The best-known trade mark in the world

"The Victor talking machine's design, 'His Master's Voice,' has become a household word, and the quaint little fox terrier at attention before the horn is familiar to more Americans than any of the world's great masterpieces." — Collier's Weekly.
In awakening the public to a proper appreciation of the best music, the Victor-Victrola did what was inevitable—transformed the stores of Victor dealers into the thoroughly modern, handsomely furnished salesrooms you see today. And at the same time it put the entire music trade on a higher and better basis.

Steadily and surely the influence of the Victor-Victrola kept on growing, until now it is universally acknowledged as the greatest instrument the world has ever known—musically and commercially.

Great as its influence is at the present time, wonderful as are its achievements of the past, the Victor-Victrola is destined to accomplish still greater things—things that mean much to the prosperity of every dealer; things that no progressive dealer will want to overlook.


Always use Victor Talking Machine and Master's Voice—Vine Needle—Master's Voice. There is no other way to get the unexcelled Victrola tone.
THE QUESTION OF TWO PRICES.
What the Jobbers Did Regarding the Matter at
Their Convention at Atlantic City Last Month — Matter Left In the Hands of the Executive Committee Until the Proper Time
For Bringing It Up—Companies Willing to
Discuss Subject with Jobbers and Dealers.

Following the reports of the recent annual con-
vention of the National Association of Talking Machine Jobbers, a large number of dealers and
jobbers not in attendance have made inquiries re-
garding what formal action the jobbers took re-
garding the campaign for two list prices on all
machines, one on a cash basis and the other for in-
stallment purchases, thus increasing the volume of
cash sales through the simple expedient of offering
the prospect a substantial inducement to pay the
cash at once.

As a matter of fact, the question was discussed
at length in the sessions and was the subject of a
long report made by J. Newcomb Blackman. Mr.
Blackman stated that all three manufacturing com-
panies—the Victor, the Edison and the Columbia—
were willing to take up the matter with the deal-
ers and discuss it from all sides, the companies
sending committees to meet with the jobbers and
the dealers for that purpose. Owing to the un-
casiness prevailing regarding the outcome of the
effort to pass through the settled patent situation, it was deemed a matter of
simple prudence to let the price question rest for
some and clever.

L. C. McChesney, advertising manager, is for-
getting that there are such things as types, slogans,
displays, magazine ads, at least at present, per-
forming on the shores of Racquette Lake, N. Y.

Carl H. Wilson, general manager, has dropped
to care, too, and is at Red Rocks Inn, Newfound-
land, N. J. for a recreative period.

Visitors at the Edison plant since the last issue
of The World are as follows: H. Paul Mann,
Eilers Music House, Walla Walla, Wash.; H. E.
Grutmeyer, Springfield, Mass.; Wm. Keller,
Louis Buehn & Bro., Philadelphia, Pa.; Daryl H.
Kent, M. W. Waitt & Co., Ltd., Vancouver, B. C.;
Miss L. Shepherd and Mrs. D. Shepherd, L. Shep-
herd & Co., Fort Worth, Tex.; J. N. Blackman,
Blackman Talking Machine Co., New York; C. H.
Short, C. H. Short Music Co., Pomona, Cal.; H. H.
Blash, Harger & Blanch, Des Moines, Ia.; J. M.
Hayes and Mr. Berccheri, the Hayes Music Co.,
Auburn, Cal., by the Auburn Music Co., that city,
and with which the company carried off the second
prize among the business floats. In view of the
attractiveness of the Edison float, the winner of
the first prize must have been exceptionally hand-
some and clever. The Auburn Co.'s float repres-
ented "Horn of Plenty," with an Edison horn as
chief factor. The large signs along side of the

car precluded any possibility of anyone making a
mistake that the line advertised was other than the
Edison phonograph.

NEW MANAGER FOR CANADA.
A. G. Farquharson Succeeds James P. Bradt
Manager of the Canadian Interests of the
Columbia Phonograph Co. with Headquarters
in Toronto—Mr. Bradt's Long and Interest-
ning Career in Europe and America.

(Special to The Talking Machine World.)

Toronto, Ont., Aug. 9, 1912.

The friends of James P. Bradt, who for nearly
three years has had charge of the Canadian
Columbia Phonograph Co. in Canada and who
has been connected with the same company in various
important capacities for the past fifteen years,
were greatly surprised to hear that he had resigned
that position and will be succeeded by A. G.
Farquharson, formerly special representative for
the Columbia Co. in Los Angeles, Cal., and ad-
Jacent territory.

Since entering the employ of the Columbia Co.,
fifteen years ago, Mr. Bradt has represented the
interests of that company in all parts of the
world. In the course of his career in the talking machine
trade he spent a year in Philadelphia, four years
in charge of the Columbia business in the southern
States, seven years in Europe as sales manager for Germany,
Austria, Russia and England; and finally, almost
three years as Canadian manager. At the present
time Mr. Bradt has not made any announcement regarding his plans for the future.

AN EDUCATIONAL DEPARTMENT.

With Prof. Frederic Goodwin as Manager,
Has Been Established by the Columbia
Phonograph Co.—His Qualifications for the
Position Are of the Highest.

It is interesting to note that the Columbia
Phonograph Co. General, has established an educational
department, with Prof. Frederic Goodwin at its
head as manager. Mr. Goodwin is a professional
musician and teacher, one of the State cups of the
Department of Education of the State of Massa-
chusetts, a man whose ideas are noted for their
clarity and practicability of performance; of strong
character, a self-made man, a close student of edu-
cational matters, well versed in theoretical
pedagogy, with an artistic and poetic temperament.
He seems equipped to a unusual degree to serve a
broad and helpful purpose in the uplift of the child
through systematic educational courses. Mr. Good-
win was one of the active officers in the recent
convention, serving on the nominating committee of the
N. E. A. representing the State of Massachu-
setts.

Nothing has occasioned more interest among
teachers at the National Educational Convention,
recently held in Chicago, relative to school ap-
paratus, than the talking machine, with its vast
library of recorded music. Its possibilities were
only hinted at by the demonstration of the different
companies. The unusual interest shown at these
demonstrations furnish but a vision of its tre-
 mendous grasp upon the future in matters educa-
tional.

The scope of the department established by the
Columbia Phonograph Co. General, it is an-
nounced, will be largely educational and de-
veloped along broad and comprehensive lines in
both musical and literary. Didactic devices, based
upon personal school and class room experience,
are to be promulgated by Prof. Goodwin, but along
lines of modern pupil study.

NEW EDISON LINE ON EXHIBITION.
Visitors to New York Will Find It Worth While
To Call at 10 Fifth Avenue—Great Advance
Sale of New Disc Phonographs Reported by
Mr. Dolber—Visitors to the Factory.

The exhibition of new Edison disc phonographs
and records at the Edison building, 10 Fifth ave-
ue, New York, which was duly chronicled herein
last month, has been open since the first part of
July and will remain open till further notice. No
doubt visitors to New York city will be enabled
to examine this line there till after Labor Day.

F. K. Dolber, sales manager, reports a wonder-
ful advance sale of the new Edison disc machines
and records, saying that many people who are not
now Edison jobbers, or, in fact, jobbers of any
line of machines, have come to Orange to intercede
for the privilege. Mr. Dolber says that in justice
to the present representation, many of these had to
be refused. This is a sign that is especially note-
worthy inasmuch as it shows that the merits of the
new Edison line are appreciated.

The Talking Machine World
New York, August 15, 1912.
Price Ten Cents

How the Auburn Music Co. Features the Edison Phonograph.
ON THE SOUTH OF THE RIO GRANDE.

The Real Situation Brought About by the Mexican Revolution as Described by Texas Talking Machine Men—Want Decisive Action Taken by Federal Government to Protect Americans—Texas Rangers Confident of Ability to Settle the Trouble. Along the Border at Least, If Step Is Necessary.

To get a real line upon the situation in Mexico and to realize to a certain extent its importance as affecting American interests on or near the Rio Grande, one has but to talk with the talking machine and piano men or other merchants who do business in the Lone Star State. The feeling of the Texans against the Mexican revolutionists is running high, and judging from the conversation of those who have visited the East recently, the threat of the Governor of that State to take matters in his own hands and send the State militia against the Mexicans has been received with general favor by the people of that State.

The Leaders of the Mexican Revolution.

At the recent convention of the National Association of Talking Machine Jobbers there were present J. M. Swanson, of the Houston Phonograph Co., Houston, and H. T. Walz, of the W. G. Walz Co., El Paso. Mr. Walz has necessarily kept in close touch with the situation over the border, especially in the neighborhood of Juarez, which is just across the river, and is of the opinion that the failure of the Federal Government to take decisive action in the matter, particularly after the battle of May, 1911, when several people were killed and a number wounded in El Paso by Mexican bullets, and it was not safe to traverse the streets of the latter city owing to the rifle fire directed against the town, has no emboldened the rebels and also the Mexican Federales that they will go to extremes to inflict damage to Americans just across the river, and is of the opinion that the present J. M. Swanson, of the Houston Phonograph Co., Atlanta, Ga., is now located in Louisville, with the Columbia Phonograph Co. at this place.

Some Louisville Brieflets.

Coming and Going of Traveling Men for the Leading Companies and the Local Houses.

(Special to The Talking Machine World.)

Louisville, Ky., Aug. 8, 1912.

Mr. Sigman, talking machine traveling salesman for the Wurlitzer Co., Cincinnati, Ohio, was a recent visitor to this city.

L. J. Reid, of the selling force of the Columbia Phonograph Co., returned July 20 from a two weeks' vacation spent in St. Louis.

The Columbia Phonograph Co. reports a fine retail business for the month of July on the Lyric and Favorite outfits.

L. H. O'Bryan, of the Columbia Phonograph Co., spent a week recently in Breckinridge County. A. C. Irwin, of the Thos. A. Edison Co. was in Louisville about the first of August demonstrating the new Edison disc product. A great deal of interest was manifested by the local dealers.

E. B. Walthall, manager of the Columbia Phonograph Co., left August 1 for a week's trip visiting the executive offices, New York, and Columbia factory at Bridgeport.

Miss L. A. Lopp, stenographer of the Columbia Phonograph Co., is spending her vacation at Fredericksburg, Ind.

The Columbia Phonograph Co. furnished a Nonpareil and a quantity of records in entertaining the monthly meeting of the real estate men in their new quarters in the Realty building. There were about 100 present.

J. W. Scales, late with the Columbia Phonograph Co., Atlanta, Ga., is now located in Louisville, with the Columbia Phonograph Co. at this place.

Are you prepared for the fall rush?

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.
Victor-Victrola

The Victor-Victrola combines all the best qualities of all musical instruments. It is a leader of music and of all things musical—the vital force of the musical world. Its unequaled tone and its artistic appearance have put the Victor-Victrola into homes of culture and refinement everywhere.

The commercial triumphs of the Victor-Victrola have been in keeping with its musical successes. It has turned the stores of Victor dealers into the modern and impressive salesrooms they are today, and raised the entire musical industry to a higher and more substantial basis.

And the unprecedented opportunities for prestige and profits keep on growing larger and larger with every new development of this wonderful instrument.


Berlin Gramophone Co., Montreal, Canadian Distributors

Always Use Victor Machines with Victor Records and Victor Needles—the combination. There is no other way to get the unequaled Victor tone.

Victor-Victrola IV, $115.

Victor-Victrola XVI, $200.

Oak.

Victor Distributors

Albany, N. Y. — Fitch & Hahn.


Austin, Tex. — The Talking Machine Co., of Texas.

Baltimore, Md. — Cohen & Hughes, Inc. E. F. Droop & Sons Co.


Burlington, Vt. — American Phonograph Co.

Butte, Mont. — Drinnon Brothers.


Cincinnati, O. — The Ludlow Music Co. The Syrian Music Co.

Cleveland, O. — The W. H. Bower & Sons Co. The Collins & Sylco Co. The Brilliant Music Co.

Columbus, O. — Perry & Whitney Co.

Dallas, Tex. — Stanger Bros.

Denver, Colo. — The Hove Music Co. The Knight-Campbell Music Co.


Detroit, Mich. — Grinnell Bros.

Dubuque, ia. — Harper & Blish, Inc.

Elmira, N. Y. — Elmis Arms Co.

El Paso, Tex. — W. G. Wall Co.


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

Indianapolis, Ind. — Walsheker-Stewart Music Co.

Jacksonville, Fla. — Florida Talking Machine Co.

Kansas City, Mo. — J. W. Jenkins Sons Music Co. Schneider Arms Co.

Lincoln, Neb. — Ross F. Currie Co.


Los Angeles, Cal. — Sherman, Clay & Co.

Louisville, Ky. — Muntzinger-Blohm Music Co.

Memphis, Tenn. — O. K. Houck Piano Co.

Milwaukee, Wis. — Wisconsin Talking Machine Co.

Mobile, Ala. — Wm. H. Reynolds.

Montreal, Can. — Berliner Gramophone Co., Ltd.

Nashville, Tenn. — O. K. Houck Piano Co.

Newark, N. J. — Prior Talking Machine Co.

New Haven, Conn. — Henry Horren.

New Orleans, La. — Philip Wertheco, Ltd.


Salt Lake City, Utah — Consolidated Music Co.


San Francisco, Cal. — Sherman, Clay & Co.


Spokane, Wash. — Sherman, Clay & Co.

St. Louis, Mo. — The American Company of Mo. Rogers-Biemer Music Co.

St. Paul, Minn. — W. J. Dyer & Bros.

Syracuse, N. Y. — W. D. Andrews Co.

Toledo, O. — The Whitney & Carrier Co.

Washington, D. C. — F. D. Drops & Sons Co.

Robert C. Rogers Co.
There are many of your customers out of town, Mr. Dealer. Some of them are sojourning at the seashore, others enjoying the simple life of the country, while a number of the more fortunate, perhaps, are touring this grand old land of ours. No matter where they are situated, or what they are doing, if you have kept in touch with them as you should, they will not be allowed to forget that you are still doing business at the old stand, and that their return to the metropolis will be considered an event well worth the consideration of the talker man.

Endeavor to ascertain approximately the time set for their return in order that you may entice them into your store while the spell of the good time just past is still upon them. Treat them as long lost friends, and entertain them lavishly.

One dealer of my acquaintance keeps a list of his temporarily out-of-town customers, with the dates of departure and return attached, and as the time draws near for their vacation to end he writes them a friendly personal letter, setting forth therein the things of interest which have transpired in talkertown during their absence, and inviting them of his great pleasure at their anticipated early arrival in the city. At this particular time he is preparing a brochure to circulate among his customers who are upon their return. It will be a very attractive little booklet when completed, and just of departure and return attached, and as the time draws near for their vacation to end he writes them into your store while the spell of the good time just past is still upon them. Treat them as long lost friends, and entertain them lavishly.

A Post-Vacation Poster.

It costs me just as much per hour when you worry as when you work. I make my profit out of the work. Worry, and you'll create a cause for it.

Most of us want what we want until we get it, and then we don't want it.
We are determined to have representation wherever Columbia product is not active—and the best representation in the business. Columbia money for somebody everywhere!

Columbia Phonograph Co., Gen'l

Tribune Building, New York

WORKING ON FALL REQUIREMENTS.

Outlook is for Good Fall and Winter Trade in San Francisco—Perfecting Sherman, Clay & Co.'s Talking Machine Department—Emporium Department Store to Handle Talkers—Edison Home Kinetoscope Being Pushed Throughout the Coast—Large Order Placed for Edison Phonographs—Budget of News from San Francisco and Environs.

(Special to The Talking Machine World.)

San Francisco, Cal., August, 1912.

Dealers all over the Coast find things rather quiet at present. The sale of talking machines and records for vacation use is about over, and the majority of buyers through the country are too busy looking after crops to take much interest in talking machines. A good many dealers are beginning to estimate their fall requirements, and a few orders are coming in, but the general buying movement has not yet commenced. In fact, there is a tendency to buy rather sparingly in some lines, in anticipation of innovations in the market, though past experience has shown that it is usually difficult to get enough of the latest model machines to supply all demands. From all indications the season will be a good one in all lines, as most of the primary industries of the Coast are in better shape than for several years, and the modern types of talking machines are coming to be regarded by many people as almost a necessity.

Sherman, Clay & Co. Talker Department.

The principal item of news in the local trade is the complete remodeling of the retail talking machine department of Sherman, Clay & Co. This does not consist merely of a little rearrangement in the addition of one or two demonstration rooms, but the entire third floor of the building has been stripped of all woodwork, partitions, etc., and the department is being completely rebuilt, taking much more space than was formerly occupied. The tearing down alone occupied several weeks, and the rebuilding is hardly half finished. This change, which had long been contemplated, necessitated temporary shifting of other departments, so the work was postponed to the quiet season. For the time being the department occupies the sixth floor, which is pleasantly rearranged, though not designed for this class of business. Nevertheless, Mr. McCarthy reports a very satisfactory run of business for this time of year. The third floor has been laid out so as to be almost entirely occupied by demonstrating rooms, with Mr. McCarthy's office in one corner, and a good-sized reception hall near the elevator. The rooms on two sides will be finely lighted from the street, and a special ventilating system will give an abundant supply of fresh air to all the rooms, permitting the absolute exclusion of outside noises. Many fine talking machine establishments have been fitted up on the Coast of late, but Sherman, Clay & Co. intend, at their home establishment, to surpass them all, both in appearance and business facilities. Allowing for all reasonable delay, the new rooms should be ready for use before the end of August, and the improved service is expected to increase the company's business materially during the fall.

Arthur Geissler, distributor of Victor goods at Chicago, is visiting Sherman, Clay & Co. at present. He was formerly associated with this house. Mr. Geissler will probably be in the city until about the middle of the month.

Emporium Department Store to Handle Talkers.

The Emporium department store in this city, which recently embarked in the piano business, being the only such house in the city handling this line, now plans to add a talking machine department. The need of this line has become very apparent since the piano department was opened, and the house has plenty of room on the same floor for the machines. So far no manager for the department has been named, and nothing is given out regarding the plans, except that all the leading lines will be handled, and a very complete stock of records will be installed.

Pleased with New Amberola III.

A. R. Pommer, head of the Pacific Phonograph Co., is still resting in the mountains, but makes occasional visits to the city, and seems to have about recovered his health. It is hoped that he will soon be able to resume his regular work. Meanwhile the business is being satisfactorily managed by Mr. McCracken. Mr. McCracken reports the arrival of the new Amberola III, with which he is very much pleased, saying that it is the finest Edison machine yet placed on the market. All the dealers who have received this machine, he says, are very enthusiastic over it. Business in general, however, he finds rather quiet at present. All the Edison machines are, however, looking forward to the arrival of the new disc phonographs, for which a tremendous demand is predicted on the Pacific Coast.

Pleasing Edison Kinetoscopes.

The Pacific Phonograph Co. and, in fact, all Edison jobbers on the Coast, are now handling the new Edison home kinetoscope. This device is rapidly gaining in popularity, and contracts for them have been signed by some of the leading talking machine retailers of the Coast.

Romaine Giving Technical Instructions.

M. B. Romaine, of the mechanical department of the Edison factory, is doing a valuable work on the Coast in instructing the various dealers in regard to repairs, mechanical demonstration, etc., of the Edison machines, and especially of the later types, with the mechanism of which many dealers and repairmen have not had time to become familiar. Mr. Romaine spent several months this spring in southern California, making his office with the Southern California Music Co. at Los Angeles, and for about six weeks past has been visiting the Pacific Phonographs in this city, and making numerous trips into the surrounding territory. His work in California is about completed, however, and he will leave shortly for Oregon, where he will continue his headquarters for some time with the Graves Music Co. of Portland. His work in this State has been greatly appreciated by dealers, who would like to have him stationed here permanently.

Large Order for Edison Phonographs.

The Palace Drug Co., of Monterey, Cal., has placed a large initial order for Edison phonographs with the Pacific Phonograph Co.

Recalls Bring Many Customers.

P. H. Beck, talking machine manager for Byron Mason, has been holding daily recitals for some time and gets a good attendance, notwithstanding the vacation season. Mr. Beck has adopted an effective follow-up system in his record business, enabling him to inform regular customers of new records that would be likely to please them.

Returns from Vacation.

Andrew G. McCarthy, of Sherman, Clay & Co., recently returned from a successful hunting and weight-reducing trip in the mountains of northern California, accompanied by Mr. Douglas, of the Victor Talking Machine Co.

Visited Columbia Factory.

H. H. Hill, who has charge of the talking machine department of Kirk, Gary & Co., of Sacramento, Cal., made a visit to the Columbia factory early this month, and is now back at work. Kirk, Gary & Co. have the distributing agency for Columbia goods in northern California and Nevada, and have covered this territory successfully for several years.

Wiley B. Allen's Victor Display Attracts.

The Wiley B. Allen Co. recently placed a Victor display in one of its windows, which was so attractive that it was allowed to stand for two weeks. The window was backed by pastoral scenery, a lake in the middle being contained in the window itself, with a real tree and rushes, and a boat containing a young lady and a small Victrola, designed to show the convenience of such a device in the same setting.

Used Talking Machines for South America.

The local Eilers Music House has recently been advertising to the effect that, having an order for second-hand talking machine outfits for Central America, it would accept used Graphophones or Victrolas, with records, at full value as first payments on player-pianos.

CHARACTER—CAPITAL—CAPACITY.

Frederick P. Vose of Chicago, general counsel of the Electrical Trades Association, made the following pertinent comments on credit before the Credit Men of Toledo, Ohio: "Credit is the confidence reposed in the ability and purpose of men to meet future obligations. You grant credit on the three C's, namely: Has the customer Character, Capacity, Capital? If he lacks Character, but possesses the other two, beware! If he possesses Character and Capital, but lacks Capacity, beware! If he has Character and Capacity, the chances are that he will not long want Capital, and yet, we all know the innumerable instances where the Capital never comes. Then, beware. If the customer possesses all three, you are safe. You can give him your utmost trust."
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.

59 Lakeside Avenue, Orange, N. J.
R E P O R T S from correspondents of The Talking Machine World regarding trade conditions throughout the country are all couched along optimistic lines. This is attributed in the largest possible measure, not only to the great volume of trade which has been enjoyed by talking machine men throughout the spring, and which has lasted well into the summer, but also to the unusually excellent prospects that exist for a largely increased volume of trade the coming fall and winter, due to satisfactory crop conditions all over the country.

