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

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

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

More beautiful, more artistic, more complete.

Wonderful improvements that make the world's greatest musical instrument greater than ever before.

And the greatest thing of all is that there is no increase in price.

Just as much profit as ever for every Victor dealer, and with the opportunities for selling increased a hundredfold.

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

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 Distributors

Albany, N. Y. Flinch & Hahn.
Atlanta, Ga. E. P. Atwood & Sons Co.
Austin, Texas The Talking Machine Co. of Texas.
Baltimore, Md. Cohen & Hughes, Inc.
Bangor, Me. Andrews Music House.
Birmingham, Ala. Tumbling Machine Co.
Buffalo, N. Y. W. D. Andrews.
Burlington, Vt. American Phonograph Co.
Butte, Mont. Orton Brothers.
Chicago, Ill. Love & Healy.
Cincinnati, Ohio The Talking Machine Co. The Rudolph Warther Co.
Cleveland, Ohio The W. H. Burcher & Sons Co. The Columbus & Scioto Co.
Columbus, O. The E. P. Atwood & Sons Co.
Columbus, O. P. B. Wilkinson.
Dallas, Tex. Denver Bros.
Denver, Colo. The Heat Music Co.
Des Moines, Iowa. The Kansas Campbell Music Co.
Erie, Pa. The Western Specialty Co.
Elmira, N. Y. Elmers Arms Co.
Honolulu, H. B. Bergstrom Music Co., Ltd.
Indianapolis, Ind. Stewart Talking Machine Co.
Jacksonville, Fla. Florida Talking Machine Co.
Kansas City, Mo. W. F. Jenkins Son's Music Co.
Scheffler Arms Co.
Lincoln, Neb. Ross P. Curtis Co.
Little Rock, Ark. O. K. Houck Piano Co.
Louisville, Ky. Montenegro-Richen Music Co.
Memphis, Tenn. O. K. Houck Piano Co.
Mobile, Ala. Wm. H. Reynolds.
Montreal, Canada. Berlin Gramophone Co., Ltd.
Nashville, Tenn. O. K. Houck Piano Co.
Newark, N. J. O. P. Talking Machine Co.
New Haven, Conn. Henry Herton.
New Orleans, La. Phillip Werlein, Ltd.
New York, N. Y. Blackman Talking Machine Co.
Oklahoma City, Okla. Schmersal Arms Co.
Omaha, Neb. A. Houge Co.
St. Louis, Mo. The Ansonian Commer. Co.
St. Louis, Mo. The Ansonian Commer. Co.
St. Paul, Minn. E. F. Drey & Sons.
Syracuse, N. Y. W. D. Andrews Co.
Toledo, O. The Whitney & Curry Co.
FRANK L. DYER'S EUROPEAN TRIP

Was a Most Enjoyable One—Consummated Many Business Plans With Manager Crome-Dee, of the London House, and Found Time to Tour Through England's Quaint Old Towns—Mr. Dyer Looks Forward to Busy Times—Dolbeer on the Jump These Days—McCheesney's Literary Efforts Appreciated—Recent Visitors to Edison Plant.

Frank L. Dyer, president of Thos. A. Edison, Inc., has returned from his European trip, which was three-quarters for business and the remaining time for pleasure. He spent most of his time in England, Germany and France, his pleasure being taken while in England. One of Mr. Dyer's delights being to motor through the many quaint English towns. He spent a great deal of time in consultation with Paul H. Cremelin, manager of the Edison London organization. Mr. Dyer believes that the coming few months will show magnificent business strides and that the year will be a bountiful one from a prosperity standpoint. He has closely followed conditions here and abroad and his summary comes as a result of careful study and investigation.

F. K. Dolbeer, general sales manager, is doing a lot of jumping about the country these days, the stops being short and numerous. He left last week for a week's jaunt through the Middle West. Before departing, Mr. Dolbeer reported that the disc phonographs and records are coming along fast, consistent with the quality standard that is maintained at the Edison plant.

C. E. Goodwin, manager of salesmen, got in Monday morning following a two week's vacation spent principally upon golf courses, here and in the Middle West. Mr. Goodwin has a bag of golf appurtenances that would make a plumber orange with envy (no joke), there being everything from rolling a quinine pill a few feet to dislodging a push ball and shooting it over a mountain. C. E. will drop everything except business to talk about golfology.

L. C. McCheesney, advertising manager, recently wrote an article on “Circulation” for Printers' Ink, and a number of magazines thought so much of the force of his remarks that they took some of the story, incorporated it into advertisements and published them.


A PUZZLING WINDOW DISPLAY.


(Special to The Talking Machine World.)

St. Louis, Mo., Sept. 10, 1912.

Mark Silverstone, head of the Silverstone Talking Machine Co., this city, who is becoming noted for the original and attractive qualities of his window displays, is again puzzling the electrical and mechanical experts with a display in the Silverstone Talking Machine Co. windows. This time he had an Edison record and a cartoon, with rounded ends that travel end over end in a circle on a circular track on a surface about the size of a sugar barrel head. The track surface stands at about a 20-degree angle, and why these somersaulting cylinders do not roll off is one of the mysteries. The sign says:

"This Edison record and cartoon doing a somersault stunt for your entertainment was gotten up by our Mr. Silverstone to remind you that Edison records have entertaining qualities. Come in and hear one."

The display, says Mr. Silverstone, has brought more direct inquiries into the store than any other he has devised and scores of persons have come into the store and asked that the special record doing the tumbling act in the window be played for them. A quick glance at the inquirer suggests what the record in the window ought to be, and frequent sales have resulted. The display was suggested to Mr. Silverstone by the toy men who always sit upright and those which can be placed on a slightly inclined surface and turn somersaults to the bottom of the incline. Electricity under the surface over which these two grotesque figures enable them to keep up their constant somersault tour. Incidentally, the display suggests that the Edison records are very durable. Mr. Silverstone is not explaining in detail how this mechanism works, and it is certainly a puzzle to the layman, and he says no electrician has yet solved it. He has had several offers to buy rights to his device, especially from men making the fair and carnival circuits, who want a moving exhibit to attract crowds, but he has not yet struck a bargain. The constant crowd at the Silverstone window is a guarantee of the interest aroused.

BUSIEST MEN ARE READERS.

The busiest men are the readers. They've found that they can't succeed without the benefit of the ideas of other men; they know that the successful man is merely the composite of the ideas and methods of other successful men, as is the successful business the composite of other successful business enterprises.

Successful men, then, find time to read, and consequently succeed. They see to it that their employees read, also, and if they have to adopt such systems as subscribing and paying for their employees' literature.

The man who climbs over your head was stronger than—You don't envy, but imitate him. "Good luck" is just a lazy man's estimate of a fighter's success.
VALUE OF TALKING MACHINE LINE

Is the Subject of Some Interesting Remarks by W. H. Stever, President of the Lyric Piano Co.—Has Obtained Satisfactory Results from His Incursion Into This Business—Heavy Victor Business at Wurlitzer's—Victor-Victrolas Displayed at the New Haven Commissary Managers' Association—Columbia Co.'s Phenomenal Summer Trade—Manager Whelan Well Pleased with Outlook.

(Special to The Talking Machine World.)

Cincinnati, O., Sept. 9, 1912.

The intense heat in the Middle West has somewhat limited the activities of the talking machine trade. Then, too, the coming and going of Labor Day, a holiday in Ohio, together with a campaign over amending Ohio's constitution, has not helped the situation.

Business at the Rudolph Wurlitzer Co. in August opened up with a rush and the sales for the month far exceeded those of last year in spite of the shortage of all styles of machines over $50. In the retail way the situation from the dealer's standpoint was extremely unsatisfactory. There was practically no stock of Victors Nos 10, 11, 14 and 16, but in spite of this drawback a very big volume of business materialized.

Orders for the new style Victors Nos. 10, 11, 14 and 16 have been pouring in to the wholesale department, but business was stagnated to a very great extent because of the fact that the dealers were either disposing of their old stock or else waiting for the new line before resuming operations.

The feature of the month was the convention of the National Commissary Managers Association at the Hotel Sinton, Cincinnati. The Rudolph Wurlitzer Co. had Victor Vícrtolas on display in a room on the convention floor. The display was in charge of Frank Mahret and T. Sigman, representing the wholesale department. The room was crowded at all times and some big deals were consummated. The company looks forward to a good trade in the new styles as soon as the stock arrives.

President W. H. Stever, of the Lyric Piano Co., in an interview with 'The Talking Machine World,' said:

"Through the columns of 'The Talking Machine World' we are always willing to give the other fellow the benefit of our experience, although we have not been in the business long enough to be in a position to solve some of those questions which might be handled more appropriately by parties who have been in the business for years.

The only advantage that we feel that we would have over such a party is that the majority have an established reputation and are satisfied to sell a few records and leave "well enough" alone, but in our particular case it was absolutely necessary that we make a special effort to get talking machine business, because we either had to take it from the other fellow or create new business of our own, and by doing so we have had to originate ideas that would appeal to the people before we were in a position to gain the customer's confidence. We have done this and we believe that our ideas of advertising have been unique and original to the majority of the people at large.

"We are still doing this and we find that we have a nice business; in fact, receiving our share of the trade compared to a great many others who are following the same line. I have in mind a few little original stunts which we soon expect to put before the public, and we expect to get results.

