerly traveling man from the Los Angeles office, who has just returned from a trip to the New York office.

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To Visit the Northwest.

Nelson Berkholm, city salesman for the Willey B. Allen Co., will leave shortly for a vacation trip through the Northwest and British Columbia. James Black, manager of this firm, reports a marked improvement for June.
Every Columbia record carries a quadrupled guarantee of better quality, better surface, greater endurance of material and better quality of reproduction. Don't you lose sight of this; we'll see that record buyers are kept reminded of it.

Columbia Phonograph Co., Gen'l
Tribune Building, New York
MILWAUKEE AFTER SUMMER TRADE

(Special to The Talking Machine World.)

Milwaukee, Wis., July 9, 1912.

There is no denying the fact that the retail talking machine business is considerably better than at this time a year ago. The summer resort trade, opening just as soon as the schools about the State were closed, has been one of the potent factors in helping along retail talking machine sales. Dealers have reported to their manufacturers this phase of the business with a vim, and the results have been more than satisfactory. People have been quick to see that it is a profitable and sensible arrangement for the consumer to purchase smaller machines to take with them to their summer homes or on their regular outings, while the record sale to summer resorters seems to have attained a new high mark this season.

Conditions in general in the Wisconsin field are showing much improvement. The second crop report of the season, recently issued by Secretary J. C. Drexel of the Wisconsin State Board of Agriculture, was even more favorable than the first report, and this has gone a long way in instilling confidence in lines of business.

Gram in New Quartel.

Edmund Gram, representative of the Steinway and other pianos, has moved into his recently purchased four-story building—414-416 Milwaukee street, and is now making preparations for opening his new Victrola department. While the work of remodeling the $100,000 structure is far from complete, the first and third floors of the new building are being occupied and it is expected that the establishment will be complete by August 1. Handsome new parlors will be installed on the first floor and in the basement, while the second floor of the Steinway building, which is a very popular seller.

At the reorganization of the Wisconsin State Board of Agriculture, Mr. Krienitz, who has successfully filled the former position for many years, will leave many friends in the business who will miss him very much, but believe in his ability to make new friends in his new field of work. A very successful future is predicted for Mr. Farquharson.

Sherman, Clay & Co., Victor distributors, report through their local manager, Chas. S. Ruggles, a very remarkable trade for the past month; in fact, much better than the corresponding month of last year. Mr. Ruggles reports a shortage in Victrola IX, X and XII, which have been popular sellers of late.

A. D. Mellor, who has been in Southern California for several months, will soon return to his home in Pittsburgh, Pa. Mr. Mellor is one of the few high-grade dealers in the South, and has his district.

The Geo. J. Birkel Co. is enjoying an unusually good trade in all high-grade machines and records, especially the Victrola XVI in various finishes, which is a very popular seller.

Geo. S. Marigold, vice-president of the Southern California Music Co., left for several weeks’ trip East, visiting many Eastern points of interest, principally the jobbers’ convention and the Victor factory. Mr. Marigold was accompanied by his young son, George.

The Fitzgerald Music Co. is doing splendidly of late in the Columbia Grafonola Regiment, in which Miss Brown reports many good sales.

And, sir, there is every reason why our New Catalog now on the press should be on your desk. It’s Catalog No. 41, and say send it.

THE TALKING MACHINE WORLD.

TRADE IN SOUTHERN CALIFORNIA.


(Special to The Talking Machine World.)

Los Angeles, Cal., July 6, 1912.

Business in the talking machine field has been by no means quiet in the wholesale and retail trade for the past month. The season so far has brought forth many gratifying results due to the activity of all dealers, who have been making a special effort for this line. The dealers are very much pleased with the Victor Book of Opera, which is proving itself a tremendous seller, also a knowledge edge giver not only to the record buyer but to all who are interested in good music.

After a month’s trip through the East A. G. Farquharson returns to this section not as the special representative for the Columbia Phonograph Co., but as the new general manager for the entire Dominion of Canada. Mr. Farquharson, who has successfully filled the former position for many years, will leave many friends in the business who will miss him very much, but believe in his ability to make new friends in his new field of work. A very successful future is predicted for Mr. Farquharson.