This year in some sections the farmer will enjoy the largest crops in history while, broadly considered, the increase over last year is enormous. All this means, of course, a larger surplus for such necessities to comfort and enjoyment in the home as the talking machine.

During the prosperous years the farmers in Kansas and the Middle Western States were the largest buyers of high priced pianos, and judging from present tendencies the farmers are destined to become large purchasers of high priced talking machines. The American, whether he be a tradesman, a merchant, a farmer, or a financial magnate, wants the best, and that is why, as in no other country, articles of value are in greatest demand. Thanks to the talking machine, millions of homes throughout the country have been transformed from unattractive places into opera houses and concert halls, through being able to enjoy the greatest artists and orchestral organizations in the world.

Think of the value of this education! Just realize what the talking machine means as an uplifting and educational medium throughout America! It is simply marvelous—almost beyond computation. The talking machine is rapidly coming into its own everywhere. The greatest educational leaders of the country are now realizing that it is a medium of the greatest importance in inculcating a greater love for music as well as the languages in the schools, while eminent teachers of the voice and of the piano are using the talking machine in their studios to enable the pupils to learn how the great artists interpret their numbers either vocally or instrumentally.

On every side the talking machine is receiving recognition. It has attained a place in public estimation that must be surprising to those who comparatively only a few years back characterized it as a toy.

The talking machine is really destined for greater and better things. It will continue to amuse as well as instruct in the home and in the school, and be the means of disseminating a larger measure of musical appreciation and culture throughout America. As a factor in this connection no one today can overlook its mission and its success.

IT is quite evident that there can be no let-up in the fight against the proposed patent reform legislation which is now before Congress. It was thought that the vigorous campaign inaugurated by the talking machine men and other interests in opposition to this patent bill had successfully removed it from any prospects of passage this year.

But in the waning days of the present session a bold attempt has been made to bring patent legislation to the front through the introduction by Congressman Oldfield of a substitute for his previous patent reform bill, a complete résumé of which appears in another part of this issue.

The new bill embodies all the features of the old measure that aroused the opposition of the leading men in the talking machine and music trade industries legislation which again imperils the whole principle of price maintenance, although there are some slight qualifications in regard to contracts which may null the reader of the bill into the belief that it is not as drastic as the old one.

Without going into details before the legislature with a certain prestige, having been recommended by the patent committee of the House of Representatives. It is much more brief than the old one, and concentrates in a few clauses the very ones, it appears, which must concern the business interests having to do with the manufacture and sale of patented articles.

It is clearly the duty of the trade to become fully awake to the situation which has now materialized, and the fight against this new patent reform bill should receive a fresh impetus.

Manufacturers and dealers alike must carry on an active campaign to the end that representatives in Congress and the Senate are bombarded with commands to oppose to the end this legislation, which, if passed, would nullify the rights of the manufacturer of a patented article to restrict the selling price of such goods.

It would bring about a chaotic condition of things in the retail field. The cut price dealer, or department store, for instance, after buying these goods would have a legal right to put the price at any figure chosen, demoralizing the market and making a football of the manufacturer who sought to protect his own rights and those of the merchant who believes in maintaining prices.

W I T H a great many dealers in this industry the sale of a talking machine is completed as soon as the instrument has been paid for, and the matter apparently holds no further interest so far as they are concerned. With such a dealer the installation buyer receive the greatest consideration, for he must be kept satisfied and contented until the last payment is made, and through the collection department the dealer keeps in touch with him for a year or more.

There are dealers, however, and they are the dealers who can see their business growing year by year, who make it a point to keep in close touch with the customer as long as possible, and long after there is any possibility of financial benefit from the connection, on the theory first that the friendship of a satisfied customer is an advertisement, the value of which in future business cannot be computed on a cash basis, and secondly, there is the prospect of a continuous sale of records.

Every buyer of a talking machine should be a perpetual customer, provided he gets the proper treatment. The manager of the store should keep him acquainted with developments in the record field, send him all the new lists, invite him to a recital, or send a selected number of records to his home by one of the salesmen for his hearing and selection. When a dealer looks after these details he is best conserving his interests.

R E C E N T L Y a large piano house in the West took advantage of the dull summer season to send out several automobiles manned by salesmen, tuners and repairmen, who called upon a large number of people who purchased pianos from this house and put the instruments in a first-class condition. They did not confine their work to pianos, but as this concern handled talking machines they also made inquiries about their condition, whether the machine was allowed to get into disuse, whether it needed repairs,
whether the owners kept in touch with the latest records, and other pertinent questions.

By means of this trip business was stimulated immeasurably. A great many new customers were secured and people who had lost interest in the talking machine became enthusiastic and a tremendous lot of good resulted from this stroke of enterprise.

There is certainly a lesson in this experience for talking machine men everywhere. If it means anything it means that it pays to keep in touch with purchasers of talking machines no matter where they are located. Do not allow them to get lukewarm in their appreciation of the talking machine. Find out why they do not buy records. Have a man call and supervise the use of the machine to the end that the best results are secured—in other words, manifest an interest in the customer, and the customer will manifest an interest in you.

DIFFICULT problems that occur from time to time in business are being solved daily by those who have the courage to face them and the intelligence to seek advice and counsel from those qualified to speak.

There are many men of recognized ability whose business careers have been spoiled because of spasmodic efforts. They seem to do things by sudden impulse, instead of progressing orderly and quietly. One class of men seem at the moment quick and more powerful in propulsive force, which soon expends itself in the rush to get results quickly. The other class is slow, deliberate, step by step in advancing and generally wins out. It is the old story of the race of the hare and the tortoise, with the victory always in favor of the latter. "Patience and perseverance made a wig for his reverence" says an old Irish proverb, and these two qualities, added to systematic work and close study, invariably bring their own reward.

Some captains of industry are gifted with the faculty of selecting the right kind of men for the right place, a rare and valuable asset for business men. The market for ordinary help, both for office and workshop, is almost always overstocked, but the men who have the ability to successfully select, manage and supervise others, are scarce, but vitally needed in developing enterprises.

When discovered and given fair opportunity under attractive conditions, they make good, and work out the problem of the largest possible output at the least possible cost. They are thinkers, besides being doers. No matter what their occupation, they accomplish what is desired, and displace the plodders who do little thinking and planning.

**PHOTOGRAPHS SOUND WAVES.**

Dr. D. C. Miller, of Cleveland, Shows His Latest Invention to the American Society of Mechanical Engineers—How the Records of the Various Instruments Differ—Demonstrated by Means of Photographs—A Topic of Interest to Acousticians.

At the convention of the American Society of Mechanical Engineers in Cleveland a few weeks ago Dr. Dayton C. Miller, of the Case School of Applied Science, of Cleveland, made a public demonstration before a large audience of his new invention, the phonodeik, which photographs sound waves and by an ingenious system of enlargement makes them visible.

Dr. Miller's work has long attracted attention in the music trade, and recently he was visited in his laboratory by President Harry B. Tremaine and Secretary Edwin S. Votey, of the Acolian Co.

Violet, Flute and Other Tones.

With a horn, a sensitive diaphragm, a small bit of mirror, a flash of light and magnifying lenses, Dr. Miller gives the picture of the tone of a violin, a clarinet, a flute, a trombone, a piano and, best of all, of the human voice in every possible variation of pitch, volume and color tint.

You sing before the horn or long cone of metal, which gathers the sound, and you look over its edge at the dark screen some feet in front of your eyes. Wavy lines begin to appear—several of them—some in slight undulating curves, some in sharp zig-zags, which increase in height as the sound is swelled to a volume of pitch, and in frequency of minute repetition, as the zig-zags record the higher pitch.

When Dr. Miller says that the sound picture of the voice one sees is two thousand times its actual size, one's ideas of the sound waves in an auditorium have to be entirely readjusted from the thought of vague floating things occupying an appreciable space, to a sense of fineness and minute-ness that make it easy to comprehend why the presence of large hats in audiences not only mars the passage to the ears of the listener, but is fatal to the understanding of certain qualities in the tone, characteristic of the instrument played. Another machine reproduces the curving lines—the simple or partial tones—and recreates the picture of the voice of the flute, the bassoon, the human voice or even of the orchestra or choruses. The sound of an orchestra is one voice, though we rarely think of it as such, and each of its component parts records its line in the analysis of its sounds. Its picture is a rough, "fuzzy" thing compared with the record of a boy's soprano voice, one of the simplest and least complicated of sounds. An animal's voice, a scream, or a tear, has a wilderiness of zig-zags.

Of course, one of the dreams for the music of the future is that there shall, somehow, at some time, a perfecting of our common diatonic scale. Such experiments as Dr. Miller's, which can definitely divide each note of it into its component parts, mean that there is already more than the "ghost of a chance" that this may be accomplished.

**CONTINUOUS ADVERTISING PAYS.**

Advertising is a business proposition; it is not luck. It requires time to show results. Two or three advertisements will not make you rich, or cause a large increase in your sales, but a series will surely show results. If you are willing to build carefully and within your means, using space regularly and persistently, there will be no question about your success. Business is not built in a day or a week; it requires time, constant and unremitting efforts before the real effects or the real results of advertising can be felt and appreciated.

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**The DITSON Pledge**

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

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

**The Fastest Victor Service**

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

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

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

---

LOLIVER DITSON CO., Boston, Mass.
We have the merchandise, the merchandising policy and the discounts. Which is a triple combination never yet beaten in any line of business.

TRADE IN INDIANAPOLIS.

Conditions Show Steady Improvement and All Leading Houses Make Encouraging Reports.

(Special To The Talking Machine World.)

Indiana, Aug. 10.

Miss Lazarus, manager of the Victor talking machine department of the Aeolian branch here, made a record last month in the sales of Victorola Nos. XVI and IV. It was necessary for her to send in rush orders for these machines. A number of prominent people here bought Victorolas last month and had them shipped to the lakes. The out-of-town business of the Victor department was so good in July that Miss Lazarus said: "If it keeps up like this we won't need any city business at all. Of course, we want the city business along with it."

Harry B. Levy, the St. Louis manager of the Victor wholesale department of the Aeolian Co., stopped off at Indianapolis on his return from the talking machine jobbers' convention. The local branch of the Columbia Phonograph Co., at 27 North Pennsylvania street, is giving a window demonstration of the dictaphone. The display attracts wide attention from the passers-by. C. P. Herdman, of the local store, dictates and the transcribing is done by a stenographer.

The dictaphone has come to stay with Indiana and Indiana business men, according to Thomas Devine, manager of the Columbia branch here. The Henderson Accelerator, a paper published by the Henderson Motor Car Co., of Indianapolis, praises the instrument. Fred E. Wilson, of the sales department, said: "I don't know what we would have done without the Dictaphone. It doesn't seem that we could have caught up had it not been for the wonderful little talking machine. As a result of the time-saving qualities of the machines and the expert operators, we are almost caught up with our mail in the sales department."

Walter E. Kipp, president and manager of the Kipp-Link Phonograph Co., wholesale and retail distributors of the Edison Phonograph, has just returned from a visit to the Edison factories in New Jersey, and is enthusiastic over the prospects of the new Edison disc machine. Mr. Kipp spent about an hour and a half with Mr. Edison and when he left the famous inventor he had an autograph photograph of his host which he prizes highly.

The Kipp-Link Co. is making preparations to handle the new Edison machine and is enlarging its quarters. Mr. Kipp believes the new machine is a wonder. The company will have a special day on which all the dealers throughout the State will be invited to come to Indianapolis and inspect the new machine, as soon as it is ready for the market. Mr. Kipp says the new disc records play longer and without any scratching. "It is the best ever produced in the way of disc machines," said he.

The talking machine departments of the Wadsheler-Stewart Music Co., which handles the Victor machines, reports good business conditions in the last few months.

NEW COLUMBIA CATALOG.


In the quarterly issue of the Columbia double-disc record catalog, which is now being mailed to the trade, the Columbia Phonograph Co., General, New York, has outstripped any previous attempt, so far as the publication of a complete, comprehensive book is concerned. It contains as wonderfully balanced a list of musical offerings as could possibly be compiled.

The arrangement of the catalog is exceedingly simple, making it an easy matter for one to turn immediately to the department desired and find the selection required. The alphabetical list covers the pages from 5 to 96. Following that and running through from page 97 to page 144, are the grand opera and concert selections. Page 145 contains the complete classified list. The index of records begins on page 171, and is arranged under the names of the artists. The sizes and prices of all records in the alphabetical list are plainly indicated opposite the titles of the selections. The grand opera and concert selections are arranged under the names of the artists, accompanied by a small half-tone cut of the artist, and the sizes and prices appear under the headings.

In this issue of the Catalog of Columbia double-disc records there are listed about fifteen new and famous artists, with a musical offering of 120 new records, or 250 selections. This in itself is a feat worthy of special mention.

The catalog is 72 pages larger than the last issue, having a total of 372 pages. On the last few pages of the catalog are illustrated and described the entire line of Columbia machines, which materially assists the dealers in exchanging old Columbia machines for new and higher priced ones.

The accompanying illustration shows the cover page. The design is unique and a fitting illustration of the Columbia Co.'s slogan: "All the Music of All the World."

MOKING BIRD AND NIGHTINGALE.

Mr. James E. Chase, of the Chase Furniture Manufacturing Co., of Dallas, Tex., a customer of the Dallas Talking Machine Co., purchased the record No. 61,101, "Song of a Nightingale," and after playing it over twice at home was surprised at an apparently very plain echo from outside the house, and upon investigation learned that a mocking bird which had its nest in a nearby tree was imitating the record, and since that time has been constantly around the house calling to the nightingale, and when the record is started the mocking bird comes to the window, perches on the vines and calls back to the nightingale and seems very reluctant to leave after the song is finished. It is evident the mocking bird believes there is a caged bird inside the house.

"TALKER" DEALERS SHOULD MAKE NOTE.

To the question as to whether it is a good business proposition to keep the window lights burning until 10 p.m., an Eastern dealer informs the Hardware Dealers Magazine that the expense is small. If a dealer has anything in his show windows it is advisable to keep the window lights on until 10 and perhaps 12 o'clock. Especially is this true in the summer time when the people are on the streets and they are looking for something to attract their attention. In a town where the stores are all closed and dark in the evening it is a pretty dead town. It is one of the best advertisements you can have. Keep your windows lighted in the evening.

A traveling salesman died suddenly in Kalama-zoo, and his relatives telegraphed the florist to make a wreath, ordering that the ribbon should be extra wide with the inscription, "Rest in Peace" on both sides, and if there was room, "We Shall Meet in Heaven." The florist was out of town and his new assistant handled the job. It was a startling floral piece which turned up at the funeral. The ribbon was extra wide and bore the inscription, "Rest in Peace on Both Sides, and If There is Room We Shall Meet in Heaven."
THE RIGHTS OF RECORD-MAKING TALENT.


A movement fraught with rather formidable possibilities for the entire world of mechanical music and sound reproduction is found in the attempt of a well-known New York theatrical firm to place a new construction on its contracts covering the services of well-known vocalists. The contracts themselves, which are the basis of this radical innovation, are not, it will be understood, different in any essential from the form in general use for years past as compacts between operatic and theatrical managers on the one hand and the singing and dramatic artists on the other. Indeed, some of the contracts which are being utilized in this attempt to establish a precedent have been in existence for some time past.

The present turn of affairs is nothing more nor less than a startling if not high-handed new interpretation of existing agreements. The contracts of artists engaged.

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The outcome of this attempt to restrict the rights of record-making talent, and incidentally to cripple important branches of the music trades, will be watched with keen interest. Presumably the new issue will be fought out in the courts and the case probably carried to the highest tribunal in the land, so that some time may elapse ere the legal

ence will be found insisting upon the incorporation in their contracts of an explicit stipula-

tion to the effect that they are permitted to make talking machine records. It goes without saying that the artists will be supported in such a stand not only by the manufacturers of phonographs and talking machines, but by almost all branches of the music trades, for this new proposal, if it were generally adopted, might ex-

tend to surprising lengths.

How the Prohibi-

tion May Be Defined.

For instance, the prohibition might not be confined merely to vocalists enrolled in the prominent operatic companies who make records as an incidental activity. It is quite conceivable that if there seemed to be sufficient incentive the managers of leading pianists might not only seek to prevent their stars from making talking machine records, but might even attempt to monopolize their services to the extent of denying them the privilege of producing autograph player-piano rolls, etc. Or—and this may be the crux of the whole situation—the artists under “exclusive contract” would be permitted to contribute their art through the medium of rolls and records only in case the manufacturers were willing to make liberal payment to the controlling managers as well as to the artists themselves.

There has been no end of speculation ever since the attempt at a new policy was announced, as to the animus of the action. Very few persons, of

Alice Nielsen, the Boston Prima Donna.

David Bispham, American Baritone.

Pianist, Whose Records Are Among the Most Popular Issued.

Philip Sousa and His Favorite Horse.

Victor Herbert Chatting to Mme. Cisneros.

John Philip Sousa and His Favorite Horse.

course, take seriously the contention of the man-

agers that they are prompted by fear lest the voices of their artists will be permanently injured by sing-

ing for record-making purposes. A much more generally accepted view of the situation is that the managers are eager to “get in” on the profits which are supposed to have accrued from the enormous growth in popularity of mechanical musical instru-

ments during recent years. There has, indeed, been growing evidence of a spirit of unrest in man-

agerial circles for some time past. Other man-

agers have protested against their artists singing for records before the firm now in the limelight fol-

lowed protests by threats of legal action. The outcome of

status of the existing contracts is conclusively de-

termined.

However, whatever the outcome of this pros-

pective legal battle, and regardless also of whether or not other managerial firms attempt to follow the example of the New York house that has made the first move in this matter, there is no doubt but that this raising of the question will cause all artists who are in the habit of making talking ma-

chine or other records to exercise greater care as to the exact stipulations of contracts which they may in future enter into for public appearances. Singing and playing by proxy to country-wide audiences, millions strong, through the medium of the sound-reproducing instruments is much too profitable to the artists not only in financial returns, but also in fame, to be lightly abandoned.

It is predicted that if managers are found to have the legal right to thus expand the scope of the term “exclusive services” so that they are not far distant when “stars” who have sufficient prestige to enable them to make a declaration of independ-

therebyounding the artists from making talking machine and phonograph records, and they have notified their artists—including a number who are popular record makers—that they will not be allowed to make records in future and that any attempt to do so will be regarded as a violation of contract—with dire impositions of suits for damages, etc.

The outcome of this attempt to restrict the rights of record-making talent, and incidentally to cripple important branches of the music trades, will be watched with keen interest. Presumably the new issue will be fought out in the courts and the case probably carried to the highest tribunal in the land, so that some time may elapse ere the legal

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The dealer who slips up on a Columbia connection this Fall is in for a sore loss of good money.

Columbia Phonograph Co., Genl
Tribune Building, New York

The Rights of Record-Making Talent.

(Continued from page 12.)

to stars of the opera on the ground that such celebrities are deriving an enormous revenue—unknown in days gone by—from the talking machine and phonograph companies.

The Theatrical Man's Viewpoint.

The situation of the theatrical and musical comedy managers is the more readily understandable in the light of business conditions in the amusement field during the past couple of seasons. No person connected with the industry, that is, generally speaking, box office receipts have been satisfactory. And what applies to the theatrical field applies in lesser degree to the concert field, at least in certain sections of the country. Managers feeling the force of the revolt against the two dollar scale of theater prices have looked about for explanations. They have found them primarily in the vogue of motion pictures, but—with less tangible evidence to go on—they are equally suspicious that their receipts, it is the opinion of many shrewd observers that certain managers are taking a short-sighted view of the situation. By and large, these home entertainers should in the long run prove a help rather than a hindrance in the amusement field. The situation seems to be, in the matter of music, very similar to that which existed in the transportation world when the interurban trolley lines first began to be constructed on an extensive scale. At the outset the companies operating steam railroads were bitterly opposed to the new lines and fought them tooth and nail, fearing that the electric roads, with their lower passenger rates, would capture the lion's share of the business. But, as time went on, the operators of the steam roads found that, far from stealing their business, the long-distance trolleys were creating new business and were actually acting as "feeders" of the steam roads.

Something of the same result, in effect, is to be expected in the higher branches of the amusement field. Indeed, it has already come to pass. Any person who has made any study of the matter realizes well full how that the tremendous awakening of interest in opera throughout the United States during the past few years has been due primarily to the educational "missionary work" performed by the talking machines and player-pianos. Similarly the country-wide advertising through these mediums of the art of eminent vocalists and instrumentalists has created a desire on the part of the public to hear the makers of the reproductions that have charmed them and, in consequence, an opera-growing and concert-growing public is being recruited more rapidly than could be done by any other means.

An illuminating illustration of the marvelous efficacy of this form of introduction to the public was afforded during the recent transcontinental tour of John McCormack, the Irish tenor. Prior to the time that he began making his matchless series of talking machine records, McCormack was by no means the best known tenor or the most admired before the American public, but when he recently made a coast to coast tour, singing the same songs that are features in his talking machine records, he won a veritable phenomenal both in point of enthusiasm and box office receipts.

Records as Publicity Promoters.

Similar evidence as to the value of records as the most potent of publicity promoters is afforded by the experience of Dr. D. Biilsum, the eminent baritone whose records are among the most perfect ever produced, and by that of Alice Nilsen, the American prima donna who has made records of appeal in the musical world. It is such discourses as to where their real interest lies that have stiffened the determination of many eminent artists to stand firm on their rights to make records.

And there is yet another consideration that influences the artist. This is found in the circumstances that all the old stars of the opera, "The Girl of the Golden West." This work has, of course, manifested certain drawing powers (due in some measure, no doubt, to the American inspiration of the work), but who will contend that it has fared as well at the hands of the public as it would if a shrewder policy had acquainted the whole American public with the music through the medium of mechanical musical instruments.

VALUE OF THE SHOW WINDOW.

A Recent Record Display by R. Wurlitzer Co. Shows Its Advertising Worth.

(Special to The Talking Machine World.)

Cincinnati, O., Aug. 8, 1912.