"We are pleased with our efforts in every way and the results which we have obtained are very satisfactory, and anyone that is in the piano business and has a space which they can spare and will handle this matter in the proper way, we believe that it will pay them to put in a nice line of talking machines, because I have been positively convinced against my own convictions, as

During the Summer Months We Were 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 Fact This Fall

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

For Eighteen Years Talking Machines Exclusively

EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET, BOSTON, MASS.
The opportunities presented to Victor dealers by the introduction of the four new Victor-Victrolas are absolutely without a parallel.

The placing on the market of these new styles ranks as one of the greatest achievements of the Victor Company.

To make such marked improvements is a wonderful thing in itself; to do this and yet not increase the cost to either the dealer or the public makes these instruments all the more wonderful—and makes them mean all the more to every Victor dealer.

They bring new opportunities at a particularly opportune time—the biggest selling season of the year—and give assurance of bigger sales and greater profits than ever before.
VICTOR LINE WITH STEWART CO.


(See text to The Talking Machine World.)

Indianapolis, Ind., Sept. 9, 1912.

The Stewart Talking Machine Co., handling the Victor machines, is the latest addition to the talking machine forces here, and it is reported that in a few months several other companies will install talking machine departments. The Stewart Co. is not strictly a new company, but it has new quarters at 110 North Pennsylvania street, A. M. Stewart, who recently disposed of the Watson-Stewart Music Co., retained the ownership of the Victor talking machine department and moved this department to new quarters. W. E. Ludlow will continue to act as manager and W. S. Bar- ringer will be sales manager. The company is now arranging its store and expects to have one of the most complete Victor talking machine stocks in the country. A number of booths are being placed in the room and when everything has been "fixed up" the quarters of the Stewart Co. will be inviting.

The Kipp-Link Co., which handles the Edison line, is also getting ready to make a few changes in the way of enlarging its quarters. This company is busy getting ready to handle the Edison phonograph to be put out by the Edison Co., and a visit to the factory at Orange, N. J., has led the company to indulge in great hopes. M. G. Kreuschn, of the phonograph sales department of the Edison Co., for Indiana, has just returned from the factory and is thoroughly enthusiastic over the new product. He said Mr. Edison was working on an average of four nights a week and that he put in "time" just as the other workmen do. He believes the new product of the Edison Co. will revolutionize the talking machine business. Mr. Kipp could not give a definite date as to when the new machine would be ready for the market, but he said he had been assured that the machine would be ready in time for the holiday trade.

Thomas Devine, manager of the local branch of the Columbia Phonograph Co., believes he has a good thing in the Eclipse machine, which sells for $25. Mr. Devine is planning a heavy advertising campaign on this machine and expects to make a record in selling it. The early part of August was slow for the Columbia Co. here, but trade picked up in the latter part of the month. The company expects a good fall trade. The October records of the Columbia Co. are expected to make good and the local manager believes they will be big sellers. C. F. Hardman, assistant manager, has returned from his vacation, which he spent at Cincinnati.

Miss Lazarus, in charge of the talking machine department of the Aeolian Co., says she had as much business in August as she had in July, and July with the Aeolian's talking machine department was unusual.

CHANGE IN JACKSONVILLE, FLA.

W. H. Ransom has disposed of his interests in the Ransom Talking Machine Co., Jacksonville, Fla., on account of failing health. The purchaser of the business intends to conduct it along the same enterprising lines that enabled Mr. Ransom to win such a large measure of success. Mr. Ransom has left for South Carolina for an extended stay.

The United Piano & Talking Machine Co., Newark, N. J., has been incorporated with capital stock of $10,000 for the purpose of dealing in pianos, talking machines, etc. The incorporators are: Samuel Poplek, R. E. Giordano and J. Herman Buehler.

Won't You Have a Lesson in Spanish?

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

The I. C. S. Language Outfit consists of an Edison Gem Phonograph made especially for language work; small horn; headband hearing tube; oil can; and 250 Conversational Records teaching pronunciation guaranteed to be absolutely correct, with native intonation and inflection. In addition to these Conversational Records there are pamphlet Instruction Papers teaching the theory of the languages. The new Outfit is at one and the same time the best and cheapest ever offered—the price being only $35.

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

International Correspondence Schools

Box 918, Scranton, Pa.
DEALERS AND JOBBERS ALIKE LOOK FOR BIG BUSINESS.


(Special to The Talking Machine World.)

Milwaukee, Wis., Sept. 10, 1912.

The fall trade seems to have opened up even at this early date and dealers and jobbers alike are looking for a big business from now on. Dealers about the State have been so confident of future business that they have been ordering stocks at a better rate than in several seasons and jobbers have been meeting with a good demand as a result. Wisconsinans have returned from their summer outings and are now in the market for machines and records. General condition of the State is that of much improvement, money is more plentiful and confidence seems to be widespread.

A bumper grain crop is being threshed in this and surrounding States, while the general crop outlook is bright. The extensive rains which have been received in Wisconsin have caused some anxiety regarding the proper maturing of the corn crop, but experts say that the warm weather is putting the crop in proper shape, so that the yield will be far above the average. It is a foregone conclusion that when crops in this State are good general business conditions will be all that could be asked for.

Much enthusiasm is expressed by Victor dealers regarding the new styles of Victorolas X, XI, XIV and XVI, which are to be placed on the market September 15, and business is expected to show much improvement, money is more plentiful and confidence seems to be widespread.

A fine Dictaphone business led his nearest competitor by more than 800 votes. Harry T. Fitzpatrick, manager of the Wisconsin Talking Machine Co., has returned from a visit of several days' duration in Chicago, where he has been meeting with a big sale in the Western States. He says the business at Gimbel Bros. store is located in handsome quarters in the Gram store is located in handsome quarters in the Garfield and at the Twelfth and Vliet street establishments.

The McGreal building at 174-176 Third street, on September 3. Lawrence McGreal, celebrated his tenth business anniversary in Milwaukee on September 2. Mr. McGreal, who has been dubbed "the father of the talking machine business in this city," opened the first talking machine store west of New York at 173 Third street, on September 2, 1902. The well-known jobber has always pinned his faith to the value of publicity, and when he embarked in business in Milwaukee he promptly seized upon the medium of the newspapers to advertise his line. His unique advertising campaigns are still fresh in the minds of Wisconsinans.

The daily Victrola concerts at the new Espehain machine department, under the management of John H. Becker, Jr., are proving to be a fine advertising medium, according to Mr. Becker. The Victor department is located on the second floor of the department store, easily accessible to the crowds of shoppers.

Leading pianists of Milwaukee and about the State were engaged to give recitals, while the Victrola concerts were to be interspersed throughout the entire week. Paul A. Seeger, head of the new talking machine department, is to be in charge of the Victrola features. The new Victor department at the new Gram store is located in handsome quarters in the basement, easy of access and furnished in the most modern manner. Mr. Seeger recently returned from a visit of several days' duration in Chicago, where he was the guest of Roy J. Keith, of the Talking Machine Co.

The Heller Piano Co., 616 Grand avenue, which added the Regina line recently, is now carrying the entire line of Victor machines, records and supplies. Louis Leo, general manager of the Heller interests, says that special quarters for the Victor line will be arranged to feature the formal opening of the new three-story $300,000 building of the Ed- mund Gram Music House at 414-416 Milwaukee street, September 10 to 13. Leading pianists of Milwaukee and about the State were engaged to give recitals, while the Victrola concerts were to be interspersed throughout the entire week. Paul A. Seeger, head of the new talking machine department, is to be in charge of the Victrola features. The new Victor department at the new Gram store is located in handsome quarters in the basement, easy of access and furnished in the most modern manner. Mr. Seeger recently returned from a visit of several days' duration in Chicago, where he was the guest of Roy J. Keith, of the Talking Machine Co.

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The McGreal building at 174-176 Third street, partly destroyed in the disaster were on June 13, will be replaced by an eleven-story hotel building, which will cost in the neighborhood of $700,000. Lawrence McGreal recently disposed of his leased interest for the property.

As proof of the good business which has been received by the Victor department at Gimbel Bros.' store, L. C. Parker, manager of the talking machine department, presents figures which show that during the first seven months of the present year the department met with a gain of 71 per cent, as compared with the same period of 1911. The daily concerts which are held forenoons and after-

THE TALKING MACHINE WORLD.

Read the $8,000 Columbia advertisement of the new "Eclipse" in this week's Saturday Evening Post. It is the chance of a lifetime to begin a Fall business right.

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

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.
EDWARD LYMAN BILL, - - - Editor and Proprietor.

J. B. SPILLANE, Managing Editor.


New York, September 15, 1912.

We are now entering the season when the fall campaign is to start. The ball will roll, and we can observe the results. The man "in the rut" cannot continue long there. He is bound to be crowded out by the quicker witted, progressive chap who moves along indifferent to the old-fashioned standard. There is no denying that it is a good thing to kick, and to get together and talk about the bad features of the business—how their records pile up and the difficulties met with in cleaning up dead stock—the mistakes made by the dealers and manufacturers, and other passing topics. There is no denying that it is a good thing to get together and discuss these things. It is estimated that the season's crops will exceed ten billions in value for the first time. This is fully five hundred million dollars more than last year's yield. In addition to this remarkable wealth from the ground, the principal cities throughout the country report an increasing demand for labor in the factories showing that the industrial army is also getting its share of the increasing prosperity which is now becoming so manifest.