The Columbia graphophone and Grafonola are making great progress in Canada and new names are constantly being added to the list of agents in that country. Among those who have recently taken up the Columbia line are Whaley, Royce & Co., Ltd., who have their headquarters in Toronto, and the Multicolored Newcombe Co., who have added the Columbia line since moving to their new salerooms at 318 Yonge street, Toronto.

And, sir, there is every reason why our New Catalog now on the press should be on your desk. It’s Catalog No. 41, and say send it.

THE TALKING MACHINE WORLD.

4 NEW BREAD WINNERS IN THE UDELL GUARANTEED LINE OF DISC CABINETS AND TABLES

There is ample cause for the splendid business that we are receiving from dealers and jobbers in all sections. Why, sir, we have the prices, the patterns, the generous stocks, the newspaper cuts, the courteous handling of correspondence—everything that enters into a satisfactory relationship.

And, sir, there is every reason why our New Catalog now on the press should be on your desk. It’s Catalog No. 41, and say send it.

UDELL CABINET No. 112

For Disc Records for Victorolas IV, VI, VII and IX. Quartered oak top and front. Also V finish. Mahogany front. Holds 272 10 or 12-inch Disc Records.

UDELL WORKS

INDIANAPOLIS, IN.

Catalog Dept.
LESSONS IN MUSIC FOR ZOO WOLVES.

Talking Machine Emits Melodies at Night and Sometimes the Howlers Imitated—One Bear Is an Adept Pupil—Occasionally Singing Three Notes in a Scale Just Like a "Teacher"—A Scientist's Dream of Voice Culture.

The long-drawn howl of a timber wolf shattered the solitude which comes at nightfall in the Zoological Park in the Bronx. There came a chorus of howls and then silence. After an interval there came another howl, this so low that heard at a distance it sounded like the echo of a moan, and this last sound was more melodious than the first—a sort of ideal wolf call to the night; slightly sweet, no and rising musically, note upon note.

This last call was not the cry of a wolf. It came from a phonograph hidden near the wolf's cage, and was a demonstration of an experiment that is being conducted by a student of animals to prove that the calls of wild animals can be made more musical; in other words, that voice culture is possible among animals. Raymond L. Ditmars, the curator of the Zoo, is enthusiastic over this experiment, as he is over the oddities in the Zoo which from time to time find their way into print. Mr. Ditmars is of the opinion that already the wolves can howl in Harmony and in key than they could before the photograph and the scientist began to teach them the way to reach high C gracefully. To the untrained ear, however, the wolves remain as unmusical as they were in the nights before the experiment began.

Mr. Ditmars did not give the name of the scientist who is demonstrating his theory, and he offered no information regarding the identity of the person or animal who gave forth the melodious wolf call which is now recorded on the phonograph and left off at intervals to frighten staid, home-going Bronxites. He admitted it was not a record of Caruso's voice. The new wolf call is bad enough, but it is certainly an improvement upon the call given out by the untrained wolf voice.

Animals, according to a theory of Mr. Ditmars, utter peculiar sounds by nature and environment. The wolves howl in a certain way, and their successors took up the same howl, and the call of the wolf is little changed to-day. It is the relative importance of the effect of environment that is being tested. It is believed that the wolves will learn in lifting up their voices to insert more and more melodious and harmonious notes.

For some nights now the phonograph has been in use. There has been some inquiry as to what new animal has arrived, but much information has been volunteered. The experiment has not reached the point where publicity can be officially authorized. Besides, the animals may refuse to respond to voice culture.

Wolves were chosen as the first students because their call is a long one and because the animals occupy quarters in the open, separated from the other sound-makers by such a stretch of territory that they cannot be interfered with by any other animal anxious not to lose the chance of having its voice cultivated.

One wolf, a grizzled old fellow, is a most encouraging pupil. All took readily to the music, and the whole pack sat up on their haunches and howled lustily when first the phonograph was turned loose to surprise them. Now they appear more reconciled to the musical call.

"The most excellent pupil," to quote Mr. Ditmars—has caught the spirit of the music. This wolf appears to hear an ear for technique. He does not have to be urged to sing, either, for he has introduced short runs which follow note by note the phonograph. He has a bass voice. The second best pupil is a female, a contralto.