A typical instance of the value of show window trimming and using the same as a medium of advertising is shown in the case of the R. Wurlitzer Co., when it recently gave some attention to the record, "Oh! You Beautiful Doll." It sold over 1,000 records in less than a week. The company attributes its tremendous gain in business solely to the window display. This was staged under the direction of H. C. Shillito, who does all this kind of work for the Wurlitzer Co. Shillito secured the largest doll in the city and placed it in a swing, facing a Victrola. Scattered about the show case were numerous records. The background was of the summer-like type and naturally the entire color scheme was extremely attractive. Just now the company is making an extra accumulation of the records, "Moonlight, the Rose and You." The settings are appropriate for the title and the success will be almost as great as that of "Oh! You Beautiful Doll." Shillito, as a member of the National Association of Window Trimmers of America, was in Chicago on August 1 to attend the annual meeting of that organization.
GET THE PROFIT
Don’t be backward—get your share—step right in with the U-S Royal—sell it for $50.00—it’s worth more—big profit

THE UTMOST FOR FIFTY
Plays either Two-Minute or Four-Minute Records with separate points and diaphragms. A simple turn of a thumb-screw engages the proper reproducer. Permanent, non-wearing Sapphire Reproducing Points last forever. No needles to change or adjust. Powerful, even-running Motor permits playing three Four-Minute or six Two-Minute Records with one winding and can be wound while running. The Flexible Tone Arm of Nickle gives proper amplifying radius and improves quality of reproduction. Every actual improvement known to the industry may be found perfected on U-S PHONOGRAPHS.

STRONGEST SELLING POINTS
The most superbly-equipped Phonograph made. Reproduces all the music and nothing but the music. The whispered harmonies so usually smothered in ordinary sound-reproducing instruments are most faithfully reproduced at their exact value. A marvel to musicians and a delight to all. Choice of Oak or Mahogany finish in finest hand work. Dimensions, 20½ inches by 18 inches. Height 16½ inches. Shipping weight, 110 lbs. The greatest value for the money ever offered. A chance of a lifetime for the live dealer.

U-S Everlasting Records are built for Eternal Service—Non-Breakable

U-S Phonograph Company
ASSOCIATED WITH
THE BISHOP-BABCOCK-BECKER COMPANY
1013 OREGON AVENUE, CLEVELAND, OHIO
219-225 W. Washington, Chicago 50 Union Square, New York
325-40 Mooreland St., St. Paul 66-68 W. Mitchell St., Atlanta
366-70 Broadway, Albany
210-12 S. Broadway, St. Louis
1106 Commerce St., Dallas
With Normal Summer Conditions Prevailing—
Better Class Machines in Good Demand with Cheaper Models Increasing in Favor—Only Union Instruments in Labor Parade—Phonograph to Lengthen Life—Opening of W. H. Buescher & Sons Co.'s New Victor Store


(Special to The Talking Machine World.)

Cleveland, O., Aug. 9, 1912.

July closed a very satisfactory month in the talking machine trade. The dealers generally more than averaged a normal midsummer volume of business, running largely to the better grade, highest-priced machines and records. Sales of the cheaper types, however, are increasing with the improvement in business in the various industrial lines, which affords the workman, as well as the boss, an opportunity and the means to purchase.

The Cleveland Federation of Labor has promulgated an edict that no band instrument will be permitted in the Labor Day parade unless it bears the union label. It doesn't matter if it has been handed down from the forefather, is prized for its memories, its melody and its magic touch—it has simply got to have that union label, notwithstanding it was made before unions were invented.

The Cleveland News recently had a book lovers' contest, and among other prizes offered a $200 talking machine. Had I known what pleasure it afforded me, I would have possessed one years ago. "It is certainly a wonderful machine. Let us tell you more about this wonderful machine."

Three Distinct Machines in ONE
Talking Machine Illustrator
Show-Window Advertiser
Home Stereopticon

PICTURE-DISC COMPANY
Los Angeles, Cal.
both the Victor and Edison lines is good, and the stated graph Co., has just returned from a trip to To-
crease over July of last year and June of this territory.
Victor and Edison lines.
she said, "is exceptionally good, considering the trade.
tinction is made of the May Co. and its prosperous trade," he said.
with the Edison line during the past month were more than ideal, what they were a year ago. "We are mak-
ing a special effort in pushing the foreign record trade," he said. "One of our employees, a fine musician, will continue in that language, and we are pleased to greet every cus-
tomer in his native tongue. Present business in both the Victor and Edison lines is good, and the prospects are very promising. J. J. Anderson, Mr. Kellogg’s able assistant, has just returned from his vacation, which he spent on a fishing expediti-
upe the lakes.
Miss Ethel M. Volk, manager of the talking ma-
department of the May Co., is a devotee of the business. She insists that no issue of The Talking Machine World is complete unless men-
tion is made of the May Co. and its present record trade. "Business in both machines and records," she said, "is exceptionally good, considering the season. It is much ahead of last year in both the Victoria and Edison machines. Demand is specialized more particularly for Victor Ill, IV and VI, and we are having a fine record trade. I look for a good trade now.

The Columbia store has been greatly improved. New silk and velvet window curtains have been hung, a Persian carpet laid, and artists have re-
decorated the walls and ceiling. Speaking of trade, Mr. Madison said: "The Columbia business was very good last month throughout the Cleveland territory. Our July business showed a heavy in-
crease over the same periods of last year and June of this year. Conditions are very satisfactory." Clinton Routh, formerly manager of the piano-piano de-
partment of the W. T. Frederick Piano Co., is now connected with the Columbia store as assistant manager.
The situation at the store of the B. Dreher Sons Co. is one of satisfaction, not only with the handsome new quarters, but the pleasure univer-
sally expressed by customers at the magnificence of the new music emporium and the courteous, square deal accorded them. F. E. Goyon, manager of the talking machine department, said: "While we are not working overtime during this hot spell there is something doing every day. We are hav-
ing inquiries daily regarding Victrolas and Victor machines, and there is promise of a very good fall busi-
ness.” Increasing interests in the record trade is manifest by people who already own machines, and indications are that there will be a very marked increase this fall over last year’s big busi-
ness.”
The W. T. Frederick Piano Co. enjoyed a very satisfactory business during the past month. “Every day throughout the usual expected dull season,” said Norman H. Cook, of the talking ma-
department, "we steadily added to our list of pleased customers, and through their boost and our earnest efforts with the best line manufactured —the Victor—see no reason for not enjoying a bright future in the talking machine department of our Cleveland store. Our Canton store, under the direct charge of W. H. Watkins, is more than fulfilling our most sanguine hopes.”
The Bailey Co. is having its usual good run of business. "It’s good,” said Mr. Friedlandier, "and since the first of the month has been im-
proving. We are making sales of machines daily in good numbers, and the demand is more especially for Victor Ill and IV, and Victrolas 1X and XI; at the same time we are selling a good many of the cheaper machines. The record trade is very good.”
The record and record parlors of the Caldwell Piano Co. are popular resorts and are usually thronged with customers. The company carries a full line of Victor goods.
Business is reported quite as good as it was last month at the Edison store of Louis Luckor. Mr. Paterson said trade was keeping up remarkably good and that he and the customers were anx-
iously waiting the advent of the new Edison disc machine.

Changes in Baltimore.
Thomas Gordon Buys Out Half Interest of G. Fred Kranz in the Kranz-Smith Talking Machine Co.—Name of Company to Be Changed—General Business for July Re-
ported as Being Very Good—News of the Vacationists—Other Trade Happenings.

(Special to The Talking Machine World.)
Baltimore, Md., Aug. 10, 1912.

Mr. J. A. Paterson, manager of the talking ma-
department of the Kranz-Smith Talking Machine Co., has just returned from a trip to Paterson which he spent in the plant of the firm.

Mr. Paterson said trade was keeping up remarkably good and that he and the customers were anx-
iously waiting the advent of the new Edison disc machine.
Charles J. Davis, music publisher, jobber and dealer, reports the talking machine business ex-
ceptionally encouraging, which he attributes to his prominent location in the heart of his attractively window displays and beautiful Victrola parlors. His Pittsburgh branch is showing an increase right along, he says, and he is satisfied that his building in Buffalo and devote an entire floor to the talking machine department, and as it is in a very prominent location, anticipate a big busi-
ness there.

General Business for July Reported as Being Very Good.

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iously waiting the advent of the new Edison disc machine.
There isn't a knot-hole in the Columbia offering for the coming season—in the instruments or in the prices of them; in the records—quality, repertory, or retail price.

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

THE COMMISSION FIEND.

An Important Letter Sent Out to the Trade on the Commission Evil Which Is Worthy of the Closest Consideration.

The following timely and important letter has been sent out by the Victor Talking Machine Co. to Victor dealers under date of July 81:

"From time to time our attention has been called to instances where our dealers are tempted and duped by what is known in the music trades as the 'commission fiend.' Claiming this, he demands a remuneration in the form of a commission.

"Flend" Described.

"Specifically, this microbe may be described as one which lives upon commissions wrung from dealers through the claim that certain sales by the dealer are consummated primarily through the efforts or influence of the 'commission fiend.' Claiming this, he demands a remuneration in the form of a commission.

A "Flend" Disconcerted.

"We have in mind an incident which came to our notice in the automobile trade a few weeks ago. The manager of an auto firm was approached by a party who claimed to know of a 'live prospect' for the Autoplex car, and agreed to bring him around to the garage the next day providing, of course, a sufficient number of the 'almighty dollars' was forthcoming. The commission seeker turned pale and red in turn when the manager replied that he could not see the prospective customer the next day, for he was going to New York City with Mr. X for the purpose of bringing over the new Autoplex car sold him that morning. (Mr. X was the 'live prospect' referred to by Mr. Commission Man).

"So it goes.

"The chances all are that by legitimate advertising you will pick up your 'live prospects' without the aid of commission men.

Our Contract Provision.

"Knowing the evils of the system and the blood-sucking propensities of the parasites under discussion, we incorporated a paragraph in the Victor contract which, if followed, will successfully bar the undesirables from your line of business. This paragraph reads as follows:

"No commissions on sales of Victor goods must be granted in any form, except in lieu of a regular salary to salesmen whose services are employed regularly and exclusively.

"It will be noted, however, that we have provided for the legitimate giving of commissions to regular employees in lieu of a regular salary, or as an incentive to promote interest in sales.

Honest Clerks Necessary.

"This plan of giving a bonus for extra effort and results has been advocated by us, and we know it to be a potent influence in increasing sales, but even this system is fraught with pitfalls of dire consequence, and unless thoroughly honest and reliable clerks are employed the Victor dealer will find price cutting existing in his organization unknown to himself.

Usual Methods Employed.

"The system as usually worked by the dishonest clerk receiving a commission is this: A few extra records are given the customer with other goods which are properly paid for, and although a regular entry appears on the firm's books for all goods leaving the store, the clerk goes down into his own pockets and makes up the difference between the amount received from the customer and the proper retail price. If the sale is large enough and the commission worth while, he can well afford to do this.

A Warning.

"Let us right here warn all proprietors paying clerks by this method that dealers must be held responsible for not only their own acts, but also the acts of their agents, i.e., their sales people.

Bond the Unreliable.

"If you cannot trust your clerks, then your only alternative is to bond them, thus protecting yourself from their illegitimate acts in connection with the sale of one price goods. As long as we do not govern the matter of hiring your employees we cannot be expected to suffer unrequired for their misdemeanors.

Guaranteed Profits Endangered.

"Price cutting to us means a clapping at the very tap root of our existence. Our successful business has been built, to a great extent, upon the foundation of reasonable prices to the public and guaranteed profits to our dealers. These profits can only be secured by the maintenance of corps of reliable sales people by our dealers.

"Reiterating: It is up to you to purge your business and our business of all suspicious or questionable venders of Victor products.

Your Responsibility.

"Finally and sincerely: If price-cutting is exposed in your establishment—although such is unknown and unsanctioned by you—we must hold you absolutely accountable for the same. It therefore behooves each and every dealer to look well into the personnel of his organization, with the object in view of weeding out those who may cause trouble, or, at least, bond them as a guarantee of their good faith.

"Above all, warn all of your employes that they have in their hands the very permanency of your Victor representation. Yours very truly,

"Victor Talking Machine Co."

OFF ON VACATION.

George P. Metzger, advertising manager Columbia Phonograph Co., General, left Saturday, August 10, for two weeks' motor trip through the hills of New England.

Marian Dorian, treasurer of the Columbia Phonograph Co., General, returned to his desk this week after a sojourn at Atlantic City. His studly appearance would indicate that the rest produced good results.

An American consul in Germany reports to the Bureau of Manufactures in Washington that there appears to be no market in his district for high grade American phonographs, but an important firm manufacturing and exporting musical instruments, with branch houses in Russia, intends to import high grade American machines into that country.
THREE NEW VICTROLAS WILL SOON BE READY.

New Styles Which Have Aroused So Much Enthusiasm Throughout the Trade and of Which Much is Expected During the Fall and Winter, Illustrated Herewith for the First Time—

Attractive Qualities of the Instruments and Their Respective Prices Prove Especially Interesting to the Retailers—Shipments to Begin August 15 and New Models to Be Placed on Sale on September 15—Dealers Advised to Prepare for Holiday Demands in Advance.

It is safe to say that the greatest enthusiasm displayed during the recent convention of the National Association of Talking Machine Jobbers at Atlantic City was on the occasion when, at the banquet, Louis F. Geissler, general manager of the Victor Talking Machine Co., announced the three new Victrolas which are to be placed on the market on September 15 this year. The first samples of the instruments themselves, when displayed during the dinner at Fort Side Inn, the following day, called forth further praise from the Victor distributors, and the dealers, in their turn, were equally enthusiastic. The new Victrolas, which are known as Victrola X, XI and XIV, respectively, and each of which is a complete upright instrument, are introduced by the company as offering the purchaser the best value for his money in the history of the Victor line, and those who are to sell them apparently coincide in the opinion. The new models retail at $75, $100 and $150, and an idea of what will be offered at those prices is to be gained from the accompanying photographs, which show the new styles, both open and closed. The chief difference between the new styles and the higher priced models lies in the interior arrangement of the cabinets and the sound reproducing qualities are fully up to the Victor standard, as has already been demonstrated.

Before this issue of The Talking Machine World reaches all its readers the Victor Co. expects to begin the shipment of the new Victrolas in response to the large volume of orders which began to pour in as soon as the new machines were announced. The new Victrolas will be placed on sale on September 15, and the leading distributors and dealers have already made arrangements for a sufficient stock to meet the demand which they feel will develop immediately upon the advertising and exhibition of the new models, and to enable them to be prepared for the holidays no matter how heavy it proves to be. Meanwhile the Victor Co. is earnestly advising those who have held back to place their orders to the limit of caution and their faith in the future with a view of avoiding disappointment during the busy season,
THE TALKING MACHINE WORLD.

The Talking Machine Trade in New England

LOOK FOR RECORD-BREAKING FALL.

F. H. Silliman, Manager of the Pardee-Ellenberger Co.'s Boston Store, Tells a Story of Progress and Good Cheer That Is Encouraging—Kinetoscope Possibilities.

(Special to The Talking Machine World.)


"Present indications prompt us to believe that this fall will be the best ever enjoyed by the New England trade," comments F. H. Silliman, manager of the Boston headquarters of the Pardee-Ellenberger Co., Inc. of this city and New Haven, Conn., jobbers of Edison phonographs and records, as well as the new Edison home kinetoscope. Continuing, Mr. Silliman explained: "For the first time in the history of the country the steel industries did not shut down for repairs during this summer; they have sufficient orders on hand for a year; crops in the South are reported as excellent; wheat crops are bountiful; the general run of manufacturers have a good business and find a scarcity of skilled labor; railroads are prosperous and the election of a President does not seem to be the disturbing element this term as it has been in former years.

"In New England particularly, the general report is that this summer's business is a triune ahead of last summer. Most every line of commercialism is enjoying this prosperity. All this prosperity reflects upon the home owner, or, I should say, the home enjoyer. There the head of the house wants things as entertaining as possible, and it is in this niche that the Edison home kinetoscope is filling a want that has been long felt. Give a home this machine and an Edison phonograph and it has a joy combination of tremendous power. As this is the season for purchasing—the long nights make entertainment imperative—it is up to the kinetoscope dealer to get busy. These machines only cost $60 to $88—a nominal sum—and they permit a good profit. Films cost but little, with an endless exchange for new ones. The low price has helped wonderfully in the distribution of Edison kinetoscopes.

Mr. Silliman will take the last two weeks in August and exchange them for a lot of recreation and rest, the exchange taking place at Narragansett Pier. Mr. Silliman is original, in his vacation respects, because he is one of the few men who can go to the seashore, come home and not burst out drums with tales of highly magnified feats."

NEW ENGLAND CONCERNS

Making Good Showing with Columbia Line.

(Special to The Talking Machine World.)

Boston, Mass., Aug. 9, 1913.

Manager Erisman, of the Columbia Co., has lately been in close touch with several distant New England concerns which are doing wonders with Columbia outfits. Goodwin & Derby, of Peterboro, N. H., a small town, has been able to sell fifty-two machines within the past five weeks. Another house to order large shipments through Manager Erisman is the Denholm & McKay Co., of Worcester, which concern is stocking up for a big fall trade. Forbes & Wallace, a large establishment at Springfield, also has been sending in large orders. A Boston concern that is doing a big business is Navin & Nellely at 737 Washington street. a large installment house.

YOUR coat of tan will soon be hidden by sleeves; schools will open and there will be long Fall and Winter evenings to be spent at home.

This is the time that you can sell the greatest number of Edison Home Kinetoscopes; you'll soon make your biggest profits.

Provided, of course, that you are a Kinetoscope dealer. If NOT, you had better write to us today for an unusual proposition that means more money for you.

The Pardee-Ellenberger Co.

Kinetoscope Jobbers in New England

NEW HAVEN BOSTON

The Edison Home Kinetoscope retails from $65 to $88, with the right profit to you. Films correspondingly as cheap. Simple in operation, durable.

IMPORTANCE OF STORE SERVICE.

A Well Considered Article on the Character and Quality of Service by Chas. C. Cesana in The Hardware Dealers Magazine Which Applies Forcefully to the Talking Machine Trade.

Business to-day revolves around the customer, and the character and quality of the service any business renders regulates the success of that business. This is true in all businesses, because all have something to sell. It depends on the service which the business itself or the article sold yields with the customer returns a second time and becomes an enthusiastic advertiser for the concern, or never returns and is forever condemning the concern and its wares.

Someone asks, "What constitutes good service?" Taking the retail store for example, it means selling merchandise that is trustworthy; representing that merchandise to the customer exactly as it is so that the customer will not have the wrong idea of what is being sold and expect too much. Especially is this true of the less expensive goods, and it frequently leads to an unfortunate misunderstandings. Salespeople often in their zeal to close a sale will exaggerate the values or the quality, with the outcome that the customer is disappointed and condemned the store.

In these days of close competition, taking two stores catering to the same classes of people, there can be no great difference in the quality and value of their merchandise at given prices. On some things one may have the advantage, on some the other, but on the whole they will average alike. As to which store is the better, then, becomes a matter of service, and this service depends entirely on the salesperson who come in contact with the customer. How customers are greeted; how promptly they receive attention; how merchandise is shown; how attentively and thoughtfully customers are waited on; how capable the salespeople are to make helpful suggestions; how the merchandise is wrapped; how it is delivered—all have an important bearing on service. The smile and the kindly greeting being as well as the pleasant "Thank you," or "Come in again," are part of the service. It is not always the big things, they are generally all right, but it is the little things, little attentions that count most.

It is a pleasure when entering a store to be met with smiling faces and pleasant greetings. It makes you feel welcome and at home, and it goes a long way to overcome any other shortcomings the store may have. It is gratifying when you approach a clerk and ask a question to receive a bright and intelligent answer. It is gratifying that when you ask to see a certain article the salesperson is eager for the opportunity and seems anxious, without overdoing it, that you should know what a large assortment he or she has. It makes you feel as though you want to buy, and that is the attitude the customer must be in before he does buy.

So many salespeople fail to catch the spirit of the store; they fail to understand what the store is trying to do; fail to grasp the importance of the little things. It's not always their fault if they do not realize all the possibilities of their position. Teach them how through business meetings. Teach them the importance of having customers leave the store fully satisfied. Teach them what not to say, what to say, and how to say it, and to avoid actions or expressions that will wrongfully affect the customer. Teach them to be frank and honest and to say nothing that will lead the customer to expect more than he will get.

Too many stores' rule books are merely lists of "Don'ts" and "Musts" on conduct. They should be more on the order of a textbook on what to do and how to do things under certain circumstances. Remember, all business revolves around the customer. The store depends on the customer's trade; salespeople depend on the store. Therefore it's "up to" the salespeople to make the most of every customer.
If you could get Duplex-weather—hot or cold at will—you would jump for the chance. In your own line is a choice for jumping two tones with the same needle—the Duplexetone Talking Machine Needle.

This is the position for LOUD playing; the best position for band and recitation records.

For SOFT playing this is the position, invaluable for solo singing and stringed instrument records.

A little twist either way secures all intermediate tones from LOUD to SOFT.

Write us to-day for samples of this wonderful Duplexetone Needle, together with brocletters telling about the Bagshaw Service in detail.

W. H. BAGSHAW
SOLE MANUFACTURER
LOWELL, MASS., U.S.A.
The exclusive Columbia feature of tone control—did you ever see anything take hold as they have? And at that we haven't been quite ready to push them until our dealers had opportunity to move their stock of instruments equipped with the doors.

Manager Erisman reports that the Columbia Co. has just signed Miss Jeska Swartz, of the Boston Opera Company, and she will be at the laboratory shortly to make records of some of her best numbers. Miss Swartz has been winning favor at the opera house for the past three seasons and this year she is to sing more ambitious roles than ever before.

Large Victor Trade at Ditson's.

Henry Winkelman, manager of the Victor department of the Oliver Ditson Co., says he has no lack coming, as business has been uniformly good right along. Mr. Winkelman will take his vacation the last two weeks of the month and is going to Swan Island, Me. John Canavan, one of Mr. Winkelman's salesmen, is now at Ocean Point, Me.

AN ORIGINAL VIEW OF EDISON.