This condition of things should bring cheer to the talking machine dealer, and everyone else throughout the country. It means that there will be a large surplus left, both in the agricultural and manufacturing communities, for the purchase of talking machines.

With the leading companies introducing new styles next month at prices that appeal to every pocketbook, it is clear that it only needs widespread progressive methods on the part of the dealer to secure a record business this fall and winter.

Every talking machine dealer alive to opportunities should so adjust his business as to get the most out of it this fall. In other words, nothing should be left undone to this end. First and foremost sales cannot be made without stock, and it is most essential that orders should be placed early with the manufacturers based upon the probable sales output, so as to give manufacturers an idea of their needs.

Then there is another matter—a rather serious one, too, and that is the scarcity of freight cars. The railroad people state that it will be difficult to move goods with the accustomed dispatch the coming fall and winter, because of the famine in freight cars. This will mean delay in receiving stock, and those located at faraway points will suffer accordingly.

The talking machine jobber or dealer who has a good stock of instruments on hand is certainly well equipped, but he must also see that orders are placed in sufficient volume for the future, based upon his good judgment as to the needs of his special community. Those who delay placing orders until a late period will find it difficult to get their stock in time to profit by the accentuated demand which is bound to come. But there are some people who never seem to learn a lesson even when it is forced on them with sledgehammer strength.

Next to carrying full stocks of machines and records, so as to serve the public with promptness and dispatch, comes the matter of interesting purchasers in the goods handled. This means that the dealer should co-operate in the most enthusiastic way with the manufacturer in advertising his goods, locally—advertising them in an individual way so that the announcements may attract, interest and bring results.

Apart from this publicity, dealers can always win a special place in the news columns of their local daily or weekly papers, if they give recitals or other entertainments to acquaint the public with the merits of the talking machine.

We have long held that the recital stands foremost as a dignified and profitable form of publicity. It widens the knowledge of the possibilities of the talking machine among people who may be skeptical, while at the same time it advertise the store in which the concert is given.
HIS trade newspaper institution has been in receipt of a number of complimentary communications from South American houses praising our new publication recently put forth entitled La Maquina Parlante Mundo.

This paper has aroused widespread interest throughout Latin America and it affords American manufacturers the best opportunity to reach the export trade, which is rapidly growing in magnitude and desirability.

We have recently added to our Spanish staff Mr. Luis G. Roque, a gentleman who has had a long and varied experience in the Spanish export trade.

He has been in close connection with talking machine interests and he will become business manager of our Spanish paper.

Advertising copy intended for the next issue of this paper should reach our office at an early date, as this work always necessitates considerable time in translation, in careful handling, setting up and proofreading, and we are particularly desirous of having as few errors in this work as possible, and we would urge all advertisers to supply us with copy at the earliest possible moment.

RECENTLY some eminent writer in discussing the varied forms of advertising, and the value to be derived therefrom, stated that window display as a selling power has been largely overlooked, and that this branch of advertising was still in its infancy as far as the National advertiser is concerned.

There is a lot of truth in this. It is only within the past few years that the talking machine trade has really become alive to the value of show windows, and there are a large army of people who are still indifferent to this manner of conveying information to the public regarding their products.

Those who have taken advantage of the possibilities that lie in the show window have gone into the matter in a most careful way, and with a thoroughness that characterizes the successful advertiser of to-day. Others have gone into this form of advertising in a haphazard, desultory way, but by far the greater number have utterly ignored this fruitful field.

This will not always be so.

Thomas A. Bird, in discussing this subject recently, made some very pertinent remarks which fit in here. He said: "In a few years every manufacturer whose goods are handled by the department store will have learned the tremendous selling power of the combined show windows of the stores that sell his goods. He will make it profitable for the merchant to put his goods in the window. The show window is a force that must be reckoned with by the national advertiser of the future. It has a 'circulation' compared favorably with that of any publication, and, in addition, it has a directness of appeal to each individual that no printed matter can ever have.

"It will pay the young man who is entering the general advertising field to study the show window and its possibilities as a factor in the big general scheme of distribution. He will be required to understand at least the fundamental principles of display, and the more he knows about it, the more useful he is likely to prove to his firm."

NEW VICTOR SOUND BOX.
Letter Sent to Dealers by Victor Co. Giving Choice of Sound Boxes as Regular Equipment—Shipments Made Middle of the Month.

The Victor Talking Machine Co., under date of Sept. 3, sent out a letter to the Victor dealers, calling attention to the Victor "Improved Concert" sound box, sold at $5, subject to regular Victor discount.

The course of an interesting article which appeared recently in Printer's Ink, L. C. McChesney, advertising manager of Thos. A. Edison, Inc., and president of the Association of National Advertising Managers, spoke as follows regarding the evolution of advertising methods and changes:

"Twenty-four years ago advertising men engaged in advertising were regarded by the public as a species of confidence men, and most advertising men agreed with the public. Today no one questions advertising, the profession, or its value. Today advertising is a profession of dignity, with a code of ethics as well established and respected as that of any profession, whichever way it may be classified. The advertising man's honor is his fortune. Today no one questions advertising, the profession, or its value. Advertising, in twenty-four years, has made tremendous progress toward honest standards. Then advertising men unhesitatingly declared that they were not keepers of their brothers. To-day the best of them admit their responsibility to those who read their copy or their publications, and they are working hard to induce all other advertising men to get the same viewpoint. The spirit of organization and getting together along progressive lines is strong evidence of this changed condition. Twenty-four years ago advertising men were quite as afraid of each other as they were of the character of their business. To-day thousands of men are eagerly working together for the advancement and uplift of advertising as a whole."

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 proportion, 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!
EDISON TALKS OF HIS NEW DISC PHONOGRAPH.

The Great Inventor Tells How He Perfected the New Disc Phonograph with Its New Records and New Form of Reproducer—A Characteristic Interview with the Wonder-ful but Always Genial Inventor That Will Prove Interesting to Talking Machine World Readers—Working Now on Talking Pictures.

An interesting story of what Thomas A. Edison has accomplished in the work of perfecting the new disc phonograph and records, and how, was told by Karl K. Kitchen in last Sunday's World. The story, which was in the form of an interview with Edison, was, in part, as follows:

"Go to West Orange and see what Edison is doing now," was my commission.

I took the first train for Orange. At the Edi-son plant it was Charles Edison, one of the in-ventor's sons, who led the way up two flights of dark stairs to the third floor of the laboratory, where he turned into a small partition roughly boarded off from the big room.

Charles Edison had dropped his work and was standing up when I entered the partition. He was dressed in blue serge, with square-toed shoes much the worse for wear.

"Glad to meet you," he said, greeting me with the most democratic of handshakes.

"Don't you know I never have anything to say to newspaper men?"

There was a merry twinkle in his eye, for his kindness and courtesy to newspaper men is pro-verbial. I knew that once he wrote a story for a cub reporter who had been sent to see him.

"I want you to tell me what you are working on now," I said.

I had to repeat my question, for Mr. Edison is quite deaf. He put his hand to his ear to catch the slightest noise.

"What's the secret of it?" I asked.

"This isn't all father has been doing," said Son Edison. "I've always been prejudiced against talking machines, but this has converted me.

"He heard a song and stopped his brow as if the great task had just been finished. "It's taken years, but I've got it," he added.

So now, gentle reader, you know what Edison has been doing and what he has accomplished.

He has perfected a phonograph which has elimi-nated all scratching noises as well as the metallic hooter to the tones, which has marred all types of talking machines in the past. The music is reproduced in rich, full tone, just as it is first rendered.

"What's the secret of it?" I asked.

The famous inventor led me to the machine. "A diamond instead of a needle," he said, lifting up the metal arm which extends over the disc. "The diamond moves up and down on the disc instead of sideways—there's no noise, no scratch-ing; there can't be, also no replacing of needles."

He picked up one of the new records. This is made of condensate, a new material which has carbohide acid for its base. It's indestructible; you can't scratch it and it will never wear out. That's more than you can say for the present records, isn't it?" he added with a laugh.

"These new records contain twice as much music as the old ones," he went on. "I'll play you another one."

We resumed our chairs and listened to the accompaniment of "My Evening Star," from "Tannhauser."

When it was finished Edison juggled at his eyes-brows for several moments in silence. Then, suddenly, as if awakening from his reverie, he stood up and began to talk.

"That's one of the four or five good things that Wagner wrote," he said, looking directly at me through his glasses. "Wagner was a good music-ian who went wrong. He should have stopped when he finished 'Tannhauser.' That was the zenith of his achievement. He should have been an Italian like Verdi. He was a crazy fellow—some of his music is awful," and Edison swept his hands before his face to ward off the "awful" music. "But he wrote four or five good things, and the 'Evening Star' song is one of them."

When the music stopped Mr. Edison continued:

"There are better voices in America than there are in all of Europe put together. I know, for I have heard all the famous singers in Europe, and I have tested the voices of American singers. The time will come when Americans will wake up to this fact."

There were two or three men in shirtsleeves in the doorway waiting for an opportunity to speak to the great inventor. They had parts of machinery in their hands and they seemed impatient, but Mr. Edison paid no attention to them.

He put another record on the machine and sat down to enjoy it.

It was "Moonlight in Jingle Land," a ragtime ditty sung by a colored quartet.

A violin solo, followed. "We don't need to go abroad for our violinists, either," he went on.