The second stage of the experiment will be to find out whether, after the wolves have been taught the proper way of giving utterance to their howls, they will revert to their unmusical cry away from the phonograph lessons have stopped. If some of the wolves learn the lesson until they are better perfect, they might become music teachers and instruct uncultivated wolves.

The lions and the tigers, and perhaps the camel, it is believed, may be taught to change their vocal methods, if the experiment with the wolves succeeds, and the optimistic say that in time the whole Zoo collection can be taught to blend their voices into one great harmonious chorus, which will lift the Zoo into the Conservatory of Music class and be a constant source of delight to the Bronx.

TESTIMONY FOR COMPLAINT.

Attorneys for the American Graphophone Co.

The attorneys for the American Graphophone Co. have now begun taking testimony for the bill of complaint to be filed by that company in its suit against the Boston Talking Machine Co. for infringement of the "graphophone grand" patent issued to the late Thomas H. Macdonald in 1902.

According to one of the attorneys the case will be pushed to the limit, as a very important patent is involved. The leading talking machine manufacturers recognized the patent rights and took out licenses under the Macdonald patent, which in brief makes possible the great volume of sound produced by the talking machine, but the Boston concern has seen fit to fight the matter. The only other company which decided to fight the patent was put out of business by another patent suit before the suit to protect the Macdonald patent was brought to court and a final decision was not obtained.

EDWARD D. EASTON TO EUROPE.

Edward D. Easton, president of the Columbia Phonograph Co., General, sailed on the "Kaiser Wilhelm," June 25, for Europe on a combined business and pleasure trip. He will visit the Columbia headquarters in the principal cities abroad and expects to return to this country in August.

Mr. Dealer!

Music Master To The Front

Solid Wood Horn

Have Samples Sent On Approval

You Know

That it is reasonable that all sound waves from a Talking Machine should be carried by cylindrical shape construction. LISTEN to music reproduced through the

Music Master Solid Wood Horn

on a Talking Machine, and compare the resonant tones with any horn or hornless machine, and you will be convinced of the Musical Possibilities only found in a cylindrical shape construction to convey sound waves.

The Music Master brings out the full tone values of vocal and instrumental sound waves. Choice of oak, mahogany or spruce for any make of, or style of Talking Machine.

ONLY HORN GUARANTEED.

If your jobber cannot supply you, write us.

SHEIP & VANDEGRAFT, Inc.

PHILADELPHIA, PA.
BETTER BUSINESS IN QUAKER CITY.


(Special to The Talking Machine World.)

Philadelphia, Pa., July 5, 1912.

The talking machine business in Philadelphia has been most satisfactory in June. June and July are considered the quietest months in the business, but I have received various reports from dealers, none of whom says their June business this year was below that of last, and several of the firms say it was larger almost by one-half over the business they did last year. They all agree, however, that collections are rather slow and not coming in at the same proportion as last year.

There is very little striking news to be noted in the Philadelphia trade at this, the beginning of a new month. The notification by the Edison Co. that it will give up the manufacturing of its machine on the market the first of next October has been the chief topic of discussion.

The announcement that the Victor Co. is going to make a large change in its styles is also interesting. There have been no new talking machine houses opened in June in Philadelphia and there is not likely to be any until the end of the month. The dealers have been slackening in their efforts and give their men their vacations and the campaign is likely to be called early this year.

C. H. Hope & Son report that their talking machine business was fairly good in June, at least so far as June business goes. In certain lines of goods they find themselves short of stock, but the situation has eased up considerably over past months. "July," Manager Elwell says, "opened up very good, and things look very encouraging. Our June business was better than last year, and as every month thus far has run ahead of 1911, I see no reason to complain, but rather to look in an optimistic way at the situation, in view of the fact that so few lines of business show the same results. Among visitors to the Hopp house recently were William Keyes, of the Stoll Blank Book & Stationery Co., of Trenton, and Harry J. Holt, the manufacturer and merchant of Reading.