Snapshot of the Great Inventor Indicates That He is Not Entirely Wrapped Up in Scientific Investigation at All Times and Appreciates Healthy Outdoor Sports.

No general learned or public discussion of matters of scientific importance for some time past have been considered complete without the publication of some opinion offered by Thomas A. Edison, and which was generally sharp and to the point and displayed real knowledge of the subject, however complex. The result of all this, taken together with the anecdotes and biographical sketches of "the wizard," has been to create the impression that Mr. Edison is constantly wrapped up in his scientific work and does not take any interest in things outside the laboratory. No better proof that the foregoing impression is erroneous could be offered than the snapshot reproduced herewith, which shows the great inventor throwing out the first ball in the baseball game that was one of the chief events of the recent Edison field day. The picture indicates that Mr. Edison has a delivery that would do credit to a professional pitcher and that he knows a great deal more about the baseball than that it is spherical in shape. The photograph is, on the whole, decidedly unique.

GUARDING AGAINST LOSS.

How to dispose of small initial rush orders? This is the suggestion of a man of experience: Upon the receipt of an order calling for immediate shipment from a party whose name does not appear in one of the agency books, or if there, has an off rating, his custom is to wire the other bank, giving the amount of the order and asking if the money will be sent. If the order is accompanied by a bank reference, his custom is to wire the local bank as follows: "Do you consider Blank good for $50, sixty days (or whatever the terms may be)? Answer quickly." This credit man says further that if the order is accompanied by bank references it is sometimes a good plan to wire the other bank in the town, or there be one, and if the credit man desires to go still further he can wire some reputable attorney either located in the same town or the nearest town. By taking such precautions, he declares, the losses sustained from the small initial rush order will become negligible.
THE TALKING MACHINE WORLD.

1912

FOR

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

Absolutely Prevents Rust

Sold Everywhere in Hardware Stores and other Progressive Places

WILLIAM F. NYE

NEW BEDFORD, MASS.

Write To-Day

for their new illustrated booklet, "The Money Magnet," describing the latest invention, and manufactured by 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
THE BEST

SIMPLEX

"START AND STOP"

ON EARTH

Manufactured by

STANDARD GRAMOPHONE APPLIANCE CO.

Sales Agents: Talking Machine Supply Co.

563 5th Avenue, NEW YORK, N. Y.

Leading Jobbers Handling the SIMPLEX

Baltimore, Md. ... Cohen & Hughes, Inc.
Birmingham, Ala. ... H. S. Page Co.
Boston, Mass. ... H. S. Page Co.
Brooklyn, N. Y. ... American Talking Machine Co.
Buffalo, N. Y. ... Seabury, Cloete & Neat Co.
Cleveland, O. ... The Eclipse Musical Co.
Columbus, O. ... Perry B. White Co.
Des Moines, Ia. ... Burger & Bros. Inc.
Detroit, Mich. ... Burger & Bros. Inc.
Houston, Tex. ... H. S. Page Co.
Kansas City, Mo. ... Schmuller Bros. Co.
Little Rock, Ark. ... O. K. Heath Piano Co.
Los Angeles, Calif. ... Southern California Music Co.
Nashville, Tenn. ... O. K. Heath Piano Co.
New Orleans, La. ... Phillips-White Co.
New York, N. Y. ... Blackman Talking Machine Co.
Syracuse, N. Y. ... Enlarged Brand.
Tampa, Fla. ... Greenblatt-Schutte Co.
Washington, D. C. ... Blackman Talking Machine Co.; H. A. Weyman & Son, Inc.
Pittsburgh, Pa. ... Standard Talking Machine Co.
Providence, R. I. ... Manufacturers' Outlet Co.
Richmond, Va. ... The Corley Co., Inc.
St. Louis, Mo. ... The Edison Company of Missouri; Koehler-Hummer Music
St. Paul, Minn. ... W. J. Dyer & Bros.; Koehler & Hinrichs
Washington, D. C. ... Robert C. Rogers Co.
VITAPHONE CO. PROGRESS.

Plans Performed for an Extensive Factory Addition to the Present Plant in Plainfield, N. J.

The Catalog in Spanish Issued—Sound Reproduction Principle Described—H. N. McNeminen Becomes Secretary and General Manager of the Company.

Among the important trade changes last month was the election of H. N. McNeminen to the secretaryship and general managernship of the Vitaphone Co., manufacturers of the Vitaphone, of which C. B. Repp is president and J. H. Greene, Jr., treasurer. Mr. McNeminen is known from coast to coast in Canada, United States and Mexico, claiming an average of 50,000 miles of traveling a year for the past sixteen years, or a grand total of 800,000. His wide knowledge of conditions and the trade in general should prove of immense benefit to the company.

Plans have been drafted for the erection of an extensive four-story factory adjoining the experimental plant at Plainfield, N. J., work upon which will start immediately.

The Spanish catalog has already been published and is being distributed throughout the world where Spanish reigns. In this catalog is a descriptive talk about the Vitaphone, together with illustrations and descriptions of several models—the $100, the $10, the $55, the $35 and the $15. The English edition will be off the press within a few weeks.

The object of the company is starting with the export department is to create a market there that will be coming through when the first products for general shipping come through the factory.

The illustration herewith shows the new principle used in the Vitaphone. A solid wood arm is used. Of course, the wood is specially treated, of special length and the angle from diaphragm to record is the one they believe is best. The use of wood for this reproducer follows out the ideas of violin and organ pipe makers, wherein the older the wood the greater the resonance.

The Vitaphone reproducer is stationary and made of few parts. The machine will play any record, as an ingenious arrangement permits an immediate change from needle to jewel, as the owner wishes. All that is required is to change the position of the diaphragm spring and put in the needle or jewel, according to what is required by the record.

The sounding board of the Vitaphone is placed over the diaphragm. It takes about two seconds to change the hornless Vitaphone to horn, it being possible to put the largest horn for the loudest volume upon the smallest cabinet size. The motor was invented several years ago by Mr. Repp and its qualities thoroughly tested and tried.

A comparison between the Vitaphone and its merits will appear at an early date in The World.

Myers’ Phonograph Shop, in the Wright building, Pittsfield, Mass., was recently damaged by fire.

GOV. WILSON MAKES RECORDS.

Of His Notification Speech Delivered to 6,000 Democrats Assembled at Sea Girt Last Week—To Be Used with Moving Pictures.

The speech of acceptance as candidate for the office of President of United States by Gov. Woodrow Wilson delivered to 6,000 assembled Democrats on the lawn at Sea Girt last week he will probably deliver beginning in a couple of weeks through phonographs and records to as many millions of people as there were thousands to hear it upon the occasion of its first delivery.

The "canned" version of the speech will, of course, be abducted and new matter will be added to give it inclusiveness as to issues in the campaign which Gov. Wilson did not feel worked in well with the theme of the original.

It is planned to send the phonographic records out with the moving pictures so that patrons of the moving picture theaters can see how the Democratic can didate looks at home and also can hear what he has to say about the vital issues.

Hal Reed, a moving picture man, who took 800 feet of Governor Wilson," as he expressed it, declared that the moving picture concerns have invested upward of $30,000 in films of Governor Wilson, and that every film will be coming through when the first products for the coming year are received.

A VISITOR FROM TURKEY.

J. O. Prescott, Who Has Been Making His Headquarters in Constantinople, is in New York for the Purpose of Buying Machinery.

Old timers in the talking machine trade were delighted to meet J. O. Prescott, who was in the metropolis last week on a "buying trip" from Turkey.

Mr. Prescott has been flying around the world for the past eight or nine years, so that the trip from Constantinople to New York is but a mere trifle.

Since the old days of the American Record Co. Mr. Prescott has been in Japan, where he built up a very successful talking machine business, and a year or more ago went to Constantinople owing to a very liberal offer made him to manage a record making business in that city.

Mr. Prescott has changed but little. He seems as young and active as in the olden days, and was given a very cordial greeting by hundreds of friends, who were delighted to meet him.

Mr. Prescott's visit to New York is largely to buy machinery for the talking machine company with which he is connected in Constantinople, and as soon as that is accomplished, which will be early in September, he expects to return.

INCORPORATE TO DEAL IN RECORDS.

The Record Distributing Co., Manhattan, has been incorporated under the laws of the State of New York for the purpose of dealing in sound reproducing records. The capital stock is $50,000 and the incorporators are E. H. Randolph, F. J. Coupe, C. W. Pope and W. C. Carrigan.

REMOVAL TO NEW OFFICES.

The Condor-Autoptop Co. has removed its offices from 39 Front street to 108 Bond street, New York, where it has convenient quarters for the development end of its business. This company reports increased demand for its Autoptop from the talking machine trade throughout the country.

TELEGRAPH MAN WANTED

WANTED—Telegraph representative who is fully conversant with the Edison and Victor lines; give experience and salary wanted. TRAVELING REPRESENTATIVE, care The Talking Machine World, 354 Fourth Avenue, New York City.

GRESHING WITH O'NEILL-ADAMS CO.

Will Take Charge of the Talking Machine Department to Be Opened on a Large Scale by the O'Neill-Adams Co., of New York, on September 1—Has Had Wide Experience.

Otto A. Gressing, who at one time was manager of the St. Louis Talking Machine Co. and the talking machine department of the Aeolian branch in Indianapolis and Aeolian Hall, New York, has been engaged as manager of the talking machine department to be opened on a large scale by the O'Neill-Adams Co., Sixth avenue, between 20th and 21st streets, New York, about September 1.

This department will join the new piano department, which will be opened at the same time, and a full line of Victorla and Victor talking machines and Victor records will be displayed. The O'Neill-Adams Co. has been handling the Victor in a small way for the past two years, and with the introduction of the piano department greater effort will be made toward giving the Victor line the strongest kind of a representation.

Those who are acquainted with Mr. Gressing and his ability are confidant of his success in his new sphere of operation.

EDWARD D. EASTON RETURNS.

Edward D. Easton, president of the Columbia Phonograph Co., General, New York, returned from a six weeks' trip to North Cape, Europe, Monday, August 5. Mr. Easton, who was away from the middle of June, made the trip purely for pleasure and rest, and returns to New York and business in excellent health, and expresses himself as perfectly fit for the coming year's work. The Columbia Co. anticipates the heaviest year in the history of its career. Mr. Easton, the active head of the company, is confident that results will bear out that belief in full.

You expect your clerks to be loyal to you. Are you loyal to them?

TRAVELING MAN WANTED.

FOR SALE.

FOR SALE,—5,000 Edition 2-Minute Records, 10c each; 5,000 Zonophone 15-inch Records, 10c each; all new, clean stock. Denising, 335 North street, Rochester, N. Y.
A four-thousand dollar call to dealers

Preliminary to a campaign of advertising this Fall that will have extraordinary interest to all Columbia dealers, we are printing the full-page message shown here in this week’s Saturday Evening Post.

It’s a good, lusty call to dealers—and while we intend to negotiate with active merchants in any line of business, who are equipped to give Columbia products a worthy and profitable representation, yet we shall naturally prefer, whenever possible, to come to an agreement with those more experienced, qualified retailers who are already turning over talking machine money. You may need to be reminded that in order to carry the Columbia line it is not necessary for you to discontinue any other line. You are not compelled to handle the Columbia line exclusively. We are so well satisfied with our product, and with the market for it, that we are entirely content to have it sold strictly on its merits—upon side-by-side comparison with competitive product. We are very glad to have your customers given the same opportunity for comparison that you yourself must have before you sign a Columbia dealer’s contract.

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

The fast increasing Columbia demand affords splendid opportunities for many more Columbia dealer
THE TALKING MACHINE WORLD.

To you that the Columbia line of Grafonolas, Double-Disc Records is the biggest money-maker for your business this coming season. It takes about 8 pages to do it. So we are coming to you in a series of statements that no merchant can afford to ignore.

The industry is prospering—but some of you do not have extravagant investments, and continuously new business is the sale of each instrument automated, without exception; where there is a piano or no children. It is as broad as the universal. Where your investment, by the most rigid management, can sell a Columbia for $17.50 and make a body can undersell you one cent on a thousand $200 you have many different instruments at one of which can be touched by competition. Unit and record business carrying a generous profit, can make up his mind in this matter in the

Only a full realization of recent advances in recording processes could show you how advertising money is coming back to the industry, times over. We are operating through more adding another thousand now. The market is all we have space for here. Write...

Especially “not-yet-Columbia” dealers

You can see that the Columbia line is certainly going into every territory where it may not be active now. Nothing surer!

It’s the line of merchandise that the people want wherever they meet up with it. A line of instruments that meets a variety of taste and of purse as no other line can meet it; a line of records that absolutely no man in the business can do without unless he is willing to ladle out explanations right along.

And discounts to dealers that you ought to know all about—and that you really can’t long be satisfied to miss.

You can’t always get all the news in one paper, nor all the scenery in one trip,—and no doubt you will find something in our “Music Money” book that will give you a new slant on your own business.

So probably you will drop us a note to send you one—which we shall be ready to do. It won’t mean that you have made any decision, or kicked over any traces, or bolted the party, or anything like that. Just write “Send that book.”

Columbia Phonograph Co., Gen’l

Tribune Building, New York

Write in for particulars. Exclusive selling rights granted where we are not actively represented.
TALKING MACHINE ON PLAYGROUNDS

Youngstown, Ohio, Minister Gives Little Citizens a Treat with Victrola and is Invited to Come Again.

From the Youngstown, O., Vindicator the following account of a visit through the playgrounds of the city with a Victrola is clipped and sent to The Talking Machine World by Scott & Jones, the progressive music dealers of that city:

Rev. J. W. Van Kirk writes of a trip to the city's playgrounds in which he gave concerts with Christ Mission's Victrola. He says:

By the ever active and resourceful mind of J. H. Chase for the amusement and development of the children an hour of music was suggested.

The Victrola at Christ's Mission being kindly offered was proposed to give the writer the pleasant task of going to the different playgrounds to entertain the children.

Mr. Metcalf made a few selections of such records as he thought would be most appropriate. His standard was based on the musical talent of the children about the mission where I saw a boy handle a violin with as much skill and familiarity as the ordinary boy does a baseball. Some of the children about East Boardman street are members of the bands and orchestras which furnish music for the saloons, dance halls and other places of amusement. Their knowledge and taste for music is somewhat higher than the children of other playgrounds possess.

The introduction was made at Poland avenue on a hot afternoon. The Victrola was placed on elevated planks with all the children and Miss Hillman, the director, seated around.

We played several classical selections, all of which seemed to please, but did not excite very much enthusiasm.

A negro laughing song was given, to which they responded with hearty approval. However, good attention was given for half an hour, when some children one by one took to their play, while others remained for an hour. They expressed the desire of having me return another day. About fifty children listened to the music. A line looking boy helped with the instrument to the street car and to East Youngstown.

Here the children were eager to bear and crowded around, sitting on the fallen trees and the improvised support for the music box. The same general results were experienced as at Poland school.

At Baldwin the hour was not so favorable for a crowd, but the interest and attendance were good.

We arrived at Steelton a few minutes before a shower, which compelled us to postpone the program till the next day.

Here the children were attentive and seemed to be under good control. There were eighty in the audience. The success of the first round warranted another effort.

A change of records was made, with a greater variety of lively music and "funny" songs, as the children put it. These selections held a larger portion of the children for a greater length of time.

The observation of the directors at Christ's Mission "that the music had its good effects upon the children for the entire day" is the strongest recommendation for a music hour. The music is certainly a happy diversion for the youth in the midst of their excitement and contest of games.

A variety of program was found to be taking.


I was on the ground at other times than the music hour and all remembered me as the music man and wanted to know when I was coming back.

Music on the playground would certainly be a valuable asset in the education, the discipline and the culture of the children.

MAX LANDAY ON AUTOMOBILE TOUR.

Max Landay, of Landay Bros., Inc., 565 Fifth avenue, New York, left Monday last for an automobile tour to the White Mountains. He is following the Ideal Tour trail, and with his big power car ought to be able to turn off miles like he sells records. He will probably be away two weeks or more—depending upon the gasoline market.

By the way, August 8 was Max's birthday. To the first thousand readers who send in the correct birthday sum of this trade member The World will ask Mr. Landay to give them a birthday tribute in the shape of a package of imported talking machine needles. Succeeding thousands of guesses will be entered upon the list of the honorary guessers' association, with life membership card.

And again, Max is due for further congratulations because he escaped a lot of jury duty, all of which tends to show that the star of good fortune is still with him.

MUSICAL HORN QUITE NOVEL.

Something decidedly novel in the way of a musical instrument has been designed by a New York man. He concluded that if there were automatic pianos and organs, there might as well be an automatic horn. So he took a horn with the general shape of a cornet and set a series of transverse pipes along the main pipe. These transverse pipes have valves controlled by key arms, just like the ordinary cornet, but they lead into a music roll with perforations on it like the usual music roll. This roll is caused to revolve automatically, and as it turns around the musician blows steadily through the horn, and whatever piece is on the roll is reproduced. With a good collection of rolls any man can earn the reputation of being an accomplished cornettist.

Let Us Supply You With

"GOOD QUALITY"

Record Cabinets

Hanover, Pa., sends out a superior line—covering beauty of design, workmanship, finish and woods.

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.
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
DEALERS SEEK INSTALLMENT REGULATION.

Stand of the Eastern Talking Machine Dealers’ Association and Its Arguments in Relation to Its Campaign for Two List Prices for Machines

Pretty soon after you have read this paragraph you listen: We are going to start something—and it will make a noise like new customers opening your front door.

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

The Eastern Talking Machine Dealers’ Association has for some time been interested in a campaign for the establishment of two prices for talking machines, one to apply to cash and the other to installment sales, with a view to increasing the proportion of cash sales and lightening the burden of installment accounts to be carried by the dealers. The association has also been very active among the Eastern jobbers and had a delegation of three members present at the convention of the National Association of Talking Machine Jobbers at Atlantic City. The stand and arguments of the Dealers’ Association are well set forth in the address read before a recent meeting of the association by its president, David Switky, and which was, in part, as follows:

"Strange as it may seem, it is true, nevertheless, that many jobbers have not yet grasped that great fundamental truth that the dealers’ welfare means the manufacturers’ welfare. They do not realize that their own prosperity cannot be greater nor than the prosperity enjoyed by their dealers collectively.

"We, the Eastern Talking Machine Dealers’ Association, want the jobbers to petition the Victor, Edison and Columbia companies, asking them to adopt two sets of prices for their machines, one for cash and a greater price for installment sales.

"We logically look to the jobbers to do this, as they are the men through whom the manufacturer markets his product. They are the men who bridge that separate us from, and at the same time connect us with, the manufacturers. They are the men who solicit our patronage. By extending us credit they become literally a partner in our business. Therefore we call upon them to help themselves by helping us.

"We want two sets of prices—one for cash and another for installment sales. If the rank and file of the dealers upon whom the jobbers rely for support are to be prosperous, if they want to get their check promptly each month, from all their dealers, do something that will better the condition of the latter.

"Until now we have been tossed unmercifully back and forth between the jobber and the manufacturer. On the one hand we are urged to plunge headlong into the whirlpool of reckless installment selling, and on the other hand the jobbers are doing all they can to draw tighter the credit reine, even calling upon the manufacturers to assist them in preventing the dealers from getting liberal terms of credit as to time, etc.

"Instead of sensibly trying to help us build up our cash business, so that some of our profits could be felt and counted in cold cash, we are compelled to take our profits in installment accounts on the ledger and in record stocks that pile up month by month at a fearful rate.

"The manufacturers educate us with installment literature that would drive 90 per cent. of the trade into bankruptcy if they were to attempt to live up to those teachings. They advise us to borrow money—borrow, borrow—and then borrow some more. They urge us to call on our bankers. How many of the rank and file do you think are able to borrow money enough to float an installment business? You know as well as we do, that the most that the average dealer can borrow is a few hundred dollars that must be repaid in much less time than he will be able to gather them in from his installment accounts.

"They tell us to look at the $60,000,000-a-year piano industry which rests almost entirely on the installment plan. But they don’t tell us that the piano trade is a very different one from the one in which we are interested. They have great ability as merchants.

"We are told that the Singer Sewing Machine Co. built up its 10,000 branch offices and millions of assets through easy payments of $1 per week. This sounds good, but the parallel is bad. The 10,000 Singer branches are not required to invest their own capital nor to pay for their machines in 30 days.

"They advise us that the largest department stores in the United States are making enormous profits, that entire railway systems are bought and national debts are paid for on the installment plan. This is darn poor comfort for the average dealer. It reminds us of a story told of the late Jay Gould, who advised the members of a Y. M. C. A. to save up their pennies and buy a little railroad.

"In a recent letter sent to us strongly in that a brilliant advocate of installments, tells us that the installment buyer ‘pays for the time accommodation.’ He says further that ‘they pay more than the interest on the money, pay a bigger profit than the smaller, wealthier class, and are safer pay.’

"If his true, that ‘they pay for the time accommodation,’ there would be no need for us to plead for two sets of prices. Is there any good reason why we should not have the assistance of the manufacturers in boosting our cash business? Our present plan of selling on one or two years’ time at cash prices does not do justice to our business, nor does it do honor to our intellect or ability as merchants.

"The Eastern Talking Machine Dealers’ Association recently undertook to obtain a referendum vote of a limited number of dealers in and about New York City. We appealed to eight jobbers to send out post cards to their dealers, asking their signatures, should they favor the two-price system. The returns were overwhelmingly gratifying. Some of the comments accompanying the returns were vigorous.

"In justice to the work attempted by our association, we want to say that three out of the eight New York jobbers approached, did not send out our cards to their dealers. One very courteously asked that the matter be allowed to rest for the present. Another, although earnestly inform-
BIG SAVING IN FREIGHT RATES.

Jobbers' Association Traffic Committee Finally Secures Definite Ruling by Uniform Classification Committee Putting All Talking Machines, With or Without Cabinets, in L. C. L. First Class and C. L. Third Class Rating—Estimated That Saving Will Amount to $100,000 a Year to Talking Machine Trade.

(Special to The Talking Machine World.)

Chicago, Ill., Aug. 10, 1912.

The National Association of Talking Machine Jobbers, whose so-called special traffic committee and the traffic managers of the largest talking machine companies, have finally followed up their previous victory in defeating the proposed change on talking machines in cabinets from first class to double first class by getting a uniform transportation which keeps all talking machines, hornless or otherwise, in the first class in less than carloads, and in third class in carloads.