This was followed by half a dozen grand opera records. During most of them Edison sat with his right hand to his ear to catch the slightest defect. One record produced a slight scratching noise. He ordered it thrown out.

Son Charles explained that his father was personally testing eleven thousand records. No wonder the great man is busy and has to content himself with three or four hours' sleep a night.

In fact, he had not been home for four nights before my visit. His meals had been brought over from his home and he had slept on a cot in the library on the first floor of the laboratory building.

"This isn't all father has been doing," said Son Charles. "He's been working on the talking pic-tures. They are practically perfected."

When the phonograph was silent for a moment I turned to Edison, Sr., for verification of his son's statement.

"Talking pictures?" he repeated. "They're not quite ready. We're testing them in the tent out in the yard. I think they'll be ready this winter. I hope so."

"Anything else?" I asked, my attention having been called to the fact that some of the phonograph cases were made of concrete.

"No, of nothing any importance," answered Mr. Edison. "I've devoted practically all my time to these new disc phonographs. Concrete is an old story. Let me play you another record."

Before I took my leave a score of records had been played. The Wizard had become so en-grossed in listening to them that he had forgotten my presence, and when I said "Goodby" he shook my hand perfunctorily.

But I had got what I was sent for.

FEATUREING THE CONDON-AUTOSTOP.
The Condon-Autostop Co. has been conducting a great campaign of publicity at Atlantic City this summer, a prominent display being made at the Exhibition Arcade on the Board Walk, where millions of people have seen the Autostop in operation. This has been conducted solely as a means of stimulating trade for the dealers and will doubtless result in many sales this fall. A big shipment of Condon Autostops was made last week to Grimmbl Bros., of Detroit, Mich., who have been displaying this specialty at various pub-lic affairs and making many sales. Following the usual summer quiet business with the Condon Autostop Co. is now looking up, and William A. Condon, of the company, in a chat with The World this week, stated that he expects an un-usually active fall business.

Doubt does to success what the daggers did to Caesar.
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
338-40 Marquette St., St. Paul - 58-60 W. Mitchell St., Atlanta - 368-70 Broadway, Albany
210-12 S. Broadway, St. Louis - 1106 Commerce St., Dallas
The standard instrument of the industry—the Columbia Grafonola "Favorite." The instrument having the largest and widest sale of any talking machine model. And its exclusive design and appealing price renders it immune from comparison.

COLUMBIA PUBLICITY.


"Music Money, a Book for Merchants," is the title of one of the latest and best of the many books for the trade issued by the Columbia Phonograph Co., General, New York. It contains only ten pages, but those ten pages are packed full of meat and good advice to the talking machine dealer—particularly to the prospective dealer. Hereewith we quote the opening paragraph:

"Columbia product is music. Do you know a man who does not like music? If so, dodge him. There's something wrong in his make-up. The desire for music is wider than the necessity for food, drink, clothing and lodging. But music ranks right with them. The passion for it is earthwide. In many countries clothes and a home are unnecessary. But all races in all countries have their own music. The desire for music is not bound by any line of race or creed or country. It is absolutely universal everywhere. And the demand for Columbia instruments is just as wide as the passion for music. "Columbia product is music. Every Columbia graphophone and Grafonola is the one incomparable instrument of music capable of giving music for all races in all languages; vocal music and instrumental—music without limit. That does not leave any doubt that Columbia product has a demand to meet. "Now please observe how Columbia product does meet it."

Then the book goes on to explain, in brief, crisp and right-to-the-point paragraphs how the Columbia product meets the demand. It takes up and discusses every phase of the business. For instance: How the increase proves the demand; the certainty of the future; the range of price; the record supplements as a monthly magnet; easy and profitablity of talking machine business, and advertising pre-eminence and protection of dealers are a few of the interesting headings over more interesting paragraphs to be found in "Music Money."

The book is a typical sample of the excellent advertising which is always a feature with the Columbia advertising department. Present or prospective dealers would be wise to send for one.

EDISON FORGETS TO SLEEP.

He Works 122 Hours Out of 144 to Perfect Disc Phonograph.

Despite his advancing years Thomas A. Edison was so busy last week that he found time for less than 22 hours' sleep in the course of the six work days, according to the New York Times. By his own accounting he devoted 122 hours of the 144 to hard work. This spurt of energy was inspired by the need of finishing touches on his disc phonograph. To-day he was ready to say that the invention was about perfected, and he hopes and believes that he will be able to put it on the market by October 1 or thereabouts.

The man who fails to keep his efficiency a notch above the average is breaking away from his moorings.


Despite the rush with which the average business is conducted, the general absence of parley, the evident desire to have the deal closed and done with, there is still enough sentiment left to influence the buying public to appreciate pleasant surroundings while conducting their business, especially in certain lines. Drugs bought over a plain deal counter would probably prove as good as those handed out over a massive plate glass showcase, but the modern druggist has learned that elaborate fixtures help business. In selling haberdashery the dealers have found that attractive displays and handsome and attractive fixtures increase trade through their drawing powers. So it is in many lines of business, not excepting that of talking machine retailing. In this business one of the most essential features is the necessity, or at least desirability of making the customer feel at perfect ease and in the mood to spend some time in looking over and hearing the new records, as well as inspecting the new lines of machines. A choice of records, one that will really please the customer and prove profitable to the dealer cannot be made hurriedly and without due consideration, and the surroundings in which the talking machines and records are offered must be such as will encourage the customer to remain for some time and feel that he is welcome.

One of the most elaborate and at the same time original arrangements of talking machine sales rooms are the two new rooms recently added by the Talking Machine Shop, Pittsburgh, Pa. The walls and ceiling of the rooms are covered with trellis work, which in one room supports an abundance of wisteria, while in the other room the rose is the prevailing flower. Handsome mural paintings are to be seen through the open spaces on the lattice. The whole effect is one of rest and repose that does not in the least suggest business, yet the success of such an arrangement is proven in the increase of the Talking Machine Shop since its establishment in October, 1911.
WILL OVERSHADOW ALL PREVIOUS SEASONS


(Special to The Talking Machine World.)

St. Louis, Mo., Sept. 10, 1912.

Local talking machine men are predicting that the trade for the coming season will far overshadow any previous season in the talking machine business, and the jobbers have placed orders for new machines in keeping with that outlook. With the arrival of the new Victor Talking Machine Co. in the market rooms, that line took on quite a spurt. Heavy advance orders were on the books for these machines from men who had never seen them but were accepting the promise of the Victor Co. for radical improvements.

The Columbia Co. is expecting great things from the new Regal Grafonola, which at $49, including record albums, is a trade winner. The Edison dealers are looking forward to the stir their disc machines will cause, and at the Stereophone Talking Machine Co. it was said that a heavy shipment of these machines would be absorbed by advance orders when the goods arrived. "The trade is taking to the new machines in fine style, considering the price asked," said Mark Silverstone.

"Advance orders for the new style Victors have been phenomenal," said Harry Levy, of the Arolan Co., "and the trade now feels so confident for years to come with these handsome instruments. These machines are going to be the biggest boosters the trade has had, and while the enthusiasm of dealers over these machines is great, it will grow rapidly when they actually see them. The advance orders now on our books will equal the business ever done before in this department. With the spreading of the St. Louis territory and the increased volume of the talking machine trade, we cannot help have a record trade. Locally we have enjoyed a good business and know that our customers have. Our retail business is making an excellent showing."

"We anticipated a fine demand for the Victor new models," said E. C. Rusth, of the Koerber-Brenner Music Co., "and we are in fine position to handle shipments of them promptly. I look for an excellent business in all lines of the talking machine trade. We have been doing excellently with the records."

"Our August trade was the best we ever put on the books for that month," said C. L. Byars, of the Columbia Co., "and we are anticipating an excellent fall. Our good trade has been very good, and what pleases us best of all is that the class of trade is improving steadily.""Jobbing business has been very fine," said Mark Silverstone, of the Stereophone Talking Machine Co. "We could have done more in a retail way, but the record trade was very good and the business is looking up nicely. The class of trade is excellent and leads to a belief that the new disc machines will meet with a ready reception."

The retail trade is much interested in the announcement of the Jesse French Piano Co. (Field-Lippman) that a Victor talking machine department will be added to their stores on October 1. Changes are being made in the basement of the Olive street at Haywood for the new department which will equal any in the city, according to the firm. It is said that some trouble has been experienced in selecting a staff of experts. Anyway, the advertisement served to notify the public that Field-Lippman wanted the best help obtainable for their department.

Mark Silverstone has an idea that the moving pictures are hitting the talking machine trade pretty hard, especially the recent trade. "I have been watching the field," he said, "and I know that a good many of them who used to enjoy concerts on their lawn on hot evenings now go to picture shows. The Sunday afternoons of the Wireless had become general. There they are comfortable and they both see good pictures and hear songs between times. Some of these persons used to buy one or two records weekly. Now they spend about the price of those two records for picture shows.""I have an idea that the moving pictures are hitting the talking machine trade very hard now," he said.

Harry Koerber, president of the Koerber-Brenner Music Co. and taken up his work in the Illinois territory.

Charles L. Byars, retail sales manager for the Columbia Co., took the second half of his vacation the last week in August and spent the time in Cincinnati as the guest of his sister, who will soon become a full-fledged M.D. Mr. Byars had the pleasure of being in the Ohio city during the period that it held the heat record for the summer for the Middle West region.