Acting Manager O. C. Dorian, of the Columbia Phonograph Co., reports a good business. He just returned from a few days' trip up the State, during which he called on the firms in Bethlehem and Harrisburg, in all of which cities the Columbia agents have been doing good work. He met with interesting results, which he stated that as a result of installing four Columbia Grafonolas during the past year, the children have trained to appreciate more keenly not only the value of classical music, but have become informed of musical history, voice placing, phrasing, etc., through listening to the reproduction of distinguished artists. He added further: "The introduction of the Grafonola to our schools has created a deeper interest in school work. It has not only been the means of entertainment, but a source of instruction as well. The children are lighted the plan and look forward with great pleasure to the time that the Grafonola will be played in their rooms." A. M. Cannon, principal of the Holladay School, of Portland, also writes in enthusiastic vein regarding the pleasure, entertainment and instruction derived from the use of the Favorite Grafonola which was placed in the school last spring.

GRAFONOLAS IN THE SCHOOLS.

Interesting Letter from Superintendent and Principal of Schools in Portland and La Grande, Ore., on This Subject.

Recently the Portland (Ore.) branch of the Columbia Phonograph Co. supplied the public schools in the La Grande (Ore.) school district, of Portland, with Columbia Grafonolas, and their installation has been attended with marked success. Recently a letter was received from John D. Stout, superintendent of the La Grande city school district, in which he states that as a result of installing four Columbia Grafonolas during the past year, the children have been trained to appreciate more keenly not only the value of classical music, but have become informed of musical history, voice placing, phrasing, etc., through listening to the reproduction of distinguished artists. He added further: "The introduction of the Grafonola to our schools has created a deeper interest in school work. It has not only been the means of entertainment, but a source of instruction as well. The children are lighted the plan and look forward with great pleasure to the time that the Grafonola will be played in their rooms." A. M. Cannon, principal of the Holladay School, of Portland, also writes in enthusiastic vein regarding the pleasure, entertainment and instruction derived from the use of the Favorite Grafonola which was placed in the school last spring.

WHERE WASTE MOTION EXISTS.

One trouble with modern commercial life is that there is too much scientific salesmanship on articles that don't deserve it, and too little scientific investigation of articles that do on the part of the buyer. In industrial economy we bear a great deal about "waste motion." The biggest waste of motion in the world to-day is the motion that is never made.

An engineer on a Southern railway, where the trains were always late, pulled into Bingville at 10 o'clock sharp one morning. That was the hour his train was due and prominent citizens crowded forward to congratulate him for being on time.

"On time", he said sadly, "why this is yesterday morning's train".

Do you get your goods on "yesterday morning's train," or worse, or are they always really "on time"?

No question about everything being on time when you get it from us, for every business day in the year we live up to this motto—

All orders shipped the same day they are received.

That's us—every time. Right to-day you likely need something in Victors, Victor-Victrolas, Victor Records, record cabinets, needles, fiber cases, horns, repair parts and other accessories. Send us your trial order and watch how quickly we deliver the goods. And you'll always get the same prompt delivery.

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


Successors to Victor Distributing and Export Co.

83 Chambers Street  New York
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., July 7, 1912.


This invention relates to talking machines and has particular reference to a mounting for the tone-arm thereof. In such machines, it is ordinarily essential that the tone-arm have free movement in vertical and horizontal planes and the purpose of the present invention is to produce an extremely simple and inexpensive form of mounting which will permit such movement of the tone-arm and reduce friction to a minimum.

A further object is to avoid the necessity for careful and accurate adjustment of parts in mounting the arm and produce a construction in which confusion or mistake in assembling will be rendered improbable if not impossible and the parts will be self-adjusting when brought into operative relation with each other.

In the drawings—Figure 1 is a view of elevation, partly in section, showing the invention applied to a talking machine of the concealed horn type. Fig. 2 is a section on the line S2—S2 of Fig. 1. Fig. 3 is a similar view on the line S3—S3 of Fig. 1. Fig. 4 is a vertical sectional view illustrating a modification. Fig. 5 is a horizontal sectional view of a further modification.


This invention relates to an improved apparatus for duplicating sound records from matrices or molds by the expansion of a blank, and is adapted particularly for the making of records from relatively hard material, such as hard rubber, celluloid, and similar compositions, although the invention may be used for making records from wax-like compositions, such as those now employed in the art of making duplicate phonograph records by a moulting operation.