This will mean a saving of something like $100,000 to the jobbers and retailers of the country per year.

This applies to all territory except that in the Southern Classification Committee, but this may be expected to speedily fall into line.

The value of the definite ruling may be understood when it is said that even since the increase was defeated many freight inspectors throughout the country have insisted on giving hornless machines the one and one half first class rating, placing them in the category of music cabinets. This is all settled definitely now by the ruling just promulgated by the Uniform Classification Committee.

The story is told in the following letter sent out under date of to-day by L. C. Wiswell, of Chicago, chairman of the special traffic and transportation committee of the National Association of Talking Machine Jobbers, to the members of the association:

"Your traffic committee spoke truly in their report read at our recent convention when they said that they had every reason to believe that the Uniform Classification Committee would act favorably on the proposed change in the classification on talking machines, the proposed change being a uniform one, reading as follows:

"'Phonographs, graphophones and talking machines, mounted in cabinet or without cabinet, with or without motor mechanism, in crates or boxes.

"'Carload C. L. minimum weight, 24,000 pounds,'" Phonographs, graphophones and talking machines, mounted in cabinet or without cabinet, with or without motor mechanism, in crates or boxes. This new ruling means that talking machines in cabinets the one and a half first class rating, placing them in the category of music cabinets.

"This new ruling was made by the uniform classification committee, just received, tells us that the new classification was adopted by the committee and it will be effective September 1, 1912.

"This new ruling means that talking machines now have a UNIFORM CLASSIFICATION and that it will eliminate future controversies as well as charges that a number of our members have been recently put to because some freight inspectors have seen fit to change the classification on shipments from first class to one and one half first class.

"This is a signal victory and proves that 'in unity there is strength' —for were it not for the effort put forth millions of dollars, ready your country, done for by the support of all the members of the association, as well as the work done by both the Victor and Edison companies, this uniform classification would not have been brought about. Respectfully submitted, L. C. Wiswell.

"Chairman Special Traffic and Transportation Committee.

E. R. JOHNSON THE FEATURE

Of Interesting Article in Sunday's Sun—His Romantic Career, and Development of Talking Machine Reviewed.

The interesting and romantic career of Elbridge R. Johnson, president of the Victor Talking Machine Co., in connection with the development of the talking machine to its present state of perfection, and how as a penniless mechanic fourteen years ago he established a business that has developed to a point where it represents an investment of millions of dollars, was the subject of a long special article in the New York Sun on Sunday, August 4. The article was headed "From $10 a Week to a Business in Millions," and included a description of the talking machine, some of the details of its manufacture and figures regarding sales and output. Special attention was called to the fact that while a decade or so ago only singers of little repute could be persuaded to sing for the talking machine, at the present time the greatest vocal artists in the world, such as Caruso and Tetrazzini, are more than willing to have their voices recorded.

NEW HOME FOR EDISONIA CO.


(Special to The Talking Machine World.)

Newark, N. J., Aug. 10, 1912.

An event of particular interest to the local trade was the opening this week of the new quarters of the Edisonia Co. corner Broad street and Central avenue, close to the future of Newark's business center. The new home of the company is a large five-story and basement building, thoroughly modern in construction and equipment, occupying about 50 feet front on Broad street and running back about twice that distance on Central avenue. The Edisonia Co. occupies the basement and first two floors and will sublet the upper three floors. A section of the basement, the front part of the store and the entire second floor will be given over to a stock of pianos.

In the rear of the first floor is to be found the department devoted to the disc talking machines, both Victor and Columbia, and it is one of the finest departments in the vicinity of New York. All the latest styles of machines are displayed in the rear of the main floor and in a special large room to the left, which may be cleared and used for recital purposes when desired. Off this room there are four smaller but complete rooms for demonstrating purposes, each of the four laid out along the same general lines but decorated in a manner to obtain distinctive effects. All the rooms are larger than the average demonstration booths and have heavy rugs on the parquet floors and elaborate lighting fixtures overhead. The disc records are kept on file in the larger room, the various compartments of racks being fitted with sliding doors so that the record stock is hidden except when access to it is desired.

The Edisonia machines and records are displayed in a special room in the front of the basement, while the reserve record stock is kept in the rear. All the latest styles of machines are displayed, and the records are displayed in a special room in the front of the basement, while the reserve record stock is kept in the rear.

 "You cannot recall a single case where a 'Blackman dealer' lost a 'real sale' last year, we cannot recall a single case where a 'Blackman dealer' lost a 'real sale' last year, in the case of records. This is also true in the case of records. This is also true in the case of records. This is also true in the case of records. This is also true in the case of records. This is also true in the case of records.

NOW TO THE POINT, THESE ARE FACTS.

"You cannot claim that 'Insurance after the fire has started and collect your Insurance' Can you expect to call on an extra jobber at THE LAST MINUTE and be sure of getting the goods?"

INSURE WITH BLACKMAN NOW AND BE PROTECTED.

"We cannot recall a single case where a 'Blackman dealer' lost a 'real sale' last year, because we could not deliver the goods. When we say a 'reguular dealer' that doesn't mean the fellow who came to us at the last moment after FAILING to get the goods from his 'regular jobber.'"

BE A "REGULAR BLACKMAN DEALER" NOW.

"This means that we will PREPARE FOR YOU, as we do for "OUR DEALERS." Call on us at the last minute, if necessary, and we will do our best we can, but the 'Blackman policy' is to require the obligation to fill the requirements of REGULAR DEALERS FIRST. We call this 'fair dealing' and it is appreciated by our dealers."

NOW IS THE TIME TO TAKE OUT THAT POLICY.

"Start giving, at least a share of your business, to Blackman and you will feel easy about your Holiday profits.

THE TALKING MACHINE WORLD.

31

INSURE YOUR HOLIDAY PROFIT

YOU CARRY FIRE INSURANCE—DON'T YOU?

Q. Most people do, and yet they don't expect or want a fire.

THE NEW VICTROLS MAKE GOOD HOLIDAY BUSINESS CERTAIN.

Q. Are you INSURED against losing GOOD PROFITS through not being able to get these Victrolas?

EXPERIENCE—THOUGH EXPENSIVE—IS THE BEST TEACHER.

Q. You can't afford to forget the EXPERIENCE of those Dealers last year who did not properly PREPARE for HOLIDAY NEEDS, when the low-priced Victrolas were announced.

Q. This is also true in the case of records. PREPARE NOW.

ARE YOUR EGGS ALL IN ONE BASKET?

Q. The "basket" represents your jobber, the "eggs" your orders. Will the "basket" stand the strain of Holiday requirements? If not, who suffers?

Q. MAY YOU NEED TWO POLICIES.

Q. That will depend on "past performances" and the reputation of the "basket" to meet such requirements.

NOW TO THE POINT, THESE ARE FACTS.

Q. You cannot place "additional insurance after the fire has started and collect your Insurance" Can you expect to call on an extra jobber at THE LAST MINUTE and be sure of getting the goods?

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Q. Start giving, at least a share of your business, to Blackman and you will feel easy about your Holiday profits.

THE PLACE TO GET THE GOODS—EDISON AND VICTOR.

97 Chambers St. New York

EVE\"N\TH\'IN\' T:\'HIN\'G--DON'T Y:\'OU?

FLYING JET IN PRIVATE COMPANY.
Why Lyon & Healy Service is Unexcelled!

- Complete stock of VICTOR MACHINES
- Every Record contained in the VICTOR & EDISON Catalogs
- Exclusive Shipping & Packing department
- Orders filled immediately
- Orders filled accurately
- 150,000 records in stock
- Complete stock of EDISON MACHINES
- Retail Cooperation
- Experienced order fillers

VICTOR DISTRIBUTORS  WABASH AV. & ADAMS ST.  CHICAGO
EDISON JOBBERS
Summer Business in the Talking Machine Trade as a Whole Shows Considerable Improvement Over That of Previous Years—Much Interest Displayed in New Machines—Recent Visitors to the Windy City—Interesting Personal Items—Late Additions to the List of Dealers—Department Stores Taking Active Interest in Talking Machines—Changes in the Arrangement of the Rudolph Wurlitzer Co. Quarters—The "Book of the Opera" Well Received—Various Accessories and Specialties Selling Well—Prepenses That Talking Machines Will Supplant Orchestras in Theaters—Other Live News.

(From our Chicago Headquarters)

Chicago, Ill., Aug. 9, 1912.

There is nothing in particular to say about the talking machine situation except that business is not as it should be, according to tradition. By which we mean that it is a good deal better than it usually is during the period of summer dulness, and especially when it is considered that a Presidential campaign is on. There is nothing in particular to say about the trade as a whole shows considerable improvement over that of previous years. Changes in the arrangement of the Rudolph Wurlitzer Co. quarters have been made. Among the dealers visiting Chicago recently were Lenhart & Murphy, Peru, Ind.; H. K. Nelson, Dowagiac, Mich.; J. N. Freeman, Cedar Rapids, Ia., Mrs. A. G. Kunde, of A. G. Kunde & Wife, Milwaukee.

W. C. Fuhri, district manager of the Columbia Phonograph Co., is taking his vacation semi-on-auto in Michigan. He went equipped to land one of the lineal descendants of Jonah's whale and took his two English bulldogs with him for protection in case it is needed when the capture is effected.

Otto Krause, the new manager of the talking machine department of the Hoeffler Manufacturing Co., of Milwaukee, has been here for several weeks making a study of the large retail stores preparatory to making various changes in the methods and arrangement of his department. It will be reorganized, new windows put in, and regular Victor concerts inaugurated.

New Manager Visits Chicago. A. D. Geissler, general manager of the Talking Machine Co. is still in California, accompanied by his wife and his youngest son. The other two Geissler offsprings, Scrubby and Allen, are in Chicago exhibiting great executive ability in managing their respective nurses, and have already caused several deep furrows to appear in the formerly placid brow of Roy J. Keith, who is trying to keep a supervisory eye over the youngsters.

J. H. Clark is putting up at the Talking Machine Co.'s office, preparatory to assuming a position as private secretary to Mr. Geissler when the latter returns.

The many friends of Otto A. Gressing, well known in Chicago, were pleased to hear that he had been made manager of the talking machine department of the O'Neill-Adams Co., of New York. Among the dealers visiting Chicago recently were Lenhart & Murphy, Peru, Ind.; H. K. Nelson, Dowagiac, Mich.; N. Freeman, Cedar Rapids, Ia., Mrs. A. G. Kunde, of A. G. Kunde & Wife, Milwaukee.

Otto A. Gressing is posting up at the Talking Machine and Music Rooms, 314 Wabash avenue, Chicago, looking after the business of the Columbia store at Des Moines, la., and a most active man in his line.

P. Cheattle, who represents the same company in Illinois and Iowa, was in to-day.

A. D. Harriman, formerly retail floor manager of the Columbia Phonograph Co., has been quite active. A. D. Harriman is the new manager of the Columbia Co.'s office, is now in newspaper work in the Dakotas and has not been succeeded here by D. O. Standke, formerly manager of the Columbia store at Des Moines, la., and a most valued member of the company staff.

Frank D. Moses, Wisconsin traveler for the Talking Machine Co., has been quite ill for the past week or two, but is again on the job. His name is not as well known as that of John W. P. Cheattle, who represents the same company in Michigan and Indiana, is back again from his vacation spent on his brother's farm near Laddington, Michigan.

W. A. Everly, representing the Columbia Co.'s Chicago office in Illinois and Iowa, was in to-day and says crop prospects are magnificent in his territory and everybody is being assured of a big fall business, Presidential excitement to the contrary notwithstanding.

P. A. Tyson, who for several months has conducted a talking machine store at 1010 Wilson avenue, this city, has formed a stock company under the name of the Talking Machine and Music Parlors, with himself as president. He is making extensive improvements in his quarters. Both Victor and Columbia lines are carried.

New Combination Dealer. A D. Harriman, formerly retail floor manager of the Columbia Phonograph Co., Chicago; capital, $50,000. The incorporation papers have been filed for The Phonograph Co., Chicago, $50,000. The incorporators are Clyde E. Shorty, Fred Barth and Morris Cohen. They are lawyers and are not yet ready to announce the names of the members of the company or its purpose. Its headquarters are at 137 South Dearborn street.

Fibre Needle Cutter. The Wade & Wade, 1227 East 46th street, Chicago, Ill. It operates easily; works like pliers—Fine! It is made of the best metal hardened with electricity to give it durability. It is equipped with an automatic stop to prevent cutting away more of the needle than necessary. It has two cutting blades, one above and one below that come together with precision and cut the needle smoothly, leaving a clean and almost mechanically perfect point.

A smooth point makes a smooth tone Here is a potner—the Wade—get it! PRICE ONLY $1.50 LIST

THE TALKING MACHINE WORLD.
in the talking machine department on the first floor, including new reception rooms and new demonstrating booths. In addition the first floor annex now utilized for pianos will be given up to talking machine salesrooms.

Tom Clancy is making a fine record for himself as sales manager of the automatic department of the house, with headquarters in Cincinnati, while T. O. Waits, who succeeded Clancy as manager of the automatic department of the Chicago house, is shown himself to be the right man for the place.

The Book of the Opera.

L. Kean Cameron, manager of the retail talking machine department of the Wurlitzer Co., ordered a hundred of the new Victor books of the Opera and received a thousand. Kean philosophized a bit about this new evidence of the development of something from nothing represented by a cipher, and then tried to see if he couldn't dispose of the whole bunch. He made a solid window display of the books and, receiving an inspiration from his artistic instincts and his knowledge of human nature, opened one of the books placed near the front of the window to a page containing a handsome engraving of Tannhauser and the beauteous excises of Wade & Wade, manufacturers of the Wade fibre needle cutter. Their cutter is one of the best made in the business and the beauteous excises of the books were soon sold.

A. B. C. of Record Filing.

Many dealers have been able to systematize their record stocks by the use of Talking Machine Co.'s system of sectional shelving. The company has now made some improvements in this shelving which are bound to enhance its popularity. The sectional cabinets are now made of stronger wood than formerly and sheet metal shelves have been introduced. These shelves are crimped, adding to their strength, and the record envelopes move over them with less friction than on smooth shelves. These record shelves are slotted and grooved, so as to pull out easily.

Dealers who find it very difficult to provide for increased record stock without teretually demoralizing their stock-keeping system, should investigate the merits of these very moderate-priced sectional record shelves.

New Salter Catalogue Aids Business.

Although the new catalog of the Salter Manufacturing Co., of Chicago, showing their complete line of talking machine and music roll cabinets, has been out but a few weeks, already a noticeable business has resulted directly from its circulation.

All the products of the Salter Co. are advantageously shown in this publication, which is being mailed to dealers upon request. Just at present the Salter factories are running full time and finding it difficult to keep up with back orders, and for this reason dealers who contemplate taking on the Salter line will do well to order immediately to insure seasonable delivery. Another catalog showing a new addition to the Salter line, in the shape of player roll cabinets, will come from the press in a few days.

Wade & Wade Needle Cutter Business.

When a first-class product or piece of merchandise is put on the market it usually takes some time and considerable advertising to bring it to the attention of the public, but if the product has merit it is soon established as a standard and becomes a leader in its line. Such has been the experience of Wade & Wade, manufacturers of the Wade fibre needle cutter. Their cutter is one of the most simple in operation now upon the market, and its durability is insured by a high grade of workmanship and the best materials obtainable. The Wade has been advertised vigorously and the results have been most gratifying.

Parrand Co. Installs Talkers.

The Parrand Co., of Detroit, Mich., has recently installed a Victor department to which it will devote a large part of the first floor of the new piano house on Woodward Avenue. It also will have a large representation in the main store. E. K. Andrews, son of E. P. Andrews, will have charge of the records, which will include every number in the catalog.

Condon Auto-Stop Cinches Sales.

While in Buffalo, N. Y., last month, returning from the convention of talking machine dealers at Atlantic City, a representative of the Condon Auto-Stop was told how the sales of two machines put out on trial by Neal, Clarke & Neal were choked by two of the Condon product. The prospective purchasers complained of the trouble in having to get up to stop the machine after each selection, and when they were introduced to the Condon, seated upon it immediately as the solution of their troubles and closed their contract for the machines.

Bays Orchestras Are Doomed.

In discussing the strike of theater musicians of New York City, while the finders were resting on their bows, Percival Knight, of "The Quaker Girl" company, in Chicago, advocated the theory that within a comparatively few years the orchestra will be supplanted by the talking machine.

"Talking machines will reach such a degree of improvement that it will be possible to make records of all the orchestral effects of every song and number of a show, no matter how big it is," declared the comedian, "and then all that will be required will be a musical director and a boy to "feed" the machine.

"All that producers will have to do is to assemble an orchestra and play into these machines and records will be made. Thus one-night stands will be the same music for all the cities have. And the artists can no longer upbraid the musical director for not keeping the right tempo. Not only will such an arrangement prove a money saver, when musicians' salaries and railroad fares are taken into consideration, but it will keep a performance right up to the standard from a musical viewpoint."

L. & H. Service.

The magnificent service offered to talking machine dealers on Victor and Edison goods by Lyon & Healy is aptly illustrated in the company's page advertisement in this issue. This house has for years been noted for the promptness with which it fills orders, and with the complete Victor and Edison catalogs in stock and 150,000 records always on hand, it follows as a matter of course that "outs" are reduced to an absolute minimum. Other important points about L. & H. service are indicated in their announcement.
MR U. DEALER,
VICTORVILLE,
U. S.

Dear Sir:

You know we are EXCLUSIVE wholesalers.
You know we handle nothing but VICTORS.
But do you know ours is absolutely the LARGEST and MOST COMPLETE stock in the country?

SERVICE ——— The Talking Machine Co service ——— is THE service of the country.

UNEQUALLED ———-We'll prove it.

Fall ——— Winter ——— TIMES OF SHORTAGE, the time to prove it.

TRY U. S.

Sincerely,

THE TALKING MACHINE CO

MANAGER
NEW MENACE TO TALKING MACHINE TRADE
IN LATEST PATENT LEGISLATION

Legislation First Proposed in Oldfield Bill Has
Clauses that Affect Price Maintenance
And Situation Reviewed by Waldon Fawcett, the
(Special to The Talking Machine World.)

Washington, D. C., August 9, 1912.

After having been supposedly "put to sleep" by the opposition of such interests as the talking machine and player-piano manufacturers, the patent legislation first proposed in the Oldfield bill has reappeared in Congress in new form.

The latest development at Washington only goes to show that Louis F. Geissler, of the Victor Talking Machine Co., was indeed a true prophet when he stated at the recent Atlantic City convention of the National Association of Talking Machine Merchants that the fight on this proposed legislation could by no means be counted as won.

That an attempt should be made in the closing days of the present session of Congress to get through this legislation which imperils the whole principle of price maintenance, has come as a distinct surprise to almost everybody in the music trade as well as to other manufacturing fields.

Nor does it alter the situation that it is not the old Oldfield bill that is now presented. It is a substitute for that bill, and it embodies all the features that so aroused the men in the music trade when the Oldfield bill was first introduced.

**New Bill More Dangerous Than Old**

Furthermore, this "eleventh hour" substitute for the measure that was so vigorously fought is even more dangerous to trade interests that believe in the manufacturers fixing the resale prices on their patented articles, than was the original bill. There are two reasons for this added danger.

In the first place the new bill is much more likely to stand the scrutiny of the courts than was the old measure. The chief counsel for the Victor Talking Machine Co. and other eminent legal lights were very emphatic in the belief that the original Oldfield bill was unconstitutional, and would be so declared as soon as cases under it got into the courts, provided Congress enacted the measure into a law. The bill that has been drafted to replace the patent revision bill that set the trade by the ears a few months ago seems to be much stronger legally than was its predecessor.

In the second place, this new bill has the prestige that attaches to a recommendation for passage by the Patent Committee of the House of Representatives. The old bill was unconstitutional, and would be so declared as soon as cases under it got into the courts. The new bill has not been so considered, and its authors are members of thevarious committees of the Patent Committee, whereas originally it proceeded largely on its own initiative.

In rewriting his measure Mr. Oldfield was guided also by the disclosures made at the hearings before the Senate Committee on the old bill. It was at those hearings, our readers will remember, that various representatives of the trade, including leading officers of the Victor, Edison and Columbia companies, appeared in person and presented forceful arguments against the bill, some of which were contained in printed volumes. Hundreds of letters were also received by members of Congress from manufacturers, jobbers and retailers in the music trades in all parts of the country, and some "misstatements" such as Mr. Dreyo, of Washington, even extended their appeals to Senators, although it was announced that the Senate would not tackle this proposition until the House had had a chance to consider it.

Well, to make a long story short, a good many of the music trade men, alike to those in other lines, felt that the fight had been won by the showing made at these hearings. It was even stated in some instances that the Oldfield bill had been withdrawn. Certainly the committee allowed the impression to go out that they were not going to be in any hurry to dispose of the bill one way or the other.

These circumstances, combined with the fact that the session of Congress was seemingly drawing to a close and the patience of many persons to a sense of security. Hence the shock when, like the bolt from a clear sky, came this new proposition.

**New Bill More Liberal Than Old**

The new bill is much more liberal than the old one. The latter went into revision all the patent laws, including many provisions that are of great interest to patent attorneys, but are of little concern to manufacturers and merchants. The new bill does not attempt any wholesale revision, but concentrates on a few issues—the very ones, if anything, which concern the manufacturer and his patents. The rewritten clause of the "compulsory license" clause of the old bill is replaced by a new clause which will from this time forth claim attention was drafted, as was the old, by Congressman Oldfield. Only in the present case he acted in accordance with the suggestions of at least seven of the various members of the Patent Committee, whereas originally he proceeded largely on his own initiative.

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**How Price Maintenance Is Affected**

The third clause of the new measure has to do with the problem of price maintenance. The old bill was merely introduced in the House, and then referred to the Patent Committee for a study. But the new bill does not attempt any wholesale revision, but concentrates on a few issues—the very ones, if anything, which concern the manufacturer and his patents.