Harry Koerber, president of the Koerber-Brenner Music Co., returned the first of September from Bass Rock, Mass., where he spent August wishing that he had taken his vacation. L. E. Elahan, Kansas traveler for the Victor, spent one day in St. Louis on his return from a visit to the factory, the guest of Harry Levy, of the Arolan Co.

C. H. Hawk, of Greenville, Ill., an Edison dealer, was a recent visitor in the city.

Stark Bros., of Louisiana, Mo., one of the biggest fruit tree selling concerns in the world, recently ordered four dictating machines from the Stereophone Talking Machine Co., of this city. Robert D. Duffy, assistant to D. S. Ramsdall, retail manager of the Columbia Co., started on a two weeks' vacation September 1.

Dollie Connolly, of Oceanville (N.J.), was headliner in a local theater the first week in September, and the Columbia Co. celebrated this event and picnicked some business by making a window display of her popular hits on the machine.

D. S. Ramsdall, manager of the Columbia Co., spent his vacation during August in the Arcadia Valley, one of the beauty spots of the Ozarks. H. F. Hammier, of New Madrid, Mo., dealer, stopped off here on his way to Colorado on a vacation trip.

The extending of the St. Louis trade territory is perhaps the cause of the announcement of the Arolan Co. and the Stereophone Talking Machine Co. of increasing their traveling force this fall. The Arolan Co. will add two men and the Silverstone Co. one man. Miss Ruby Graf, an efficient employe of the Val Reis Piano Co., has been advanced by being placed in charge of the talking machine department of that company. She will have charge of both records and machines, and beginning with her administration the department will be greatly enlarged.

The May-Stern Furniture Co. is enlarging the talking machine department connected with that store.

It is announced that the Story & Clark Piano Co. will add talking machines to its lines when it opens on Olive street.

No announcement has been ventured as to what line will be handled.

ENSURING FIRE PROTECTION.

Employees Should Be Made Acquainted with the Details of Arrangements Made for Preventing Fires and Their Spread.

It is not enough to install fire protection facilities in your store or factory. You should be sure that each of your employees knows about them and how they work, not in a hazy, general way, but definitely. If their attention has not been called to the sprinkler system, the fire buckets, extinquishers, wired glass, doors with fuse attachments, etc., very likely a large percentage have scarcely given them a moment's thought. Tell them about these things through enclosures in their pay envelopes and require them to return the enclosures signed in the effect that they have read and understand. In this way you will get your employes enthusiastic in fire prevention subjects and cause them to discuss them during their lunch hour or other leisure time.

Treat your customer as if he were a guest. Don't go beyond the point of tactfulness, and use your own personality. There is no set rule to sell goods, but be always alert.

THE USE OF "DUSTOFFS" PROLONGS the life of the record by keeping the reproducing point track clean. "DUSTOFFS" are made of a special mixture of materials which absorb the dust and dirt from your records. No other record cleaner will clean so thoroughly or will remove all traces of dust and dirt from your records. This is the only record cleaner made that will keep your records in perfect condition. It is sold at $1.25, $2.50, $5.00, and $10.00 for dozen or more of the de luxe model and on 3 dozen or more of the regular models.

"DUSTOFFS" RECORD CLEANERS


BLACK "DUSTOFF" RECORD CLEANER

Because they possess those essential features of true merit, thorough effectiveness of operation and practicability, carry a good profit for the dealer, and, further, because they appeal to the customer as being an absolute necessity for his talking-machine records.

"DUSTOFFS" are the only record cleaners made that thoroughly remove all traces of dust and dirt from your records. There is no other record cleaner on the market that will remove all traces of dust from your records.

MINUTE SHINE COMPANY

281 CANAL STREET, W. PROVIDENCE, R. I., U. S. A.

"DUSTOFF" RECORD CLEANER


"DUSTOFF" RECORD CLEANER

Black "Dustoff" Record Cleaner


TO DEALERS 40% can supply you 1 or more de Luxe model and on 3 dozens or more of the regular models.

Address communications to the manufacturers
The Talking Machine Trade in New England

SALES PROMOTING FEATURE

Are the Pardell Folding Boxes, Manufactured by the Pardee-Ellenberger Co., of New Haven, Conn.—Special Prices Quoted on This Stock Which Make Them Most Attractive to Dealers—Will Also Prove Helpful Factor in Increasing Sales of Records.

New Haven, Conn., Sept. 7, 1912.

Prices have been reduced on Pardell folding boxes, manufactured by the Pardee-Ellenberger Co., of this city and Boston, Mass. While the prices always were cheap, with the further cut makes them cost about the same as paper bags. For instance, the No. 3 size, holding three cylinder records, cost a cent a piece; the No. 6 size, holding six cylinder records, cost 1½c. each; while No. 12, holding a dozen cylinder records, cost but 2½c. each. These prices are in 100 lots, as that would be the smallest quantity any dealer would want to use.

To show that Pardell folding boxes are profit-makers, suppose a dealer has sold two ten records to a customer. He shows her the dozen size box, and how two more records will just fill the "pretty box." Practically everybody sees the practicality of using a good box to carry their records, so the dealer sells two records more than he would if he hadn't had the Pardell box. If this happens many times a week during the course of a year, the extra profits must be tremendous.

On this page of The World will be found the P-E announcement of the reduction in Pardell folding box prices.

VICTORS IN HEAVEN.

Hymn in Church Causes Confusion In Mind of Small Parishioner.

A little boy of six had been visiting an Episcopal Church for the first time. On returning home his mother began to question him. "Why, mother," answered the little boy, "the people first knelt down and then stood up, and the minister wore a kimono aiggoboon. And, oh mother, they have Victor talking machines in heaven." "Oh, no," corrected his mother, "that is impossible." "But they do," insisted the boy, "for I heard them sing 'Fling open wide the golden gates, and let the Victor in.'"—The Voice of the Victor.

BIG TRADE IN EDISON GOODS

Reported by John H. Massey, Manager of the Edison Department of the John S. Foster Co., of Providence, R. I.

New Haven, Conn., Sept. 10, 1912.

John H. Massey, manager of the Edison department of the J. S. Foster Co., has returned from a three weeks' vacation, which was spent absolutely in quietness and happiness. As a result, he has gained a few pounds in weight and a who'c lot more to his already large stock of Edison enthusiasm.

Mr. Massey speaks very encouragingly over the summer's trade in Edison goods and said that it was far ahead of the similar period of last year. He says that the Edison interest is increasing in Providence, and that there is a larger number of machines coming in to have the Amberol attachments applied.

"A CLEARING HOUSE OF KNOWLEDGE"

Is the Trade Journal—Not Merely a Distributor of Trade News or Personal, but an Earnest, Well Equipped Teacher in the Trade or Profession to Which It Is Devoted—Its Higher Purposes in Trade Development.

The great English philosopher, Sir Francis Bacon, said: "I hold every man a debtor to his profession, from which, as men do, of course, seek to receive countenance and profit, so ought every man who lives by it, not only to be professed, but by profession to Which It Is Devoted.

The editor of a trade journal is never more badly needed than when newspapers and publishers state that they carefully go over and study each number when received and mark with a pencil all those things they think they can apply to the business useful, worthy and permanent. One of the curses of the newspaper calling in the past has been the use of the paper for political advancement. Professional office seeking is now at a discount and editors and publishers have come to strive and glory in their work and in making their business useful, worthy and permanent.

The work of the editors and publishers of trade papers devoted to newspaper and printing has been greatly helped by the change and where only one feeble journal existed twenty-five years ago devoted to these callings, a score of strong, worthy journals now flourish. The trade paper as a teacher of newspaper making and good printing has come to be appreciated.

The trade papers aid those engaged in the developing of better appliances, better devices and supplies in the way of pressers, types, composing machines, paper, etc., for the use of these callings. They build up the members in the knowledge of their use, as well as the knowledge that tends to higher professional or expert attainments, to economic management, efficiency and all else that tends to better production, broad-er and more useful service and a permanent success with rewards and honors.

It is wise that a man of attainment in his vocation give of his wisdom to others, and it is a duty of others to learn of that wisdom, that they may profit, and in time become a help and an adornment to the calling.

Educational Purpose.

The trade or technical paper exists not alone to make men more successful, to help them to meet and solve the difficulties that confront them from time to time, but to instruct and educate them, to make them more able, more worthy for the encouragement, inspiration and uplift of others.

The editor of a trade journal is never more pleased with his work than when subscribers state that they carefully go over and study each number when received and mark with a pencil all those things they think they can apply to their own business useful, worthy and permanent. One of the curses of the newspaper calling in the past has been the use of the paper for political advancement. The trade or technical paper exists not alone as a clearing house of knowledge, of experiences, as a teacher of good printing has come to be appreciated.

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Display at Boston Electric Show.

Thos. A. Edison, Inc., will exhibit its new disc phonograph, records and entire line, from September 28 to October 26.

At the Boston Electric Show, held at Boston, from September 28th to October 26, Thos. A. Edison, Inc., Orange, N. J., will have an exhibition of its entire line, including the new disc phonographs and records which are about to be marketed.

Reduced Prices

ON

Pardell Boxes

PARDELL FOLDING BOX

A folding container for three, six or twelve Cylinder Records. These boxes are being very generally used by phonograph dealers and are the most convenient package for delivering Records to customers, particularly during the hurry hours. Many times you can sell "just one more Record to fill the box" by using them. Made of heavy cardboard and shipped "knocked down."