APPARATUS FOR MAKING PHONOGRAPHIC RECORDS. James Albert Whitman, Grantwood, N. J. Patent No. 1,005,064.

This invention relates to apparatus for making phonograph records. Its organization comprises means for evenly forcing or pressing a tube of celluloid, a paper tube coated with celluloid, or a cylindrical surface of any other suitable material against a matrix from which a sound record is to be taken.

In the accompanying drawings Figure 1 shows an elevation partly in section of one form of the invention, Fig. 2 shows a top plan view of Fig. 1, Fig. 3 is a section of Fig. 1 on the line 3—3, Fig. 4 shows an enlarged partial section of Fig. 3 on the line 4, Fig. 5 represents an elevation and partial longitudinal section of a modification of the invention, Fig. 6 shows a section of Fig. 5 on the line 6, 6, Fig. 7 represents an elevation and partial section of another form of the invention, and, Fig. 8 shows a top plan view of Fig. 7 with a portion thereof broken away.


This invention relates to dictaphones, or that class of talking machines designed for taking dicta-
tion which is subsequently transcribed, and more particularly to the reproducing portion or element of the machine.

In machines of this character it is desirable for the operator who is transcribing the record to repeat certain portions of the record, that is, to place the reproducer back for a short distance, in order that the last portion of the record reproduced may be repeated.

The particular object of the present invention is to provide a simple and efficient means for throwing the reproducer back for a short distance over the record; in other words, to back space the reproducer for the purpose of securing the repetition of the part of the record that has just been reproduced.

Fig. 1 is an end elevation of a machine, with parts shown in section, taken on line 2-2. Fig. 2, Fig. 2, is a broken plan view thereof; Figs 3 and 4 are broken details of portions of the back-scaping device.


This invention relates to sound conduits applicable to talking machines and the like in which one or more bends are formed for the purpose of directing the sound waves in the desired direction, and the object of the invention is so to form the bends that the sound waves may be passed through the conduit in straight lines without being compressed, intermingled or diffused without being deflected against the side walls of the conduit.

In carrying out this invention each joint or bend in the conduit is provided with a reflecting surface, which is inclined equally to the axes of both parts of the conduit on opposite sides of the bend so that the sound waves are reflected in straight lines parallel with the axis of the conduit.

The cross sectional area of the conduit in the narrowest part of the bend is approximately the same as the cross sectional area of that part of the conduit from which the reflector receives the sound waves, whereby such waves are transmitted without compression or diffusion. The reflecting surface is of such size as to receive all of the waves and directly transmit all of them to the next part of the conduit.

The cross sectional area of the conduit at the narrowest part of the bend is approximately the same as the cross sectional area of that part of the conduit whence the sound waves proceed. The section of the conduit will in most cases consequently and relatively increase in size from the one end of the conduit to the other, decreasing the time which the sound waves require to travel through the conduit.

The effective area of sound conduits in the present invention is important that the cross sectional area of any portion of the conduit be the same as the cross sectional area of any portion of the mandrel or mandrels used with the support in connection with the conduits to provide a sound-box having a diaphragm, in which the diaphragm may be readily removed and replaced without injury thereto.

In the drawings, Fig. 1 is a longitudinal section of a sound box constructed in accordance with this invention; Fig. 2 is an enlarged fragmentary portion of the same, and Fig. 3 a front elevation of the diaphragm and its supporting ring.

Patent No. 1,029,002.

The main objects of this invention are to provide a sound-box, an improved mounting for a diaphragm; to provide a sound-box having a diaphragm in which the diaphragm may be readily removed and replaced without injury thereto.

In the drawings, Fig. 1 is a longitudinal section of a sound box constructed in accordance with this invention; Fig. 2 is an enlarged fragmentary portion of the same, and Fig. 3 a front elevation of the diaphragm and its supporting ring.


This invention relates to talking machines of the type employing sound records of cylindrical form and has reference more particularly to the construction of the supports on which the sound records are mounted in such machines.

In talking machines using cylindrical sound records it is common to provide a mandrel for supporting the record provided with a tapered exterior surface and the interior of the record is also slightly tapered so that when the record is moved upon the mandrel it will come to rest in a position in which it is held firmly.