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restrictions imposed by the manufacturer. In one sense this knockout of the principle of fixed, uniform prices is intended to be more complete than the old, in that, as now drawn, the prohibition of infringement suits because of price-cutting applies to present patents, whereas the other bill would, in the opinion of shrewd lawyers, have been possible of enforcement only in the case of patents taken out after the date of the passage of the bill. Although this rewritten clause affords scant comfort for the manufacturer and dealer who believes in price maintenance, it does offer one loophole that did not appear in the old bill. It is so written as to dodge the subject of contracts, and to have no bearing on relations between buyer and seller based on contracts. Heretofore many manufacturers of patented articles have relied solely upon their patent rights to enable them to uphold prices, and have had no formal written price contracts with the customers to whom they sold. Under this plan redress for price-cutting would have to be obtained on an action for breach of contract. Becoming a law the only salvation of the manufacturer who desires to uphold prices would be to enter into ironclad contracts with jobbers and retailers, and perhaps they in turn would have to sell to the customers to whom they sold. Under this plan redress for price-cutting would have to be obtained on an action for breach of contract. Even under this contract system it would seem to be all but necessary to have the written agreements extend to the final consumer, as otherwise there would be no means of blocking a price-cutting department store that saw fit to buy instruments one at a time, here and there, at the full retail price, and then offered them for sale at a cut price as “leaders.”

Patents and Restraint of Trade.

The fourth and last clause of the rewritten bill deals with a phase of the subject that was not touched upon in the old bill. It is virtually an amendment to the Sherman anti-trust law, making that law applicable to combinations in restraint of trade based on United States patents. This is the feature of the bill which will cause least uneasiness, probably, in the music trades, and yet it is conceivable that there may be instances in which such a law might be invoked against manufacturers who are using one another’s patents on the exchange or royalty basis (as are some of the firms in the music trades), provided these interests sought to exclude from the benefits of such patents newcomers in the field.

Bill Reported August 8.

The Oldfield bill to revise the patent laws to meet the recent patent monopoly decision of the Supreme Court was reported to the House by Chairman Oldfield of the Patent Committee on August 8.

GETTING BUSINESS IN SUMMER.

The New York Talking Machine Co. showed an increase of 33 1-3 per cent. for the first six months of 1912, and Summer Business is Keeping Up If Not Adding to the Record.

During a brief chat this week with General Manager G. T. Williams, of the New York Talking Machine Co., 81 Chambers street, New York, distributors of Victor machines and records, he said: “We feel highly elated over the result of summer trade to date, and so far as that is concerned we can see no reason why it should not be better for the remainder of the season. Our fiscal year closed the last of June, and the first six months of this year show an increase over the first six in 1911 of 33% per cent. This rate of increase, part of which was produced during the so-called dull season, is a little out of the ordinary.

“It would seem to me,” continued Mr. Williams, “that a substantial gain of this nature, in the summer months and during a Presidential campaign year, effectually demonstrates that slow business, because of political unrest, is a myth and purely imaginative. Personally I do not believe that it would cause the slightest difference, except possibly during election month itself. However, our business for the year so far is altogether too satisfactory to cause any worry for the remainder of 1912.”

Mr. Williams expressed the opinion that the gains over 1911 was simply due to the high grade advertising of the Victor Co. and to the first grade products which the Victor Co. build. These two essentials, coupled with the New York Talking Machine Co. spirit of “get out and hustle for business,” have accomplished marvellous hot weather results.

DOESN’T PAY TO “KNOCK.”

Easy to Offend a Customer When Drawing Unfavorable Comparisons with Competitors.

A large manufacturing company, in its recent monthly schedule, made the following remarks, which are well worth passing along: “Gentlemanly bearing, frank address, mastery of your subject and enthusiasm are all so obviously necessary that everyone whose line of effort is sales work instinctively acquires or seeks to acquire these qualifications. Occasionally we see a salesman who has developed an exaggerated standard for one or all of these "essentials" of salesmanship. It is easy to "overdo" any good thing. "We should particularly guard against drawing unfavorable comparisons with competitors, which might in any way be construed as "knocking the other fellow." There is not one salesman in ten thousand who can institute unfavorable comparisons, reflecting on the integrity and fair dealing of another dealer or manufacturer without creating the impression that the other fellow is a formidable competitor, and we fear him. Building up a customer’s list on ‘prejudice’ is ‘bad business.’ Such a list will last just so long as you can find a new prospect to humbug—to take the place of the customer who ‘woke up.’ The only customers who last are those secured on a basis of ‘Quality,’ ‘Service’ and ‘Fair Dealing.’”
THE TALKING MACHINE WORLD

GOOD TIMES IN CINCINNATI.

Situation as a Whole Most Encouraging—Manager Whelen, of the Columbia Co., Optimistically Inclined—Aeolian Co.'s Splendid Showing for Fiscal Year—Victrolas for Foreign Institutions—Columbia for Public Parks—Wurlitzer Co.'s Good Report—Lyric Co.'s Platform Expounded by President Stever—Other News of Trade Interest.

(Special to The Talking Machine World.)

Cincinnati, Ohio, Aug. 2, 1912.

The talking machine situation in the Cincinnati district is somewhat encouraging. Considering the time of the year business is good. The Miller Musical Co. is still in business and apparently has made no changes, the firm continuing to carry a small line of pianos. The Krohle Music Co. has not yet opened up a new store for its talking machine department, as has been intimated for some time. John Arnold, over at Fifth avenue and Elm street, is doing fairly well, while Poorman is trying to take on a new line of goods, the Zonophone people having gone out of existence.

Manager K. J. Whelen, of the Columbia Phonograph Co., General, in the early spring predicted that business would be good this summer in the talking machine line and his predictions have been more than realized in the Cincinnati territory. He stated when asked as to the reason for this boom, which is unusual for the hot summer months, that it was mainly due to the elaborate advertising campaign of the Columbia people and the new types of machines, many of the Columbia dealers are beginning to figure on their fall stock and prospects for a phenomenal fall business are very alluring. There is a steady trade for the Favorite and Regent Grafonolas.

Lewis G. Pilgrim, of Richmond, Ind., has made extensive improvements in his Grafonola department, building a very handsome booth for demonstration purposes and putting in a complete line of Grafonolas. Mr. Pilgrim spent a day in the Cincinnati store selecting such models as he desired, together with a very large assortment of grand pianos, which will figure prominently at his formal opening. Further announcement will be made of his formal opening, as he expects to have "big doings," so to speak.

The local Columbia store has succeeded in placating the demand for machines, and every machine is making a decided hit, and this month as usual we have every record cataloged in our store and the demand met.

"We have vigorously kept our features before the public and are now reaping the patronage we desired, and if we don't treble this year's total business next year we will be very much disappointed.

"We have a campaign laid out for the public school system for the fall that will be a hummer and sure to get all the trade possible, and the maximum is what we are after and shall get.

"We have just recently equipped the Cincinnati Sanitarium at College Hill with Victrolas, which affords us a fine advertisement and should produce a number of good sales. We are more than satisfied with our year's business and should have a wonderful patronage for the ensuing one."

The Columbia Co. has closed a number of contracts with dealers in the past month, who will now make active buyers out of the greater number of machine owners, and the record sales should increase very materially in consequence.

The situation at the Lyric Piano Co. is promising, according to the following statement made by President Stever: "Yes, we are very well pleased with the results we are now obtaining in our talking machine shop. It is quite astonishing to know what can be accomplished little by little with energy."

"The writer not being a small goods man, put in a line of Victor talking machines and to tell the truth it was quite discouraging for a while, owing to the fact that of our being in the dollar piano row or music shopping district. But we have found by a little unique advertising and by courteous treatment, even relatively speaking to show the public something new, let them hear something new, that we have worked upon quite an enviable trade in our talking machine department. We have sold over three hundred machines to our trade in the past year, and while we did not know how in the world to handle one when we first opened up the department, we find that all three of them are kept busy now."

"I think a great mistake is oftentimes made in people handling a proposition of this kind and not using enough time and patience to play records for their customers. I do not believe in using the same machine for all kinds of records. By changing them about we find that we interest customers, and by playing something new for them they are very often inclined to buy them more records than they expected to purchase when they called in. So taking it all in all, we are very well pleased with the results we are now obtaining in our talking machine shop."

"We do a strictly cash business on all of our records, and we send out very few on approval. When a customer selects a machine we make him think and patience to play the records right here for them and in this way it gives us an opportunity to keep a better selection to show at all times than it would if we were to put out five or six machines and send out a large selection with each and every machine. At that rate we would have a bunch of records distributed in different parts of the city, and could not hand out in any particular record which perhaps we would like to use, or would perhaps be called for by some customer."

Sell the New Bell-Hood Needle

Sensation at the Talking Machine Dealers' Convention—"spoils" customers for ordinary needles. After they are "spoiled" you have a new source of profit.

50 cents per box

WRITE FOR SAMPLE PRICES AND DISCOUNTS

THE BELL-HOOD NEEDLE CO.

777 Chapel Street

New Haven, Conn.
Dog days now, but Fall business well in sight up the road a piece; biggest Fall business you ever had a share in, too.

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

"Address your orders and communications to the Pennsylvania Talking Machine Co., No. 1109 Chestnut street, Philadelphia, Pa. With renewed assurances, we are, yours very truly, Columbia Phonograph Co., General." Mr. Eckhardt is now in full charge and there has been no change whatever in the force. The business of the Columbia for July was very much better than last year. The present Columbia store is going to undergo an entire rearrangement, and many changes will be made with a view to expedite the business. The policy of the Pennsylvania Co. will follow closely that of the Columbia, and they intend to make the place a home for all the dealers, a place for the handlers of other machines as well as their own, and will give them a practical illustration of how to handle the retail business.

Mr. Eckhardt says: "We want to extend a cordial welcome to all up State men and want to assure them that we will be glad to see them here and that we are going to get around to see them in their own homes."

The whole appearance of the store will be changed in remodeling it, and it will be one of the most attractive and convenient stores in the country, and they are going to try and arrange things in such a way that they will be able to give the best of service.

The Columbia Co. in July increased its Dictaphone business from 400 to 500 per cent. A. S. Irwin and Miss Kate McClain, of the Columbia Co., are at present away on their vacation, and Joseph Murphy starts on the 9th. There is a rumor about the store that it is going to be Joe's honeymoon trip, but he modestly denies this. The Columbia has received the announcement of several new records by Kathleen Parlow, the violinist, and Miss Gertrude Rennyson, the soprano.

The Estey Co. has its talking machine department fully established. It presents a very attractive appearance and is quite an addition to the fine Estey building. Aside from the booths, which are especially attractive, all the furnishings are in keeping in every way, and the manager. Walter Linton, is very proud of the department and already has been having some very good results. This end of their business will be pushed as soon as the fall arrives, and already a very large and varied stock of machines, cabinets and records has been received.

Manager Emmet, of the talking machine department of C. J. Heppe & Son, has been suffering for a month or more with an attack of rheumatism, but is very much better at present. He reports that their business was very good in July, and Mr. Emmet well considers it was considerably better than last year, although he has no figures to confirm it as yet, but he says they seem to have been shipping out as great many more goods. Among the out-of-town dealers at the Heppe house the past week were Harry F. Cake, of Pottsville, Pa., and O. C. Hoffman, of Lambertville, N.J.

Louis Buehn, of Louis Buehn & Bros., notes that business was splendid in July and that his firm has run considerably ahead of last year. They are away ahead on the year, for their spring business was tremendous. Their business in Pittsburgh has also shown a healthy increase in July over the preceding months. Mr. Buehn says that the outlook for fall business is exceptionally good. He believes that the advent of the new Victor machines, the $75, $100 and $150, will stir things up considerably. Mr. Buehn has his family at the shore for the season and is going back and forward each day in August.

They are taking account of stock in the talking machine department at the Gimbel store. They carry about three times more stock this year than last. Emmet Stewart, of the selling force, is at present away on his vacation. G. F. Wurtele was home sick for nearly a week, having been threatened with appendicitis, but fortunately he recovered without the necessity of an operation.

METZGER'S "QUIET" DAY.

Cartoonist Parkhurst Pictures One of the Familiar Scenes in the Office of Advertising Manager George P. Metzger.

The accompanying cartoon hits the nail plumb on the head. It is a typical scene in the office of Advertising Manager George P. Metzger of the Columbia Phonograph Co., General, New York, and was sketched offhand by the celebrated cartoonist, H. L. V. Parkhurst, while awaiting his turn at the manager's desk. Mr. Parkhurst says that the picture is exactly what he saw. The caption which he attached to it was "Mr. Metzger's office on a QUIET day." Believe us, Mr. Parkhurst's eyesight is good. Many a time The World representative has witnessed the same thing, but lacking the artistic ability of reproducing it we can only thank Mr. Parkhurst for his sketch. Mr. Metzger certainly is a busy man—he keeps a bunch of busy ones around him—but he never loses control of the tiller, or of his smile and his ever genial manner.

TRADE NEWS FROM QUAKER CITY.


(Special to The Talking Machine World.)

Philadelphia, Pa., Aug. 8, 1912.

The talking machine business in Philadelphia for the month of July and early August has been most satisfactory. The good work of the previous six months of the year was kept up and there was no falling off in the lead of July, and it looks now as if this lead was going to be steadily maintained throughout the year. There is probably no business of any character in Philadelphia of which so much can be said, and it speaks well for the future of the talking machine business, and naturally the dealers and jobbers here are very optimistic.

They admit, however, that they have a problem before them that must be solved this fall which is going to be a very trying one for them to handle. They believe, however, that it is going to be adjusted to and to the satisfaction of all parties concerned. Few dealers have started in the business during the past month, although a number have attempted to enter it, but the present restrictions as to the amount of the first order have kept many of them from opening.

The most important news of the week is the announcement, under date of July 30, of the Columbia Phonograph Co., as follows:

NOTICE TO OUR PHILADELPHIA PATRONS.

"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 individual jobbing concerns, we beg to announce that on August 1 our Philadelphia store and territory, heretofore conducted by us direct in the interest of our dealers, will be taken over by the Pennsylvania Talking Machine Co., under the able management and control of Mr. Walter L. Eckhardt.

"In expressing our sincere thanks and appreciation to the Philadelphia trade for their patronage in the past we beg a continuance of that patronage in behalf of the Pennsylvania Talking Machine Co. Mr. Eckhardt's experience and well known disposition to treat fairly with the trade, backed up by the high quality of Columbia goods and the great campaign of national publicity we are running for the benefit of all the trade, is a guarantee to you of a continuance of mutually profitable relations through our Philadelphia distributing agent.

CHEMISCRE FABRIK E. SAUERLANDT FLURSTEDT The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes and Master-Blanks for Gramophone and Phonograph Recording

Sale Manufacturer of Wax "P," the best recording material for Berliner-cut.
Although Summer Quietness Prevails Throughout— 
Ensuing the Talking Machine Men Look Forward to More Activity—
Some Uneasiness Regarding Possible Disturbances in Labor Field—Small Types of Machines in Demand by Vacationists—

(Special to The Talking Machine World.)


We are now in the very midst of the real for seazon and relaxation from the cares of business is the order of the day. Some of the leading talking machine men have already been and returned from holidays, looking for aught better for the future. Many are now away, while others contemplate devoting some time of this (truly) August month to the scenery of the country, or whither fancy leads them. Afternoon will be able to look forward to making plans in preparation for the fall trade, prospects of which, by the way, as far as one can predict from present signs, is regarded as being bright.

Manufacturers and traders find their chief concern engendered by the possibility of further trade disputes, and although a certain amount of the uneasiness is perhaps not unnatural in view of recent happenings in the labor world, a careful analysis of the situation fails to reveal any cause for serious alarm. As trade seems not expected judging from present signs, but as these trade disturbing elements are engendered often with startling suddenness the future must, to a great extent, remain unknown and quantity so far as talking machine business stability is concerned.

Trade has not been too good these last few weeks, but an outstanding feature that calls for some notice is the remarkably steady demand from the public for the portable or handsome type of instrument. It is becoming increasingly popular each succeeding week, for it has a plain, easy way of being carried and fitted with a little credit, but in every walk of life there is to be found some cramp obsessed with a determination to give one better than his fellows. The same logic, let them light it out among themselves—it can do no harm, if it can do no good.

Discuss Orders Relative to Copyright Matters.

In a recent issue of the London Gazette are to be found voluminous details concerning the orders in council relative to copyright matters made by His Majesty, by and with the advice of his Privy Council, covering His Majesty's protection and foreign countries, subject to the provisions of the copyright act 1911.

Recognizing that the phrasology of these orders in council is best with so many difficulties, the directors of Universal Copyrights, Ltd, a concern which is devoted to the protection of record manufacturers' interests, convened a meeting on July 16 of all the members with the object of arriving at some understanding of the various points in question. Counsel was present in the person of Frederick Milton, who, by the way, has been given a general retainer on behalf of the company. An interesting debate ensued. The deliberations have resulted in letters of instruction as to reasons for the orders in council being sent out to all members for future reference and guidance. But in the opinion of eminent barristers there are many complex provisions, the real effects of which will only be known upon appeal to the courts.

Universal Copyrights, Ltd., by the way, is composed of fifteen record manufacturers, who have combined together and formed this association primarily to safeguard their interests in all matters concerning copyright difficulties. Under the company's articles of association, however, it has power to embark upon various enterprises in the music publishing sphere, in addition to other fields of activity. The chairman is Sir George Croydon Marks, M. P., and Managing Director, W. C. S. Gresham, manager Columbia Phonograph Co., General, and Paul H. Cromelin, director Thos. A. Edison, Ltd, have been appointed directors. H. M. Lenoir, for some time assistant to the National Phonograph Co., Ltd, and lately as personal assistant to Sir George Croydon Marks, M. P., is the secretary of Universal Copyrights, Ltd, and with his extensive experience in phasing machines of all kinds he is the right man in the right place.

The Royalty Payment Question.

As I have foretold in these columns from time to time, certain of the dealers have now decided not to increase retail prices on account of royalty dues. The penny tax on half crown records will be equally divided as between manufacturer and dealer, the factors for some reason or other being let off scot free. Bearing upon this subject, the following circular was recently issued to the trade:

To Edison Dealers.

Beginning July 1, 1912, the new Copyright Act takes effect and although the stocks held by dealers on June 30 will be free, the manufacturers will be obliged to pay copyright dues on records shipped July 1 and after.

The heavy expenses of administration in connection with the act will necessitate an increase in the price of records, but to give our dealers the chance of laying the small cost of the season's trade, we have decided to make no increase in our prices until September 1, 1912.

By taking the utmost advantage of this concession and laying in a good stock prior to September 1 in anticipation of their needs for the coming season, our dealers will be enabled to postpone the effects of the change for an indefinite period.

On September 1, 1912, and until further notice, the dealers' prices of Standard, Amberol and Amberol Concert records will be raised by one half-penny (1/4d), the list prices remaining as herefo

The National Phonograph Co., Ltd.

Edison Works, Willesden Junction.

The Copyright Act renders copyright automatic, and it being no longer necessary for English authors to protect their works by registering them at Stationers' Hall, this famous repository for literature, etc., is now closed.

Edison House on Merchandising.

I have been asked to say a few words to serve as a suggestion to the corporation in laying out a series of plans which have been selected from a number submitted by Edison dealers.

I believe in class merchandising because it is intensified salesmanship, and intensified effort is a modern necessity in all lines of human endeavor. As the adroit trial lawyer classifies the men in the jury box and directs to each the arguments which he thinks will prove most effective, so should the merchant to classify the citizens of his district and address to each class that character of selling argument most likely to arrest their attention and excite their interest.

Dissect a department store advertisement and you will find it impregnated with skillfully diversified effort. Department store methods represent wheels within wheels of merchandising. So ought every retail business.

It is sometimes contemptuously said of a merchant, who ponders about his store and waits for custom, that he has adopted the line of least resistance. That is scarcely true. Waiting for trade is the line of least resistance towards nothing but failure. Nowadays the successful merchant must go out into the highways and byways to search for business. The right kind of newspaper advertising is one way to do this; intelligent letters—not cheap circulars—are another; tactful but aggressive canvassing is another—and the best of all.

But let the theory of class appeal underlie all of your selling efforts. When you say to Mr. Jones "I know you like soy and so, and I have it for you," how much more probable is it that you will get Mr. Jones' patronage than if you leave it to chance? And remember that you have something which is capable of appealing to his particular fancy.

The lion's share of the phonograph business is going to the dealers who work intelligently and persistently practise class merchandising, and it is well to remember that the sale of phonographs and phonograph records could be turned to the old question: "Which came first, the chicken or the egg?" Phonograph records (the kind of music the prospective buyer likes), help to sell the phonograph, and thereafter the phon
THE TALKING MACHINE WORLD.

FROM OUR LONDON HEADQUARTERS—(Continued).

graph helps to sell the records. Therefore, in offering the phonograph for sale, offer it as musical entertainment as well as musical merchandise.

I hope to see every Edison dealer make and carry out a great many class merchandising plans. Many of you will, no doubt, be able to devise much better plans than the ones suggested. I am sure you will find it profitable to devote a good deal of thought to this subject. We have big things ahead of us, and I hope every Edison dealer will take the fullest advantage of his opportunities.

Success of Amberol Concert Records.

The Amberol Concert records have now become an established and permanent feature of the Edison monthly record supplements, and already 39 of this class have been issued. Everybody does not aspire to grand opera, but it is certain that everybody finds a constant issue of comic and ragtime selections a little wearing. With the happy medium in the shape of the Concert Amberol the monotony has been very appreciably removed. The dealer and public alike is in full sympathy with this Edison departure, which they accord a full measure of support.