The Pardee-Ellenberger Company

NEW HAVEN, CONN.

Display at Boston Electric Show.

Thos. A. Edison, Inc., will exhibit its new disc phonograph, records and entire line, from September 28 to October 26.
The Talking Machine Needle Maker
Lowell, Mass., U. S. A.

Such was the name and address on a letter that came thousands of miles and was delivered to us recently. This brings up for reiteration the fact that there is but one Lowell, Mass., in this world and that there is one Bagshaw who is a manufacturer of talking machine needles in that city and he supplies the world. When you think of Lowell, Mass., think of Bagshaw, and when you think of talking machine needles, think of both—Bagshaw, Lowell, Mass.

DUPLEXETONE Talking Machine Needles

You will make more money by pushing the Duplexetone needles! This is the needle with two tones which has been the talk of the trade since its introduction. Duplexetone needles represent everything that might be desired for the proper musical interpretation of every record, whether LOUD, SOFT or intermediate tones. It seems amazing that a little piece of steel could perform these functions, but its shape has been as carefully designed as the architect's building plans. It has cost thousands to create Duplexetone needles and thousands to introduce it. Jobbers, dealers and owners consider them the best, and with that indorsement Duplexetone needles are made and sold. Could more be said?

Write to-day for samples of this wonderful DUPLEXETONE Needle, with a booklet telling about the Bagshaw Service in detail.

W. H. BAGshaw,
Lowell, Mass., U. S. A.
The more you realize that in the future of this industry the best results are yet to come, the more freely you must admit that the Columbia is the line best worth the investment of your time, your energy, and your capital. (Printing this every little while. Proving it all the time.)

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

The Ude'l Works, Indianapolis, Ind., the prominent manufacturer of cabinets for talking machine records, sheet music and music rolls, and of other artistic specialties in the furniture field, has just issued a thoroughly interesting twenty-four page catalog of cabinets for disc and cylinder records for the season of 1912-13. In the catalog there are illustrated and described an even dozen different styles of cabinets for disc records and six styles of cabinets for cylinder records, all handsomely finished in harmony with the leading styles of machines and arranged with a view to affording the greatest convenience to the record buyers.

The disc line includes tables with shelves for holding the record albums while the machine is on top, closed cabinets designed to hold the records flat or on edge and with or without the machine on top. The Ude'l record box, for use in connection with the tables, is most ingenious in construction and is indexed in order to facilitate the finding of any desired record. The cabinets are furnished with or without rims as desired, there being no extra charge for the rims.

In the cabinets for cylinder records the drawers are fitted with special clamps for holding the records in their original cassettes, while the management offers the greatest insurance against breakage or scratching. The drawers are also made with a slide which permits of the drawer being pulled out of the cabinet so that every record is readily accessible.

With the issuing of the new catalog the Ude'l Works has inaugurated a new advertising scheme under which special line cuts of the most popular cabinets of the line are furnished free to dealers handling the Ude'l cabinets for use in their local newspaper advertising. The cuts show the cabinets and their uses to distinct advantage and can be used to advantage by dealers in their advertising matter.

The line of styles shown in this new catalog is up to the usual Ude'l standard—always a high one.

WHAT THE CREDIT MAN MUST BE.

The credit man must be a student; a student of broad and liberal mind; a student of the moral, social, physical, financial and commercial elements, which go to make up the credit risks of to-day. First a student, then a teacher—a moulder of character—not merely a dispenser of credit, but a dispenser of good, wholesome, helpful knowledge, which goes to make men better sons, better brothers, husbands, fathers and merchants.
DELIGHTED WELL SATISFIED

With Summer Business in Talking Machines—Late Summer Due to Cool Weather Helped With Warnings by the Canadian Talking Machine Association, an organization whose purposes are to advance the talking machine business in the Dominion. This step is taken because of the promising success which the Grimmel store in Windsor, Chatham and Sarnia. The latter store is a new addition to the Grimmel string of branches, being No. 27 on the list. A full line of Victor is carried in all of the Grimmel stores.

Talking machine dealers are speculating as to exactly what kept the summer business up almost to the high water mark. Three months that are ordinarily are dull. Generally they hold the weather responsible. Summer did not begin in Michigan this year until August 30. Since then the weather has been anything but normal, and July was a sultry one. The coolness and the rain of June, July and August kept people in the city, instead of urging them to depart. Being home, they purchased talking machines and records for their entertainment.

Money which under ordinary conditions would have gone into the coffers of the steamship companies and into the cash tills of summer resort souvenir sellers and lunch rooms has been diverted largely to the bank deposits of the talking machine houses. The reasonableness of this theory is attested by the figures of the excursion steamship companies, whose invoices showing that they carried a quarter of a million fewer passengers than they did last year.

Anyway, the talking machine folks got the business, and it does not appear to be a discounting of the future either, for there is no let-up.

OUR FOREIGN CUSTOMERS.

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

(Special to The Talking Machine World.)

Washington, D. C., Sept. 6, 1912.

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

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<thead>
<tr>
<th>Country</th>
<th>Units</th>
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<td>Argentina</td>
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The Strasburg Co. is still balked in its plans for an extension which is saying considerable, while the Farrand Phonograph Co., has itself just come back from a vacation. Mr. Johns brought home $7,593; Berlin, 6 pkgs., $116; Buenos Aires, 14 pkgs., $388; Venice, 14 pkgs., $388; Shanghai, 10 pkgs., $450; Tampico, 14 pkgs., $388; etc.

The present purposes are to advance the talking machine business enough for another big picture campaign, which Helps No One and Hurts Your Victor. Two pages in the September number of the "Voice of the Victor" are devoted to a discussion of the many evils that grow out of misleading advertising. In emphasizing the arguments advanced there is shown a copy of an advertisement in which a 50 per cent. reduction in the price of record cabinets is so featured as to make it appear that the reduction also applies to the Victrolas illustrated and described in the lower section of the ad. It is pointed out how the reader is confused regarding the prices and how the price maintenance policy of the Victor Co. has been largely responsible for the success of its business as well as the business of the dealers, is thus undermined in the eyes of the public. The Victor Co. watches all the advertising of its dealers very carefully and calls troubles to their attention when it is apparent that the motive is all right. A sample letter, commenting upon the specimen advertisement, is also published in the "Voice of the Victor."
THIS picture will give you a faint idea of the attractiveness of this talking machine record cabinet. If we literally filled the page with cuts we would succeed only in giving a partial idea of our line. So we want to confine ourselves to a talk about one cabinet, this Style 102, because it is a beauty and is representative of our whole stock.

Did you ever try to run a warped record on a talking machine? Then you will appreciate one of the good points of Style 102. The shelves are arranged horizontally and records lying in them can’t warp.

Did you ever try to cram four or five records into one compartment with the result that you scratched all the records, probably split some of the compartment shelves, and lost your temper to boot? With Style 102 you wouldn’t have tried that. One shelf is made for one record; each shelf is numbered and you know where each particular record goes. Furthermore every compartment is felt lined, and felt cannot scratch.

Notice our large needle box on door, which has a separate cup for loud, medium and soft tone needles, also extra holder for used needles. Very convenient.

You cannot get a neater, more compact, or better made cabinet than the Salter Style 102. It is a handsome piece of furniture.

And, Mr. Merchant! If these good points in a cabinet appeal to you they will appeal to your customers. Remember that.

Salter products are not limited to talking machine record cabinets. The new catalogue will show talking machine record cabinets, sheet music cabinets, combinations of sheet music and player roll cabinets, in half a hundred different styles, all of the latest design and up to the Salter standard of quality. Write for catalogue.

“It’s hard to find the equal of the Salter.”

SALTER MANUFACTURING CO.
337-343 NORTH OAKLEY AVENUE
CHICAGO, ILLINOIS


RECORDING VIBRATIONS.

Rev. F. C. Odenbach, of Cleveland, an Inventor of Note, Discusses His Latest Apparatus for The Audible Recording of Material Vibrations.

(Special to The Talking Machine World.)

Cleveland, O., Sept. 10, 1912.

Somewhat along the line of the possibilities and productions of the phonograph are the inventions of the Rev. Frederick L. Odenbach, director of the meteorological and seismological observatory of St. Ignatius College, of Cleveland. He is a scientist and astronomer of more than local note, who has invented a number of instruments which accurately diagnose terrestrial phenomena. Philosophy, theology, the natural sciences, chemistry, insect study, clock-work and mechanics generally, in fact, anything puzzling, have been his constant and welcome studies and investigatory tasks.

At present he is evolving an apparatus for the audible recording of material vibrations. In an interview he said: "I am now engaged in the construction of an instrument that may enable my ear to tell me more about the identity of vibrations than my eye tells me at present. This instrument in brief consists of a platinum contact pressing against the diaphragm of a microphone, constructed on the style of that used in modern telephony, and having a battery and telephone receiver in circuit. At present we can record every sort of vibration on sheets of smoked paper. The undulating lines show the variation of these vibrations as well as their frequency and length and shift. We know the vibration is going on somewhere, but as to its identity—exactly what it is—we cannot definitely determine.

"Now, I suspect that many of the vibrations that our present instruments record are caused by the breaking of waves on the lake shore. There is a certain rhythm and similarity of lines on the smoked paper record that suggests the surf coming in at regular intervals. Smoking paper record that suggests the surf coming in at regular intervals.