In different records, and particularly in records put out by different manufacturers, the size of the opening through the record is different, and without such supports for cylindrical sound records now commonly used, this variation causes a proportionate variation in the position in which the record is held upon the mandrel lengthwise of the mandrel.

In some machines, as for instance those of the magazine type, it is important that the record always remain substantially in line with the support in order that proper coaction with the reproducing mechanism may be obtained, and the record must be held in this position with sufficient rigidity to preclude movement thereof, relatively to the support during the operation of the machine.

The present invention provides the provision of a support for a cylindrical sound record specially constructed so as to fulfill the conditions above set forth without detracting from the facility with which the record may be placed upon it or removed therefrom. In accordance with the invention a support is provided having a tapered cylindrical surface on which the record is received and at the end of this surface a stop projection, preferably a circumferential flange, against which the record is prevented from being forced beyond the limits of the support.

In the drawings, Fig. 1 is an elevation of the bell portion of a trumpet formed from folding flaps with the flaps closed; Fig. 2 is a similar view showing the flaps open; Fig. 3 is a detail of the fastening of the flaps together in Fig. 2; Figs 1 and 2 together form a diagrammatic view showing a device such as that illustrated at Figs 1 and 2 attached to the front of the cabinet of the talking machine. Fig. 3 shows a whole trumpet built up from hinged flaps.

Various machines have already been devised fitted in cabinets, with a sound conduit located in the cabinet, but it is found that the reproduction from a machine of this type is not so satisfactory as when the ordinary trumpet or horn is used owing to the restricted dimensions of the trumpet and to the lack of a proper bell portion.

The present invention refers to a method of constructing a trumpet either alone or in connection with the cabinet containing the talking machine in such a way that the whole trumpet or the bell portion can be folded into a very small compass and yet when opened a full sized trumpet or one of any required dimensions is formed.

In the drawings, Fig. 1 is an elevation of the bell portion of a trumpet formed from folding flaps with the flaps closed; Fig. 2 is a similar view showing the flaps open; Fig. 3 is a detail of the fastening of the flaps together in Fig. 2; Figs 1 and 2 together form a diagrammatic view showing a device such as that illustrated at Figs 1 and 2 attached to the front of the cabinet of the talking machine. Fig. 3 shows a whole trumpet built up from hinged flaps.

DICTAPHONE USED IN FAMOUS TRIALS.

The dictaphone is steadily growing in favor for court use. It was employed in the famous Spencer murder trial in Springfield, Mass., as well as in the McNamara trial in Los Angeles. The use of the dictaphone, which greatly facilitated the printing of evidence for the use of counsel, was the subject of an extended illustrated article recently in the Springfield Union, in which the modus operandi is explained in detail. In both trials, through the use of the dictaphone, the court stenographers, with typewriter assistance, were able to get the brief of each day's proceedings at 7 o'clock in the evening, so that all interested were able to use them for reference and study—a remarkably good time record in turning out court reports and a decided tribute to the dictaphone.
MOVING PICTURES IN SCHOOLS.

An Early Possibility if Edison's Latest Plan Works Out—Animals and Insects Shown as in Actual Life—Some of the Subjects That Are Already Planned for the Pictures—History and Geography Served in Attractive Form in the Schoolroom.

In a very short time you may see from the car window a man squatting in the Jersey meadows, wading what seems to be a black box. That man is helping to get rid of some of the $3,000,000 which Thomas A. Edison means to spend in introducing the moving picture into the schoolroom.

The man with the black box is one of Mr. Edison's operators. He is recording with the microscopic lens the life, love, adventures, villainy and death of a Jersey mosquito and some time next fall in some schoolhouse in Illinois there will rise upon the screen "Good-bye, Cuba" and "Othello" as the mosquito appears big as an elephant on the moving picture screen. Incidentally as the habits of that mosquito are unfolded on the screen the youth of Illinois will learn the methods of getting rid of the pest.

Mr. Edison has decided that the moving picture can be made more than a mere plaything. It was announced recently that he intended to put $3,000,000 and eight years behind his idea. For six months now men all over the world have been at work planning the details and by next fall it is hoped that the first of the series of pictures will flash across the sheets in schoolrooms.