In the advance September list to hand we find two (other Amberol Concert selections, one vocal—"Abide with Me" (Liddle), beautifully sung by Miss Kathleen Parlow. Edison Amberol—"The Blacksmith's Reel" (Irish bagpipe solo), Wm. Andrews; "Passing Review-Patrol," H. Lodge; "Rye Waltzes-Scotch Melodies," National Guard Fife and Drum Corps; "Romance from l'Eclair" (J. F. Halsey), Venetian Instrument Trio; "Black Diamond Rag" (H. Lodge), New York Military Band; "Favorite Airs from Robin Hood" (R. de Koven), Edison Light Opera Company; "I'll Take You Home Again, Kathleen" (T. P. Westendorf), Will Oakland and chorus; "Baby Mine" (A. Johnson), Miss Elizabeth Spencer; "Moonlight Dance" (H. Finck), American Standard Orchestra; "(a) I Know a Lovely Garden," (b) "Because" (D'Hardelot), Hugh Alles; "Rye Waltzes—Scottish Melodies," National Military Band, and "Goodbye, Rose" (H. Ingraham), Walter Van Brunt. Edison Standard Records—"All the Houses Are Going Round" (Godfrey and Williams), Radio Williams; "The Broken Heart" (T. Dennis), Vm. McEwan; "The Blacksmith's Reel" (Irish bagpipe solo), Wm. Andrews; "Passing Review—Patrol," National Guard Fife and Drum Corps; and "I Love to Live in Loveland with a Girl Like You" (W. R. Williams), Walter Van Brunt. British Losing Ground in Russian Market.

In his latest report, the British Consul at Moscow, Russia, has this to say: "Statistics show that during the last five years imports into Russia from Germany, France and the United States have made great advances, while British imports have remained almost stationary. In extenuation of this unsatisfactory state of affairs, it may be urged that figures are unreliable and that, further, certain branches of industry which once were practically British monopolies, are now being exploited by foreign competitors. However, even allowing for the inaccuracy of figures and for the inevitable increase of competition, other reasons must be sought for the stagnation of British trade in the Russian market. First and foremost comes the question of credit. It is impossible for British firms to grant the same credit as German and French firms, which are supported by their local trade banks; in Moscow alone there are five German and two French trade banks. This shows the necessity for creating a British institution in Moscow to assist British firms.

"Another factor which tells against British firms is the immense advantage which the foreign commercial traveler, especially the German, possesses over the British, owing to the fact that English is hardly spoken at all in Russia, whereas German is widely known. The British traveler not only usually knows no Russian, but is also very often greatly handicapped by the fact that he is rigorously treated by his firm as regards expenses as entertaining allowances, etc. In Russia, most business is done over the bar, and before a man can receive a big order he must, as the saying goes, 'show his money.' The German traveler, in addition to knowing the language of the country, is more liberally treated in this matter. British firms are also very badly represented by their foreign agents, often employing Germans or German Jews, who will take an agency for a British firm simply for the sake of blocking it.

The credit system, which is the crux of the whole situation, is a sore point with British commercial journals, who point out, very rightly, that in urging the giving of long credit, consular reports are advocating what is under present conditions impracticable. British firms cannot compete with..."
will be remembered that there has been a recent
life is reckoned from the day the patent is filed.
probable that one of the changes made will be to
law will be revised in 1914, and it
posed upon the individuals who infringe.
proof in cases of contested validity should be im-
he also sees quite clearly that reform is needed.
concerning the changes considered necessary to
of all kinds.
last year something like 1,400 millions
chine public through the medium of dealers, who
and is for circulation among the great talking ma-
given to an attractive little house organ issued by
As a writer in the Daily Telegraph says, the ex-
It gives interesting details concerning the various Columbia record issues, in addition to many other new items and is for circulation among the great talking machine public through the medium of dealers, who can have supplies free of charge.
Big Output of Needles by German House.
It is reported that one of the largest needle manufac-
tories in Germany produced in the course of last year something like 1,400 millions of needles of all kinds.
Patent Law Revision.
It is significant that President Taft recently sent a special message to Congress, in which he asked for authority to appoint a commission to investi-
gate the patent laws of that country, and to make a report recommending present conditions and scientific conditions. While the President points out the great value of the existing patent system, he also sees quite clearly that reform is needed. Especially with Mr. Taft in mind, the simplifi-
cation of the patent laws, and that the burden of proof in cases of contested validity should be im-
posed upon the individuals who infringe.
It is generally believed that the German patent law will be revised in 1914, and it is considered probable that one of the changes made will be to lengthen the life of a patent. At present only fifteen years are available in that country, and the real life is at least two years shorter, because the life is reckoned from the day the patent is filed. It will be interesting to see what there has been in a recent amendment of the German patent law to bring it into line with the revocation practice in the United Kingdom.
As a writer in the Daily Telegraph says, the ex-
perience of most English inventors is that it is more difficult to obtain the grant of a patent from the German office than from any other country in
the world. It is fairly certain that an extremely thorough search is made. There are many direc-
tions in which the patent law of this country could be improved, and one of the things that seem to be required is an international agreement, which will tend to
 discussions revealing the good and bad points of the patent systems of other countries.
Farewell Dinner to Frank L. Dyer.
Just prior to his departure for the States, President Dyer, of Thomas A. Edison, Inc., who visited this country in June, was the object of a pleasing little ceremony at the Kingsway room of the Hol-
horn Restaurant in the Plaza Hotel, where his visit a din-
er was arranged by the management and staff of the National Phonograph Co., Ltd. Sir George Croydon Marles occupied the chair, and in intro-
ducing his namesake Mr. Dyer, he pointed out that the many difficulties the company experienced in the early days and the continuous litigation that en-
joyed, owing to copyright legislation and other con-
ditions, the pirating and duping evils which were rife at the commencement of the phonograph industry were now, happily, non-existent. In an in-
teresting reply Mr. Dyer outlined his association with the company since 1894, and proceeded to
predict further improvements in the phonograph prod-
duct during the coming fall. The home kinetoscope, he believed, would be on the market before long, and what with that and several other changes and improvements now being contemplated, the trade would be in for a time of much prosperity. Paul Cromelin, in response to Mr. Dyer's speech, made reference to the high esteem in which the president was held by them all. During the course of the evening a toast was proposed to the great inventor, Thomas A. Edison, and was responded to with great enthusiasm.
Stimulating Summer Business.
As usual, the Gramophone Co. has in being an
excellent summer scheme for encouraging the dealer to persevere in his efforts to maintain a sat-
isfactory turnover, and to this end the company is
spending quite a liberal amount of money in ad-
couraging the
The new Edison "Opera" phonograph is said to
new Edison "Opera" phonograph is said to be
ready for recording without any further preparation.
RECORDING WAX EXPERTISE
Noiseless Cutting. Wax plates for private record taking.
SPECIALTY
Ernst Wilke & Co., Goerlitz
Noiseless Cutting. Wax plates for private record taking.
Factory: Berlin, Ger., N. 20, Kolonie Strasse, 34.
ERNST WILKE & CO., Goerlitz
NEW CONCERN IN LOS ANGELES.


(Special to The Talking Machine World.)

Los Angeles, Cal., July 30, 1912.

July closes as a very brisk month among all jobbers and retailers of talking machine goods. The fact that many owners of talking machines are away to the beach or mountain resorts does not affect record trade in the least. Talking machines seem to be a necessity on vacation trips and outings more than any previous years.

A new talking machine company has recently sprung into existence, the Musical Record Co.'s "Victor Shop," 814 South Broadway. This new firm has spared no expense to equip its rooms in the most up-to-date fashion, having several absolutely sound-proof rooms for the demonstration of goods. These rooms consist of a Vernis Martin, Turkish, mission, mahogany, golden oak and other finishes, each decorated accordingly as to their respective salesrooms. A very novel feature in connection with the talking machine line is that of a Japanese tea garden with rustic effect, where ladies can be served with afternoon tea by Japanese. A Victrola XVI. is used to entertain its patrons.

Albert D. Wayne, a very prominent talking machine man in this city, is general manager of the concern, assisted by H. E. Major. Every effort has been used to make this the ideal spot for the comfort of its customers, catering only to the highest class of trade possible.

Shirlason Bros., 420 North Main street, have sold many of the talking machines within the last few weeks to the Latin races of their section.

There has been a number of out-of-town dealers in the city recently among whom are C. W. Beattie and family, of Marawpa, Cal., who is stopping at Long Beach for an outing, and A. W. Raney, of Hanford, Cal., who is spending his vacation at Ocean Park. These two dealers are very prosperous Edison dealers in their respective districts.

A. J. Morse, manager of the branch of Southern California Music Co., of San Diego, has returned from New York after several weeks' vacation, bringing back with him a bride. By this act Mr. Morse surprised many of his friends and associates.

The Talking Machine Shop reports business on the upward bound, closing the month with a very satisfactory trade in both machines and records.

Scott T. Allured, connected with the talking machine department of the Wiley B. Allen Co., of this city, has been transferred to the San Diego branch to manage the same department in the place of Miss Ruby, who has just left for New York.

E. Howland, of Central avenue, has shown a great selling ability by disposing of many Edison machines in the past few weeks.

B. H. Burke, who has been connected with the Southern California Music Co. for some time, is now located with the Wiley B. Allen Co. of this city. Mr. Burke is by no means a stranger to this city, but is a very prominent figure in this line all along the coast.

The J. B. Brown Music Co. has demonstrated by its sales of late that business is not quiet in the talking machine department, thus showing a decided increase in this line for the same period last year.

Earl E. Dible, manager of the talking machine department of the Southern California Music Co., of San Diego, spent several weeks' vacation visiting relatives and friends.

Geo. T. Austin, a prosperous Edison dealer of Oxnard, was in the city for a few days and states that the phonograph business is most excellent since the harvest of a very heavy bean crop, which he expects to have as much success fishing as he has selling phonographs.

O. A. Lovejoy, manager of the talking machine department of the Southern California Music Co., reports that the wholesale trade is above the average for the summer months, especially in the larger Edison machines, which its dealers in general have been very active in selling.

The T. J. Johnson Music Co., 415 South Main street, a wide-awake Victor dealer, is making wonderful progress with the Victor goods, which he considers the only line to handle.

Our Guarantee With Every Horn.

Write us and we will send you a sample line of Music Masters.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

MUSIC MASTER
Solid Wood Horn
The Only Horn Guaranteed

Have you got samples to show to your customers and to demonstrate with? By giving a practical demonstration of the Music Master and any Horn or Hornless machine, one can see the difference more readily in sweetness of tone, full sound waves, etc., in the Music Master Solid Wood Horn.

The Music Master beyond a question is the greatest advancement ever made in Phonographic Horn Construction. Why don't you investigate the merits of the Music Master?

MUSIC IN THE AUTO=ORN.

The Peculiar Request That Has Come to the Office of Henry W. Savage.

From Sunbury, Pa., to the office of Henry W. Savage there came recently a query regarding the consideration that would be demanded for the privilege of playing the airs of "Little Boy Blue," "The Merry Widow," "Somewhere Else" and other musical comedy and operatic successes controlled by that manager, on automobile horns, said horns to be sold promiscuously to whosoever will buy them. The writer, signing himself Allan L. Pencross, explains that he has perfected a plan for equipping auto horns with miniature talking machine disc records, which he intends to put on the market as soon as the patents covering this method of sound reproduction have expired. He enthusiastically discusses the possibilities of tremendous fortune lying in wait for the genius who makes it possible for the rich farmer to lessen the tedium of his journeys of inspection by tickling his ear with the strains of popular music, which his absorption in farm duties and his distance from the theatrical district make it impossible for him to enjoy in a playhouse. Pencross draws a vivid picture of a hundred thousand tired business men skidding from their suburban homes in the morning and back in the evening to the accompaniment of tunes calculated to drive the most active care into retirement.

Why is it that when a man makes a success he is very apt to swell out his chest like a pouter pigeon and take all the credit, but when he registers a failure he is inclined to blame it upon conditions over which he had no control?
Talking Machines for Canoes—A Big Feature of Mississippi River Near St. Louis

The Meramac river, which flows into the Mississippi near St. Louis, is a popular resort with young men. Fitted their canoes with tiny machines, making as good an accompaniment for a ride down the turbulent stream. It is just a bit weird, according to him, that none are to be priced on a popular scale. There must be no lying—white lies or fabrication. In every department of this business, there is that sort of advertising which is unparalled in summer trade in the retail department, with the XVI. models leading all others in the demand. The year is being pushed as strongly as possible, and the talk is that the trade so far this summer has been very good, and the order book will show that it is going better than ever before.

The Trade So Far This Summer

The retail business has been very good and previous summer totals are being eclipsed except where outside salesmen were used very extensively. None of the houses is pushing business with large outside forces this summer because of the cost of solicited sales in the summer months. While this is not being done, the service idea is being pushed as strongly as possible and it is giving excellent results, and the conclusion is that it is really of better profit to follow customers more closely in summer than in winter. A talking machine on the porch will often attract for an informal call a neighbor who will express a liking for talking machine music but who would not dream of dropping in when the doors are closed. The retail business has been especially good and jobbing prospects look excellent if advance orders are correctly stated. Bollman Bros. Piano Co. made a neat window display for the Victor machines with a tent erected on a green sward with figures of the campers reclining about listening to a talking machine implanted in the tent. The Victoria Phonograph Co. used a small machine, good and our order book will show that it is going better than ever before. The country trade has been good and our order book will show that it is going better than ever before. The Columbia Phonograph Co. made a neat window display for the Victor machines with a tent erected on a green sward with figures of the campers reclining. Raymond Voight, recently with the Dietzel Music Co., Oklahoma City, has taken charge of the dictating machine department of the Silverstone Talking Machine Co. and is pushing the installation of these machines.

Promising and the Trade Is Buoyant

Pleased with New Edison Disc Phonographs

Victor Publicity—Voight with Silverstone—Promising and the Trade Is Buoyant.

Promising and the Trade Is Buoyant

Pleased with New Edison Disc Phonographs

The Columbia Demonstration Double-Disc Record—The only advertising device that literally tells its own story; the only “talking catalog” in the world; the record that gives the owner not only a full 65 cents’ worth of music for 10 cents, but three minutes of argument and demonstration which seem to be even more popular than the music side of the record itself.

Columbia Phonograph Co., Gen'l Tribune Building, New York
"TALKER" TRADE IN MICHIGAN.


(Special to The Talking Machine World.)


That blighting Cadillac, the docile celebration of the birthday of Detroit, which was heralded the country over as a coming additional wonder of the world and touted among the business men as sure to bring a million dollars or so to the city from the commercial proceedings of the great fair, did more harm to the talking machine business here than anything which has turned up in years. Trade was almost absolutely dead, but since the thing ended the population has got back to its normal stride, which is largely a stride to the talking machine stores. The managers are hoping that the reaction will get them back some of the profits they failed to accrue in the last week of July.

The Farrand Co. has taken a niche in the big Victor line which it almost can run in the local dailies. It occupies a space of half a page or so, with the word Victrola and a cut as the feature and the subsidiary announcements of the Max Strasburg shop, Grinnell Brothers, state jobbers, the Farrand Co., the Cable Piano Co., the American Phonograph Co., and the Deran Phonograph Co., the principal downtown stores which handle the Victor line.

It is considered a grand scheme, for the announcement emphasizes the name Victor on the minds of everybody who has in his files of buyers and just about every other person he meets is a buyer, and the cost is divided so that the price of a half-page is not onerous.

The Columbia Co. has sold thousands of dictaphones to manufacturers and professional men in Detroit. Some big plants have more than fifty of their offices. Among these are the Sterling Motor Car Co., the Goodyear Manufacturing Co., of E-M-F and Flanders motor cars, and the Burroughs Adding Machine Co., two of the largest manufacturing concerns in Michigan. Dozens of other industrial establishments have a score or more—the Gray Motor Co., the United States Tire Co., the National Manufacturing Co. and many others. In thousands of offices of lawyers, bankers and business men there are from one to half a dozen. In short, there are so many in the city that the Columbia Co.'s branch here keeps two men busy constantly on inspection work, seeing to it that these names are in perfect order.

Manager K. M. Johns, of the Columbia branch, still on his auditing tour, is in Indianapolis now.

S. E. Lind, acting manager, received a letter from him this week commending the business shown in the last report. Mr. Lind made to his absent chief, except for Cadillac week July has run away from June, though generally July is a lighter month than the first of summer. This condition is ascribed to the weather. Everybody is postponing vacation in the hope that after a while the weather will be more favorable to make it worth while to take a couple of weeks off, consequently their purchases of talking machines and records are made later.

Mr. Lind has been notified that he won the May collection prize. The Columbia Co. offers a cash prize each month to the manager of the branch store which shows the best collections in proportion to total business done. Manager Lind did not appropriate all the credit to himself, however, but divided the purse among the members of his staff who had been of greatest service to him.

Manager Harry Rupp, of the talking machine department of Grinnell Brothers, is much disappointed at the failure of the recent convention in Atlantic City to take action on the proposition to permit the listing of a legitimate price to the public of talking machines sold on contract, and also pleased at the firm stand the association took on the matter which forced the first mentioned into the background—the campaign against the measure in Congress which proposes to forbid manufacturers of goods of any kind to fix the price of their product.

The talking machine men in Michigan are doing their part toward the attempt to kill this bill. Michigan Congressmen are bearing from the dealers and their friends daily, with explanations of how such an act would injure not only the talking machine business but many other businesses as well. Besides this, the activity of the talking machine people has awakened the representatives of other lines of business. They all realize how the withdrawal of a manufacturer's right to establish a price on his product would transform the present strivings for high quality in goods, whether talking machines or anything else, into a striving for cheapness and the lowest possible price. The appeal for business would have to be on price, not quality.

"The one-price system is very well established in Detroit," said Mr. Rupp. "It is enabling the talking machine dealers to obtain a high class of trade which they did not even aspire to a few years ago. They got this fine trade because they offer high-class goods. If the one-price system is knocked out by law the trade will be knocked into a cocked hat and it will be a scramble to see who can lower the cost of manufacture in every way possible and what will be the result? Who wants a low-grade talking machine? It won't furnish any real music. Therefore it will have no value.

"The talking machine business needs high quality and the right to fix a price to maintain high quality much more than does any other business. At present the talking machine has superseded other musical instruments in schools and other public places and in many of the best homes. With quality lowered, it would come out of all these.

"However, I don't think there is much danger of the bill getting through Congress. We are doing too much good work against it."

The Max Strasburg Co. will not get into its additional space this month, as had been hoped, but probably will be able to spread out by the first of September. That will be exactly a year from the date of going into business. The fact of being compelled to seek double the space originally contracted for within the first year of business speaks for itself with regard to the growth of the business. Only the Max Strasburg company's trade is of the entire talking machine industry in this city.

COLUMBIA FIBRE NEEDLES

New Ready for the Trade—Can Be Used on All Columbia Instruments Except "Bijou."

The Columbia Phonograph Co. announces that it now is ready to supply the trade with Columbia fibre needles, which may be used on all Columbia instruments with the exception of the "Bijou" without entailing any cost for new equipment. This company is also supplying the Columbia needle cutter, which will enable the fibre needles to be re-pointed eight or ten times.

The Columbia fibre needles come in two sizes, No. 1, standard length and thickness; No. 2, shorter and heavier for greater volume of tone. The needles and needle cutters are sold at very reasonable prices and may be had by dealers from Columbia distributors throughout the country.

DISPOSALS OF MCGREAL BUILDING.

(Special to The Talking Machine World.)

Milwaukee, Wis., Aug. 8, 1912.

Lawrence McGreal, local Edison jobber, has disposed of his lease on the McGreal building at 174-176 Third street, devastated by fire recently to the Ogden estate, owner of the property, for $35,000. The lease had ten more years to run. It is rumored that an Eastern theatrical syndicate, probably the Shuberts, will lease the property, tear down the present shell and erect a new theater. It is an excellent center.

We'll help you out of the hole

If a customer comes into your store and "calls you in a hole" because he wants something you haven't got and wants it quickly, you can always depend upon us to help you out.

That's a part of our service—our regular service—and while the need of a "rush" may get you a bit excited it won't cause a ripple at our end of the line, for every order is a rush order with us.

All goods are shipped the same day the orders are received.

Everything you want in Victor, Victor-Victrolas, Victor Records, record cabinets, needles, fibre cases, horns, repair parts and other accessories you can get from us instantly whenever you want it.

That's "some service", but it's the kind we give our customers always.

As a starter, drop us a line today for immediate delivery the entire list of Victor foreign records:

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"If it's in the Victor catalog, we have it."


38 Chambers Street

New York
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., Aug. 8, 1912.


This invention relates to automatic mechanisms and particularly to a multiple disc-record graphophone. It more particularly relates to mechanism of the character adapted to handle and play a large number of disc records of the type having a selection recorded on each side thereof and further adapted to turn the record and play the reverse side, from that last played, in an alternate manner. This arrangement provides a machine, excellent for the purpose of a continuous performance without any attendance whatever.

The silent period, or the time during which a record is changed and turned, is very short, and as the machine is electrically operated it means all of the requirements for this type of a machine.

Figure 1 shows the entire machine; Fig. 2 is a vertical front view of said machine as in Fig. 1 with the lid and front side removed and cut away respectively, and serves to disclose therein a portion of the mechanism and a bank of the records in position; Fig. 3 is a view similar to the last, except that the mechanism shown in Fig. 2, or the greater part thereof, has been removed, and the elevated structure, comprising the elevated belts as a traveling member, and the tracks together with the necessary pulleys are shown, and two records are also shown as they appear going to and from the playing position and on their respective tracks. Fig. 4 is a plan view of the machine, viewed from above, and serves to show the whole system of belts and guide tracks and their relative position to the large transmitting wheel. Fig. 5 is a front elevation of the principal actuating mechanism, comprising the cams, levers, and other active elements. Fig. 6 is a side elevation of Fig. 5, as viewed from the right side thereof. Fig. 7 is a plan view from above of Figs. 5 and 6, and shows all of the respective parts in their relative position, except the two housings which are set in, in the drawing, and the base plate, shafts and connections are broken away, so as to permit this said condition. Fig. 8 is an elevation view of the chain sprocket wheels and framework for same and gearing adapted thereto, and represents the rear end of the chain carrying mechanism. Fig. 9 is an elevation view of the companion chain sprockets adapted to the front end of the said chain carrying mechanism. Fig. 10 is a semi-perspective view of the sides of the last two described figures, respectively, combined to show their assembly position and including two of the chains mounted thereon, together with a series of records assembled in the said chains.