"Then, by the same method, the sound of certain trains passing certain points can be positively identified. For instance, suppose I get the time tables of various roads. Their vibrations come at a certain time. My record paper shows exactly what their vibrations are. My new instrument will identify it beyond all reasonable doubt. Eventually I would thus be able to tell by the quality of the sound that such and such a train was causing the vibration, even though I had no time table to verify the particular hour, and could thus locate it, although at a considerable distance.

CO-OPERATION AND ITS VALUE.

Where ConflictingElements in a Trade Are Brought Together All Have Greater Prospects for Success—Value of Trade Association.

Trade associations have made possible the bringing together of conflicting elements, where these subjects which are so vital to our individual prosperity may be discussed in a most friendly and impartial way, wholly for the purpose of bettering all alike. It is really remarkable sitting in one of these trade conventions to note the interest that each takes in the welfare of his competitor, and the co-operative effort that is exerted for the betterment of general trade conditions. Each is apparently most anxious to contribute something gained through his own experience that will make for the general good. We have learned that cooperation is the password to success—not necessarily in the maintenance of prices, but cooperation in establishing more cordial relations; cooperation in discarding that which is harmful and developing that which is good, cooperation in developing friendships, and eliminating strife, cooperation in establishing those higher ideals which are so essential to the general welfare and permanent success.

It is most pleasing to note that the manufacturers are also included in this national movement for co-operative effort. As the movement gains force, and purposes are better understood, members will increase more rapidly, and collectively we will exert a most potent effort in establishing and maintaining an era of long-continued prosperity.—W. M. Pattison in the Dodge Idea.

RECORD A WELCOME MESSENGER.

California Mute, Learning to Talk Under Direction of St. Louis Teacher, Makes Record of His Voice to Acquaint Parents With Progress Made—Message of Hope and Joy.

(Special to The Talking Machine World.)

St. Louis, Mo., Sept. 10, 1912.

Mark Silverstone, president of the Silverstone Talking Machine Co., made a record for a visitor to the store a few days ago that carried a message of hope and joy to a certain home in Los Angeles, Cal. Mrs. Beatrice Henderson, who conducts a "special school for special needs" in Kirkwood, a St. Louis suburb, came to the store accompanied by a 12-year-old boy, called Joe, who had been under her care for a year. This boy, she explained, was entirely unable to talk when he was sent to her and that she had learned his trouble and by careful training had him so that he could read ordinary words and she wished him to make a record so that his parents could hear his voice for the first time in their lives. He was a bit nervous for this important undertaking, but with some care on the part of Mr. Silverstone he soon made, under the circumstances, an exceedingly creditable record, and one, which those who heard it repeated declare, was a very natural one.

THE ADAPTOR

Attach it to any Disc Talking Machine in one second by one move of the hand.

It automatically illustrates the record being played.

Use It 3 Ways

1 Talking Machine Illustrator
   (See the pictures in the song)

2 Show-Window Advertiser
   Present changing pictures of the great artists

3 Home Stereopticon
   Project your vacation views life size

PICTURE-DISC COMPANY

You need this Illustrator.

Entertain and amuse your trade.

It's New.

We will tell you about it.

Los Angeles, Cal.
Whatever business the Columbia "Favorite" at $50 is too expensive to meet, can certainly be met by the Columbia "Eclipse" at $20. You make a good profit on either, and satisfy your customer in the bargain.

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

THE PHONOGRAPH ATTRACTS FISH.

Skill of a Brooklyn Disciple of Walton Revealed Through Silt Bought by the Game Protector of Sullivan County, N. Y., in Which the Phonograph Plays the Star Role.

(Special To The Talking Machine World.)

Monticello, N. Y., Sept. 9, 1912.

Being of a purely original turn of mind, John Read, an ostrich farmer from Brook- lyn, saw its possibilities as soon as the idea oc- curred to him. That is why the first phonograph salesman who happened by Mr. Read's estate on the shore of Sackett Lake, a short distance from here, found his commissions unexpectedly in- creased, and that is also why Mr. Read gave vent to some perfectly good oratorical explo- sions tonight when he learned that his hitherto undiscov- ered scheme had resulted in making him the de- fendant in a unique suit, started, according to Mr. Read, by the most unsportsmanlike sportsmen who ever have invaded Sullivan county.

As everybody knows who is acquainted with that territory, no better bass pond than Sackett Lake ever existed in New York State. But when the big idea came to Mr. Read, chagrin, disappoint- ment, empty baskets and other unpleasant things developed for fishermen who had sung the praises of Sackett Lake for so long they could recite their company's original sentiment day after day they sought to learn the reason for their inability to lure any of the finny inhabitants of the placid lake within two miles of their choicest flies. Cast or troll, the result was the same.

Then, out across the waters of the lake there came to the receptive ears of the fishless fisher- men the vibrant notes of an operatic selection. The shore of Sackett Lake, a short distance from here, was too bare to be resisted and as their boats drifted on toward the spot from which the music was pouring in ever increasing volume they made no effort to coax the bass from their hiding places.

Then, suddenly, the secret was out. Straight across the lake the fishermen saw the unperturbed Mr. Read cast, draw in his line, then cast again. At each return of the Read hook another fine specimen of the bass family landed safely on the shore of Sackett Lake, a short distance from here. The music was pouring in ever increasing volume they made no effort to coax the bass from their hiding places.

Then, suddenly, the secret was out. Straight across the lake the fishermen saw the unperturbed Mr. Read cast, draw in his line, then cast again. At each return of the Read hook another fine specimen of the bass family landed safely on the shore of Sackett Lake, a short distance from here. The music was pouring in ever increasing volume they made no effort to coax the bass from their hiding places.

The Phono-gram plays the Star Role.

The manufacturers of this article have 61,000 retail dealers selling these watches. The impracticability of attempting to supervise and have legally executed in all these cases, any definite action being taken on the Old- field Bill, which threatened to undermine the pres- ent one-price system of selling goods, and de- novo sales conditions generally.

The Oldfield Bill, however, is still a "live issue," and between now and the next session of Con- gress, dealers must keep up a live cannonading of their Congressmen and Senators, to the end that they may be fully informed of the unjust pro- visions of this Bill. There is ample time not only to write them, but to talk with them in person, and thus point out how every business may be injured by the proposed Oldfield amendments.

If this educational campaign is kept up during the recess of Congress, and every dealer does his share, there is no reason in the world why this bill should not be finally rejected.

We understand that within a week or so, a copy of a letter on this subject, entitled, "Price Cut- ting a Restrain of Trade," which has been pre- pared by Elderidge R. Johnson, President of the Victor Talking Machine Co., will be sent to every Congress- man and Senator; to every editor, pub- lisher, and business manager of every important publication in the United States, as well as to every manufacturer who advertises his goods, and to every Victor Dealer.

A very excellent letter entitled, "Price Regula- tion and the Consumer," is now reaching mem- bers of the House and Senate. It covers a phase of the patent question which is illuminating and which must prove a source of information and ed- ucation to our legislators. It reads as follows:

"Dear Sir:--In compliance with your desire for the fullest information on the subject of the proposed revision of the patent law, the writer would respectfully ask consideration, at your convenience, of two of the many sides of this question. It is proposed in the bill (32142), reported by the Com- mittee on Patents, to deprive owners of patents of the right hereunder to regulate resale or retail prices. The Blacksmiths of the United States in its recent de- cision in the case of Dunk v. Henry, affirmed such right under the patent grant by the government.

"One purpose of the proposed legislation is to nullify that decision and leave to patent owners no other recourse than to sue for an injunction against infringement. One objection to this system is that it is expensive and uncertain; therefore, the proposed legislation, if adopted, would be a menace if enacted into law--Strong Letter Being Sent to Legislators.

P. S.--It is important to consider the character and cul- tural possibilities of the bill. The writer is of the opinion that the bill, if adopted, would be a menace if enacted into law.
LANDAY BROS. TO HANDLE PLAYERS.
The Prominent Victor Distributors in New York Become the Representatives of the American Piano Co. and Will Handle Rythmodik Player Rolls and Player-Pianos—
A Chat with Mr. Landay, and His Plans.

One of the most interesting agency appointments which has been made in some time in the music trade was recorded this week, when Landay Bros., Inc., of New York city, were selected as representatives of the Rythmodik player rolls.
The concern will also handle player-pianos made by the American Piano Co.

Landay Bros., Inc., are among the best-known Victor distributors in the United States, and now operate four stores where Victor goods are handled exclusively.

In order to give the Rythmodik player roll its proper representation Landay Bros., Inc., have rented an additional store next door to their ware-
rooms at Fifth avenue and 46th street, wherein the American Piano Co's product will be shown exclusively.
The said store is now being fixed up in a manner that will be a credit to the lines represented therein.

Landay Bros., Inc., is the first talking machine house of importance to make a feature of music rolls. In chatting with The World, Max Landay, of Landay Bros., Inc., said:
"I have been interested in the music roll situation for some time, and, after investigating the various player rolls on the market, have decided upon the Rythmodik, which was drawn to my at-
tention by B. Feinberg, special representative of the Rythmodik player roll.

"The success of the music roll business here-
tofores has been the uncertainty of prices, and abuses have crept in, such as cut-rate fights, etc. In looking over the music roll situation one of the important features was not to handle any roll that did not have a fixed price.