Mr. Edison intends to use his home kinetoscope for this pictorial education. It is a small machine, easy to carry about and easy to operate. Non-inflammable films are used and eighty feet of film contains as many pictures as 1,000 of the films used in theaters.

The pictures are extremely small, less than three-sixteenths of an inch high and one-quarter of an inch wide. The Edison folk say that a six-foot picture from one of these photographs can be thrown upon a screen. Technically this is called projection from microscopical objects, which means simply that the inventor has found a way to project a sharp, clear picture from a photograph so small that a microscope is required to make out the objects contained in it.

So much for the machine. Now, Mr. Edison believes that the average child would rather see an elephant walk across the screen in front of his delighted eyes than look upon a picture of an elephant in a text-book. Furthermore, the child will get a better idea of what the elephant really does and looks like from that moving picture. Take history, says Mr. Edison. Would it not give the child a better idea of the Battle of Lexington if he could see it acted out before him by trained actors familiar to all the historical detail moving upon the very spot where the battle was fought in a little town in Massachusetts and that so many men were lost on each side?

Mr. Edison thinks so, and a convention of school principals that recently met in St. Louis—some 2,000 of them—agreed with him when one of his operators showed the films already made and outlined future plans.

So far a prospectus has been made for moving pictures in seven subjects that parallel the text-book courses. These are some of the pictures that Mr. Edison hopes will make geography attractive and real to the dullest student: "Off the Coast of Maine," "New York of To-Day," "Icebergs Off the Coast of Labrador," "The Panama Canal in 1911," "The Chinese Indians of the Amazon River," "1,000 Miles Through the Rockies," "In and Around Havana, Cuba" and "Over Mountain Passes."

This is only the beginning of the geography course, for Mr. Edison has sent James Ritchell, a veteran photographer with a long news photography experience, around the world to catch with his lenses anything that may give the American school child a wider and clearer vision of the world he lives in. Mr. Ritchell will be gone three years. He took pictures of the Durbar for Mr. Edison and is now in Asia.

For the history courses Mr. Edison has sent out from his Bronx laboratories several companies to set forth the events of American history on the actual spots where they occurred. The Battle of Ticonderoga, for example, has been enacted on the shores of Lake Champlain by an Edison company. In the Battle of Bunker Hill you can see above the lines of redcoats the shaft of the monument. The Battle of Trafalgar has been fought out in the Bronx laboratories with all the historical accuracy as to costumes and events that is possible. The country child can see the plunge of horses of the New York fire department or the whirr of the new automobile fire-fighter. There are pictures of naval parades for the delight and education of inland youth. The processes of the chemical crystallization of certain substances are to be thrown upon the screen.

In a public school in Brooklyn where the films were tried out the other day the operator let the teacher choose a pupil to run the machine and the instant competition that began suggested to Mr. Edison's workers the idea of setting up the handling of the machine as an incentive to scholarship.

So the fathers of the next generation must not be startled if their sons return with intimate knowledge of the habits and customs of the inhabitants of the Isle of Guam.

"I saw them in the school pictures to-day," will be the answer.

CLEVER ILLUSTRATED PUBLICITY.

We reproduce herewith one of the cartoons which is now running in the Columbia Photograph Co.'s house organ, The Columbia Record—one of the products of the progressive advertising department of the Columbia Co., and which is attracting widespread attention among the trade. A picture advertisement, and especially one in the line of a humorous cartoon, is nearly always a business getter. The one in question herewith is no exception.

He Couldn't Beat It For Value.

RESOLUTION WORTH KEEPING.

I resolve—
To keep my health;
To do my work;
To live;
To see it I grow and gain and give;
Never to look behind me for one hour;
To wait in weakness, and to walk in power;
But always facing onward to the light,
Always and always facing toward the right.

—Charlotte Perkins Stetson.

PATENTS

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WIRELESS MUSIC 434 MILES.

Much Success Attends French Tests of Wireless Telephony.