Fig. 11 is a side elevation in enlarged form of one of the sprocket wheels, with a section of one of the said chains showing how it is adapted thereto. Fig. 12 is an edgewise view of the last figure, and serves to show the relative thickness of the chain blocks. Fig. 13 shows two block links, with male and female joint lugs, respectively, being shown thereon. Fig. 14 is a side elevation of one of the elevated guide track brackets showing the said tracks in section thereon. Fig. 15 is another view of the same from the front. Fig. 16 is a side elevation of one of the combination guide track and pulley brackets showing a pulley and belt thereon and a portion of the guide track in section thereunder. Fig. 17 is another view of the same from the front. Fig. 18 is a perspective view of a portion of the lower track way, for the records, and showing the slide way over which the record passes to enter the track. Fig. 19 is a section of the large transferring wheel at point K and serves to show the shape of the record track formed thereon. Fig. 20 is a side elevation view of the slide member, while Fig. 21 is another view of the same.

Fig. 22 is an enlarged end view of Fig. 20 as at point PP, and serves to show how this end is shaped to conform with a certain depression in the record track. Fig. 23 is a detailed elevation view, partly in section, of two of the cam levers and bearings thereon, and serves to show how they both operate upon one center. Fig. 24 is a plan view of the "sound box" or reproducer with its mounting show. Fig. 25 and 26 are other views of Fig. 24, and serve to show the mechanism for traversing the reproducer along horizontally, as well as elevating it to raise it from a record when in a playing position. Fig. 27 is a rear elevation view of the advancing mechanism for the records, showing the lever and compression plate without the central support. Fig. 28 is an eight-tooth ratchet wheel and spring detent therefor, in enlarged form, and again seen as a part of Fig. 8. Fig. 29 is a rear elevation view of the record when in the lever connected therewith and shown without the central support. Fig. 30 is another view of the same and includes the central support and base for same. Fig. 32 is diagrammatic of the extreme end of the lever 95, where it connects with the pin 97, and shows the finger arrangement of same. Figs. 33 to 38, inclusive, are detail views in side elevation of the actuating cams, showing the engaging position of each cam with its follower.

THRUMMER FOR PHONOGRAPH RECORDS. George A. La Mountain, Marshalltown, Ia. Patent No. 1,032,388.

The chief object of this invention is to provide such an attachment in the nature of a trimmer or shaver for phonograph records, whereby the records may be trimmed or shaved off for further use, which trimmer is readily and easily adjustable to cut to any desired depth and so constructed and arranged that it will not break or chip the record but will trim such records
smoothly, regularly and evenly, thereby preparing a smooth, even surface for receiving a new impression.

A further object is to provide such a device which at all times presents the cutting edge to the record at the same angle, thus causing a true and even cut.

A further object is to provide such a device which holds the cutting instrument in exactly the same position during the trimming of a record.

Figure 1 shows a side elevation of a trimmer for phonograph records embodying this invention. Fig. 2 shows a top or plan view of said trimmer. Fig. 3 shows a central, sectional view through the trimmer and parts of a phonograph showing the trimmer installed in position for use.

This improved trimmer for phonograph records is designed especially for use with phonographs having cylindrical records and is also designed to be secured to the ordinary arm or bracket in which the reproducer is held.


This invention relates to sound reproducing machines of the class in which are employed a series of records, a magazine to support the series, a rotatable table to support and rotate a record during the reproduction thereof and a mechanism to transfer record discs from the magazine to the table, and from the table to the magazine.

The object of the present invention is to provide a novel, simple and efficient magazine and transfer mechanism for record discs, whereby the record discs may be supported in vertical positions or, substantially so, in the series, and whereby a selected record may be first moved edge first from the series to a position away from the same and adjacent the rotatable table and then moved face first from said position to a horizontal position upon the table to be reproduced;

and whereby the record, after being reproduced, may be first moved face first from the table to a position adjacent the magazine, and then returned edge first to the magazine.

This invention in its broader aspect contemplates a record disc transfer mechanism employing parts which may be operated to move a record disc face first down upon the rotatable table and then transferring the record disc from the magazine to the table irrespective of the angular relation of the record disc to the table when the record disc is in the magazine.

In the accompanying drawings, illustrating this invention, Figure 1 is a plan view of a sound reproducing machine, embodying the invention. Fig. 2 is a vertical sectional view at line 2-2 of Fig. 1. Fig. 3 is a vertical section on line 3-3 of Fig. 2. HORNS FOR TALKING MACHINES. Thomas H. Towell, Cleveland, O., assignor to the U.S. Phonograph Co., same place. Patent No. 1,003,516.

The present invention, relating as indicated to horns for talking machines, has for its object the provision of a horn suitable for use on such machines, whether of the disc or cylinder type, and one that will be readily adjustable to the various requirements encountered in operating either such type of machine.

The subject matter of the present case has been divided out of applicant's co-pending application Serial No. 574,467, filed July 29, 1910, and relates more especially to the amplifier as distinguished from such amplifier in combination with the talking machine mechanism.

In said annexed drawing, Figure 1 is a side elevation of one typical form of cylinder talking machine, with a horn shown in continuous section thereof embodying the present improvement; Fig. 2 is a horizontal sectional detail of such horn, taken on the plane 2-2; Fig. 1; Fig. 3 is a vertical section of a detail of the jointed elbow connecting on the plane 3-3; Fig. 5 is a vertical section of a detail of the jointed elbow connecting the tone arm with the amplifier proper; and Fig. 4 is similarly a vertical section of the forward end of said tone arm, the pitch of the coiled interlocking strip composing such tone arm being exaggerated in order to render the construction of the latter clearer.


The main object of this invention is to provide an improved method whereby a matrix or a record of sound may be produced, so marked for identification that duplicates thereof cannot be formed or "dubbed" from it without incorporating into such duplicates the identification marks of the original, said application being a division of inventor's prior application, Serial No. 438,657, filed May 4, 1905, upon which issued United States Letters Patent No. 904,088, dated July 19, 1908.

The method is preferably utilized to form an identification mark or marks within the recorded surface of the record, the term "recorded surface" being used to define the whole or any part of the surface of the undulatory sound groove or ridge of a record or of the surface between the turns of such groove or ridge. Preference is given to an identification mark or marks such as a word or words, or characters of any description, that will indicate the origin of the record or that will give any other information desired.

In the drawings forming a part of this application, in which the same reference characters are used to designate like parts throughout the various views, Figures 1 to 9 illustrate the method of forming identification marks in a sound record matrix; Figs. 4, 5 and 6 show a modified manner of carrying out the said method; Figs. 7, 8 and 9 show a still further modified manner of marking a sound record tablet having identification marks formed in the recorded surface thereof.


This invention relates to machines of the character known as "talking machines," more particularly those employing disc records; and the object of the invention is to provide a multiple needle holder which may be mounted upon a suitable supporting arm whereby attachment may be made to the recording or reproducing element of the talking machine.

The needles ordinarily employed when reproducing talking machine records wear out rapidly, and it is the present practice to supply a fresh needle for every record. Attempts have been made to produce a needle capable of use for a number of records, but they have not proved very satisfactory, and in general the high cost of production has usually prevented their adoption.

The multiple structure forming the subject of this invention is rotatable and operates in such a way as to permit the needles carried thereby to be used consecutively and after removal at one time and others set in their places, and it may be made of any suitable metal, preferably metal.

Figure 1 is an elevation of a multiple needle holder embodying the invention; Fig. 2 is a side elevation of the same, partly in section, on the line 2-2 of Figs. 3, 4, 5, 6, 7, 8, 9 and 10. Figs. 1, 2, 4, 5, 7, 8, 9 and 10 are views illustrating forms of needles which may be mounted for use in the structure embodying the invention shown in Figs. 1 and 2.
This inventor has also constructed the sound flat, or eight times the movement imparted longitudinally to the flexible member as it vibrates at right angles and decreases.

The valve member is fixed at one end and is normally being bent in an angle of slight curvature. This is accomplished by forming a valve of flexible material which is seated upon the reproducing stylus at its other or free end in such a manner that the reciprocating motion derived from the movement of the stylus to which the record groove is communicated to the free end of the valve member by alternate pushes and pulls lengthwise of the valve member of substantially parallel to the valve plate upon which it is seated. The longitudinal movements thus imparted to the free end of the valve member result in a corresponding, but greatly amplified in the vibration of the valve member. This invention is characterized by more perfect quality than those of the reproducing stylus tracking a record groove.

This invention relates to phonograph reproducers of the pneumatic type, or, generally speaking, of the type in which undulations corresponding to sound waves are impressed upon a current of air by means of a fluid by the operation of a suitable valve through which the fluid is allowed or caused to pass, the valve being operated in accordance with the sound waves as by connection with a reproducing styli tracking a record groove.

The objects of the invention are the construction of a sound reproducer whose tones will be characterized by more perfect quality than those of reproducers ordinarily used, and which will cause undulations corresponding to the original sound waves, but greatly amplified thereby, to be impressed upon the current of air or other moving fluid passing through the reproducer with the result that tones of much greater volume may be reproduced than is commonly possible in devices of this character.

The invention operates upon a new principle by which the movement imparted to the valve member is in connection with the stylus lever is greatly amplified in the vibration of the valve member. This is accomplished by forming a valve of flexible material which is seated upon a port connecting two chambers, or other chambers being provided with ports by which the resonating and equalizing chambers of the reproducer communicate, and in improved means for supporting the valve referred to.

This invention consists of an improved form of valve for varying the rate of flow of an elastic fluid through the ports by which the resonating and equalizing chambers of the reproducer communicate, and in improved means for supporting the valve referred to.

In detail the invention relates to a phonograph reproducer embodying this invention. The invention is described in connection with the reproducing phonograph of the type in which undulations corresponding to the original sound waves are impressed upon a current of air, and has for its object the provision of means whereby improved results in the reproduction of sounds will be secured.

This invention consists of an improved form of valve for varying the rate of flow of an elastic fluid through the ports by which the resonating and equalizing chambers of the reproducer communicate, and in improved means for supporting the valve referred to.

The invention is described in connection with the reproducing phonograph of the type in which undulations corresponding to the original sound waves are impressed upon a current of air, and has for its object the provision of means whereby improved results in the reproduction of sounds will be secured.

REDUCTIONS IN EXPRESS RATES.

Interstate Commerce Commission Formulates Radical Plan of Rate Regulation to Go Into Force the Coming Autumn.

Members of the talking machine trade who have occasion to ship by express frequently will be gratified at the report made by the Inter-State Commerce Commission prescribing reductions in the express rates. A cut of 10 per cent. on rates is advocated. The report comes as a result of the commission's investigation into the business of the great express companies of the United States. It is proposed to make the rates effective sometime next autumn. In detail the reductions recommended are as follows:

The new rates may be said to be based on a minimum charge of 21 cents for a one-pound package. This charge increases in the rate of weight and distance at rates varying from three-tenths of a cent a pound to 12 cents a pound.

Packages weighing two pounds, for instance, may be shipped 1,000 miles—New York City to Chicago—for 34 cents, and 2,000 miles—New York City to Denver—for 51 cents, the present rates being, respectively, 45 cents and 63 cents. A 10-pound package may be transported 1,000 miles for 42 cents and 3,000 miles for 77 cents, as against the existing rates of 75 cents and $1.25, respectively. The cost of transporting a 25-pound package 1,000 miles will be 76 cents, against the present rate of $1.10, and for 2,000 miles $3.04, against the present rate of $2.35.

For many years the express business of the United States has been handled "as a family affair." By agreement the country has been parcelled out between the large companies into zones, and competitive territory has almost ceased to exist. At the present time three stock ownership and otherwise, the companies are so interlocked with one another and with the railroads that for practical purposes the business is managed by not more than three groups of interests.

Against this grasping combination the power of the Federal Government, under the Interstate Commerce act, is now for the first time to be employed for the protection of the public. For twenty years since the railroads became subject to the act the express companies, and to that extent the railroads which in which shared the express companies' receipts on a percentage basis or actually controlled them, have escaped regulation.

Double collection of lawful charges; overcharges and undercharges resulting in discrimination between shippers, and the granting of rebates; obscure and unreasonable rates; slow service through arbitrary routing by intending and unfair classification of matter; delays in settling claims for loss and damage, and excessive insurance charges were found to prevail so generally that the commission proposed revolutionary reforms. Without interfering with the relations of the express companies and the railroads, it has undertaken to reconstruct the business and to create a national system of rates, classification and routing.

If the express interests had ever shown any inclination to correct their methods or to meet the public half-way in a spirit of fairness, instead of relying upon their political influence to prevent legislation, they might be entitled to a certain amount of sympathy because of the severe treatment which they are about to undergo.

The new rates are being worked out through the zone system, and the first step was to divide the United States into blocks, each approximately fifty miles square. Rates are proposed between these blocks, treating cities and towns as common points. Each of these blocks is one degree of longitude in length and one degree of latitude in width. To every express station within each of these blocks the rate is the same from any other given block. The rate is stated as between blocks rather than as between cities.

INSTALL VICTOR DEPARTMENT.

McClure & Cowles, the prominent piano house of Albany, N. Y., have recently installed a talking machine department with a complete line of Victor phonographs and Victrolas with records for sale. The new department is under the management of Charles S. Hotaling.

Don't think you are putting too much in your windows because you have heard someone say a window looked overcrowded, etc.; you can't get too much in a window if you display each article as it should be, the less you show in a window the less the window will sell, and the month's sales will be less that amount.

60 YEARS' EXPERIENCE.
**TALKING MACHINE WORLD.**

**RECORD BULLETIN FOR SEPTEMBER, 1912.**

(Continued from page 49.)

| 1507 | Opera Bouleuse, On Secret from “Ludus” ... | Billy Murphy and Mixed Chorus |
| 1508 | Oye Walther—Scottish Melodies ... | Perker and Harlan |
| 1509 | Good Bye Box ... | Walter Van Brunt |
| 1510 | Two Roles and the Trump Trombone ... | Perker and Harlan |
| 1511 | Defying ... | Elsie Baker and J. P. Harrison |
| 1512 | (a) Silver Threads Among the Gold ... | Con. Wells' Polka ... William Dunn |
| 1513 | My Rose of the Golden ... | Letitia Beecher-Berkert |
| 1514 | Take Me My Hand ... | Edmund Merri Quartet |
| 1515 | Because I Love You ... | Charles W. Harrison Quartet |
| 1516 | You're Not My Baby ... | Kurler and Sivon |
| 1517 | When Uncle Joe Plays a Rag on His Old Banjo ... | Collins and Harlan |
| 1518 | Whistle It—The Wall Street Girl ... | Alld. Jones |
| 1519 | You're N. Y. Call ... | W. W. Bode's Orchestra |
| 1520 | Remitt's Hit—Medley Overture, No. 8, ... | New York Military Band |

**STANDARD RECORDS.**

| 18051 | Passing Through—Parade National Guard Tune and Dance Corps 1912 ... | Austin Zephyr |
| 18062 | I'd Love to Live in Loveland with a Girl ... | Casablanca |
| 18073 | Poor Boy Up Your Lips, Miss Linda ... | Campbell and Gillette |
| 18074 | Mammy's Shufflin' Dance ... | Billy Murray |
| 18075 | The Skeleton Rag ... | Vertical Quartet

**PERRY'S CHECK TO COLUMBIA CO.**

The Discoverer of the North Pole Buys a Columbia "Princess" While Visiting Portland, Me. Recently and Speaks Highly of It.

We take pleasure in printing a facsimile of the check received by Admiral Peary, the famous Arctic explorer, to the Columbia Phonograph Co. in payment for one of the "Princess" models.

Admiral Peary visited the company's store at Portland, Me., and was so pleased with the appearance of the machine that he ordered it shipped immediately to his summer home at Eagle Island, Me., and was so pleased with the appearance of the machine that he remained for twenty years, being business manager and publisher and journalist recently.

**"TALKERS" IN THE SCHOOLS.**

Hiawatha Has an Idea That Will Probably Catch the Whole Country.

Hiawatha, Kansas, is the originator of an idea that is sure to become nation wide. It has made graphophone music one of the courses in the primary schools. A government agent, after watching the experiment and noting its effect upon the little children in the primary grade, says:

"The best and most sure way of developing an appreciation for the best in music is for the child to hear it and become familiar with it in the formative period of his life, and when impressed upon the mind and memory, those impressions cannot be effaced."

"Let this movement become nation wide and we will develop a national music sense which does not allow our opera and best songs to be sung in French, Italian, and German, but will demand that they be sung in English, which we can all understand. Each revolution of the disc will sound the knell of the departing ragtime music. Kansas is in the lead again, but other States will soon follow."—Kansas City Journal.

"There seems to be a strange affinity between a darky and a cripple," I wonder why," said Jones. "'Naturally enough," replied Brown. "One is descended from Ham and the other from eggs."

**CANADIANS ORGANIZE.**

Distributors and Dealers Handling Victor or Gramophone Goods Form Association with W. R. Fosdick as President.

(Special to the Talking Machine World.)

At a meeting of talking machine distributors and dealers, held recently in this city, and made up entirely of graphophone or Victor representatives, the "Victor-Berliner Wholesale and Retail Dealers' Association" was organized with the following officers: Honorary president, Emil Berliner, of Washington, D. C., president Berliner Gramophone Co., Montreal; president, W. R. Fosdick, manager His Master's Voice Gramophone Co., Toronto; vice-president, H. E. Wimpler, manager Toronto branch Bell Piano & Organ Co.; second vice-president, J. H. A. Clark, of Clark Bros. & Co., Ltd., Winnipeg; treasurer, F. B. Kelley, of C. W. Kelley,桂林, Ont.; secretary, H. O. Shuttleworth, of E. C. Corbeau, Regina.

Messrs. J. D. Ford, of R. S. Williams & Sons Co., Ltd., Toronto, Fosdick and Wimpler were appointed by a by-laws committee to prepare a draft constitution and by-laws to be submitted at the next meeting.

While the attendance was not as large as expected those present were very enthusiastic, and it is hoped to put into force many plans for bettering the trade through this organization.

**HEINTZMAN & CO. HAS VICTOR LINE.**

Heintzman & Co., the well-known piano house of Toronto, Can., has decided to handle Victor talking machines, and a special department is being fitted up on the fourth floor for this purpose. The opening of the talking machine department will occur about September.

**NOW PRESIDENT MCHESNEY.**

L. C. McChesney, advertising manager of Thos. A. Edison, Inc., who was recently elected president of the Association of National Advertising Managers, was the subject of an extended mention, accompanied by his portrait, in The Editor and Publisher and Journalist recently.

Mr. McChesney at the age of twenty-two began his business career in the employ of the Orange, N. J., Chronicle, a weekly newspaper, with which he remained for twenty years, being business manager and publisher when he returned to New York to become advertising manager of the Edison interests, a position which he has filled with distinction.

**ONE OF FIRST TO TAKE UP PHONOGRAPH.**

Edmund Rickards, who was one of the first men to realize the entertaining qualities of the phonograph and purchased one of the first machines manufactured for the purpose of traveling around the country and giving exhibitions with it, was found dead in his home in Rockville, Conn., last month. He was fifty-eight years old.

The reputation that endures, or the institution that lasts, is the one that is properly advertised.

**LEADING JOBBERS OF TALKING MACHINES IN AMERICA.**

**PASTE THIS WHERE YOU CAN ALWAYS SEE IT!**

**MR. DEALER:**

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

**VICTOR AND EDISON JOBBERS.**

Price Cards and Stands Issued by Columbia Phonograph Co. Should Act as Trade Developers.

For the purpose of calling attention to the different instruments, the Columbia Phonograph Co., General, New York, has ready for its dealers something new in price cards. There is a card for each Columbia instrument in the catalog, and neat little stands to hold them. Each card is well lettered, brilliantlybossed in gold and can easily be read clear across a store. A further touch of quality is added to their appearance by the gilt beveled edges.

The stands to hold the cards, also ready for the dealer, are supplied at cost, and are built of handsome oxidized metal. Each one has an adjustable screw for the raising or lowering of the card and is equipped with steel spring clip to hold the card firmly in place. The base of the stand is heavy enough to insure stability and is felt lined, so that it is possible to place the stand on the polished wood of an instrument without fear of scratching the wood. There is little doubt that the new cards and stands will prove of value in calling attention to the different Columbia styles. The colors of the cards harmonize well with the finish of the various designs and, together with the stands, set off the instruments to the best advantage.

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The reputation that endures, or the institution that lasts, is the one that is properly advertised.
Leading Jobbers of Talking Machines in America

HARGER & BLISH
JOBBER
VICTOR EDISON
It's worth while knowing we never substitute a record. If it's in the catalog we've got it.
Dubuque, Des Moines and Sioux City
IOWA

Try Our Hurry-Up Service on VICTOR, EDISON and REGINA.
We make a specialty of getting the order out on time—every time.
The Rudolph Wurlitzer Co.
Cincinnati and Chicago

Today jobber of supply; order from the nearer

CHASE & WEST
DES MOINES, IOWA

Machines
Records
Cabinets

Exclusively Victor Distributors

WHOLESALE To Iowa Trade RETAIL

Send us your name and address and we will mail you practical samples illustrated catalogues, giving detailed information concerning all Victor products. Showing the various styles of Victor Machines, list of all Victor Records, infor- mation concerning all Victor products, postpaid complete for $2.00.

SOLE JOBBER’S OF ZONOPHONE GOODS IN CHICAGO, ILLINOIS

Greater New York Phonograph Co.
Phones, 5423-5426 Orchard. 368-310 Grade Rd., N. Y.
Phonograph and Parts. For Dealers in All Lines A’Specialty

IF YOU’RE IN WESTERN MICHIGAN it will be money to your pocket to order Victor Machines and Records

JULIUS A. J. FRIEDRICH
50-52 Canal Street, Grand Rapids, Michigan
Our motto: “ Quick Service and a Satisfactory Transcription Service”

FERRY B. WHITISE
L. E. WELKER
PERRY B. WHITISE CO.,
313 North High Street, Columbus, Ohio.

Jobbers in Phonograph Machines and Records

Where Dealers May Secure

COLUMBIA

Product

Ready, Full Stocks, and Prompt Deliveries from Convenient Shipping Centers all over the United States.

Distributors

Atlantic, Ga., Columbia Phonograph Co., 1834 N. Broad St.
Baltimore, Md., Columbia Phonograph Co., 204 North St.
Birmingham, Ala., Columbia Phonograph Co., 520 Chestnut St.
Breslin, Mich., Columbia Phonograph Co., 4200 Georgia Ave.
Boston, Mass., Columbia Phonograph Co., 174 Tremont St.
Buffalo, N. Y., Columbia Phonograph Co., 602 Main St.
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