For some time past extensive wireless telephony experiments have been under way at Toulon, France, where the Prince of Monaco has installed a board on the “Hirondelle,” a wireless station with a radius of 600 to 700 kilometers. This apparatus gave a continuous current with musical sounds, producing all the notes of the octave. These sounds were easily heard by an operator, who was able to distinguish them from the subsidiary sounds which are always produced during an electrical disturbance of the atmosphere.

A portion of the “Marseillaise” sent from Fort de Leau, in Algeria, was heard perfectly aboard the “Hirondelle” in the inner harbor of Toulon, a distance of over 700 kilometers (434 miles). The “Hirondelle” wireless mast is only 130 feet in height. The experiments were carried out at midday, when the transmission of Hertzian waves is most difficult.

Experiments in wireless telephony were made during recent naval manoeuvres off Villefranche in the waters of the French navy. At that time wireless telegraphy could not be worked on account of atmospheric disturbances caused by heavy gunfire, but telephony worked admirably at a distance of nearly 150 kilometers (91 miles).

SELECT A GOOD MAN.

Something of Walter G. Linton Who Has Been Chosen to Take Charge of the Talking Machine Department of the Estey Co.

Thos. K. Henderson, the new and efficient manager of the Estey Co. in Philadelphia, has engaged Walter G. Linton to take charge of the talking machine department which has just been started most auspiciously in the Estey Co.’s handsome building in the Quaker City.

Mr. Linton is typical of the best brand of American salesman. A cut-out, bright, bramy old-time sales man with a personality that pleases. For three years Mr. Linton sold Victoros and in 1907 he was in charge of the talking machine department in Wundtmaker’s store. Two years later he joined the National Cash Register forces, and in 1911 he was persuaded to line up with the phonograph. He is now leaving the Columbia staff and goes with Estey. Though the Columbia Co. regrets losing him there is some compensation in the fact that Mr. Linton will be doing Columbia work for the house of Estey, as it handles the Columbia product.

INTEREST ON OVERDUE ACCOUNTS.

Perusal of Letter Which Recently Won a Prize and Which Should Interest Readers.

A prize for the best letter written a customer, presenting the reasons for charging interest on overdue accounts, was recently offered by President Parker, of the St. Paul, Minn., Credit Men’s Association. It was won by Z. H. Thomas, of that city, his letter being as follows:

“Replying to your favor of the 25th inst. regarding interest charged on your account we wish to say that our prices are based on getting our money according to our terms when our bills mature. The terms are plainly set forth upon our order sheets and invoices, are understood by you, and are just as much a matter of agreement as is the price of the merchandise.

“We are obliged to pay our bills when they become due, and have to depend upon our own receivables being paid promptly in order to do this. When our customers do not pay us it means that we must borrow money ourselves and pay interest on it in order to carry their accounts, and it certainly seems most reasonable that they should be willing to pay us interest to offset what we are obliged to pay in order to accommodate them.

“If you borrow the funds of your banker to pay us he charges you interest. If, instead, you depend upon us for the accommodation we are entitled to the same consideration at your hands as you would give him, for it is our money you are getting the use of, while we, in the meantime, are deprived of it.

“We want your business and shall always endeavor to merit it, and to that end assure you as good treatment as we give to any of our customers. We have but one policy, which is to treat all with equal fairness, and we cannot consistently exempt you from paying us interest on past due accounts while requiring it from others, and we feel sure this will appeal to you as just and reasonable.”

CONVENIENT FOR VACATIONISTS.

Practically every vacationist, whether going to the woods, the beach or on an extended trip, wants to keep in touch with his home folks and his business house. For that purpose the convenience of a fountain pen meets with his instant approval. Right here is a field which is full of opportunities for the salesman who is wide awake enough to suggest fountain pens to the customer contemplating a vacation trip.

The greatest demand naturally falls upon the pen of the non-leakable type, such as Moore’s Non-Leakable, the product of the American Fountain Pen Co. This pen is particularly adapted for vacationists because it can be jogged around any old way in the hip or vest pockets or in the pocket of a white outing shirt, without showing the slightest trace of leakage. It is a time and labor saver, too, as it requires no shaking or coaxing to start the ink flow, or no unscrewing of joints preparatory to filling. You should by all means have at least a small stock of Moore’s Non-Leakables on hand to supply the vacationists’ demand.

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