"The success of the Victor talking machine busi-
ness is due, in fact, to the fact that the dealer knew exactly where he was at and that a strict one-price has been maintained, enabling him to get a reasonable profit.
The talking machine companies have protected the dealer, and as soon as the music roll manufacturers will do the same there will be unquestionably a larger number of music rolls sold.

"We are assured that Rythmodik player roll prices will not be subject to fluctuation and that a fixed price will prevail. This, as stated above, was one of the important reasons for deciding upon the Rythmodik, but, among the other im-
portant reasons was the fact that it reproduced the playing of a piece of music as perfectly as if the artist himself was there to play it. It has none of the objectionable mechanical reproductions which are so evident and noticeable in many player rolls.

ALLEGES PATENT INFRINGEMENT.

The Victor Talking Machine Co., Camden, N. J., have decided to take legal action against the Keen-O-Phone Co. of Philadelphia, Pa., al-
leging infringement of various patents controlled by the American Piano Co., charging that the Keen-O-Phone machinist infringes the Vic-
tor patents in any particular and claims that the Keen-O-Phone machines are constructed along original lines and are protected by suits and pending applications controlled by the manufacturers.
The company also states that it will defend any action brought against it for patent infringement.

SINGING FOR TALKING MACHINES.
An Odd and Interesting Occupation in Which Women May Make "Good Money."

How many of those who on a summer evening listen idly to the music of the phonograph reed so easily and carelessly ever stop to think how those records were made or to wonder what were the emotions of the musician who poured sweet sounds into inanimate ears, without any of the im-
plication of living things, beautiful clothes and an applauding audience?

Although it doesn't bring so much glory as sing-
ing at the Metropolitan Opera House, this busi-
ness of singing for records is a very lucrative one.
Caruso is said to make $100,000 a year in this humble fashion, and stars of lesser magnitude may count on $20,000 annual income, a sum which means much more than it would if gained behind the footlights, be-
cause the phonograph does not demand that its en-
tertainers keep up with the latest caprices of fashion.
In the beginning, however, it is rather trying.

"Stage fright is nothing to the feeling with which one confronts a awful hurdle," testifies a young woman who is now singing for these silent audiences, "and afterward, when the record is played and one hears every false note, every clear-
ning of one's throat, every swallow, it is a wonder anyone ever has the courage to try again.
Yet it is a wonderful experience, and one realizes as one never could otherwise how marvelous a the talking machine.

"The room where we make our records is an absolutely bare, lathlike place, with a board partition one at one end, dividing the room proper from the small space where the recording instrument is placed. The horn into which one sings is sus-
pended from the ceiling, and protrudes through an opening in the partition. Grouped around it are the musicians of the orchestra, seated on elevated chairs, their music hung in front of them on strings and weighted so as not to swing too much in any change of breath. The instruments themselves are the strangest looking things, the violins having, instead of the regular body, a hollow tube affair, in which are arranged the strings. The cellos are skeleton in construction—no sides and very slight wooden supports supporting the top and bottom of the body.
And to every instrument is attached an aluminum horn, directed toward the large horn in the wall, to concentrate the sound waves.

"The singer is placed on a little platform directly in front of the large receiver, then when all is in readiness he slips down out of the way of the sound waves. A light gives the signal and the conductor, who is perched even higher than the musicians, starts the orchestra. At the side of the soloist is an assistant, who, when the orchestra begins, puts into the mouth of the horn a large extension, so as to catch more of the sound, and when the introduction is finished quickly removes it. Then the soloist, rising and standing quite close to the horn, sings. It is rather distracting, for one hears one's voice become at once con-
centrated and more vibrant than usual, and one must remember those dreadful little sounds which an audience would scarcely notice, but which the horn records relentlessly.

"On finishing the verse one steps down below the level of the horn. The assistant once more puts on the extension and keeps it in place until the second verse starts. This assistant is a most use-
ful person for those new to making records, for he sways one first forward when one is using the middle or low register, then back for the high notes. If the singer makes a mistake he steps. If anything goes wrong with the recording instrument a bell rings and all stop, to begin over again at a given signal.

"After the song is finished the record is played. One listens to see where it can be improved. Per-
haps in places the orchestra is scratchy. If so, they rehearse the weak spots once or twice; then again they take their positions, await the red starting signal and try once more.

"The wax discs on which the records are actually made are behind the partition, and all about is a mass of what at first looks like fuzz or fluff, but is in reality wax spun off by the needle. These wax imprints are sent to the factory—about four or five are made of each song—where a metal im-
pression is taken from them. From this pattern the hard black records are manufactured."—New York Tribune.

MILNOR SUCCEDS BRUSHABER

As Head of the Dictaphone Department of the Columbia Co.'s Chamber Street Store—Mr. Brusheber Engages in Business in Newark.

As a result of the resignation of M. S. Brushaber, who has resigned that position and removed to Newark, N. J., where he will operate a Dicta-
phone salesroom for himself, the Dictaphone out-
look in Newark is of the best and there is little doubt that Mr. Brushaber will be hugely succes-
sful.
N. F. Milnor will fill the vacancy as Dictaphone manager at the New York store. Mr. Milnor has been for the past five years connected with the Oliver Typewriter Co. as manager of the branch at Memphis, Tenn., and as superintendent of sales in New York. He is equipped with a business knowledge which is suited to his new vocation and is already producing results with the Columbia Co.

Write To-Day
The ELECTROVA COMPANY
117-125 Cypress Ave.: New York
for their new illustrated booklet, "The Money Magnet," describing the most perfect and satisfactorily Coin-operated Electric Player on the market. The unit, the Electrova, note, with automatic expression device and mandolin attachment.

Just the player for the better class of places.
IT'S A WINNER

Because the Goods Are Good!

Manufactured by

STANDARD GRAMOPHONE APPLIANCE CO.
173 Lafayette Street, New York

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.: E. E. Forbus Co.
Boston, Mass.: Oliver Ditson Co.
Buffalo, N. Y.: Neal, Clark & Neal Co.
Cincinnati, O.: The Rudolph Wurlitzer Co.
Cleveland, O.: The Eclipse Musical Co.
Columbus, O.: Perry R. White Co.
Des Moines, la.: Hargr & Blich, Inc.
Dayton, O.: Hargr & Blich, Inc.
El Paso, Tex.: W. G. Walz Co.
Houston, Tex.: Houston Phonograph Co.
Kansas City, Mo.: Schaeffer Arms Co.
Little Rock, Ark.: O. K. Howie Piano Co.
Los Angeles, Cal.: Southern Californio Music Co.
Memphis, Tenn.: O. K. Howie Piano Co.
Nashville, Tenn.: O. K. Howie Piano Co.
New Orleans, La.: Philip Wurfield, Ltd.


Omaha, Neb.: Nebraska Cycle Co.
Providence, R. I.: Manufacturers' Outlet Co.
Richmond, Va.: The Cylinder Co., Inc.
St. Louis, Mo.: The Assilian Company of Missouri; Koehler-Brenner Music Co.
St. Paul, Minn.: W. J. Dyer & Bros.; Koehler & Hinrichs.

L. J. GERSON ENTERTAINS STAFF.

Manager of the Talking Machine Department of the John Wanamaker Store Acts As Host for the Employees of the New York Department on Labor Day at His Farm Near Palisades, N. Y.—Have Enjoyable Time.

The staff of the talking machine department of John Wanamaker's New York store had a thoroughly delightful outing on Labor Day, when the members were entertained by Mr. and Mrs. Louis J. Gerson, at their country place, "Brookdale," in Palisades, N. Y.—Have Enjoyable Time.

"No, I haven't," replied the Traveler on being asked, "Have you ever read the article on how to tell a bad egg, why, break it gently." "When the party reached the railroad station the chicken dinner was served in the house, covers being spread for twenty-one. The crowd returned to the city about 7 p.m. looking tired but quite happy and thoroughly ap-

Employes of Wanamaker's Talking Machine Department at Mr. Gerson's Farm.

Jay Gerson, at their country place, "Brookdale," in Rockland County near the town of Palisades, N. Y. When the party reached the railroad station at Sparkhill automobiles were in waiting to take them the two and one-half miles to the farm, which is on the State line and about half a mile from the Hudson River.

Labor Day was chosen for the outing for it was a legal holiday and coming at what is practically the end of the summer provided a fitting close for the vacation season.

"I do not care to defile or defend them. There are too many merchants—not only retailers but wholesalers—there is too much lost motion in selling and reselling, shipping and reshipping, and every time the goods are handled, it is always the other fellows that ought to get out—but that does not alter the fact that the excess of shopkeepers is recog-

L. J. GERSON ENTERTAINS STAFF.ingized. The problem is to eliminate waste or reduce its sting.

A great howl goes up about mail-order houses. I do not care to defile or defend them. I do say that there must be some reason for this development in business and it strikes at a part of our distributing methods that needs attention.—M. W. Mix.

The man who leaps on his job soon discovers that every day in the year is Friday the 13th.

THE TALKING MACHINE WORLD.

THIRTY YEARS OF ELECTRIC LIGHT.

It was on September 4, 1882, that Thomas A. Edison started the world's first Central Station in New York City—an interesting description of the event.

Thirty years ago, or to be more precise, on September 4, 1882, Thomas A. Edison started in operation the world's first central station for the supply of incandescent electric lighting for commercial purposes.

It was 3 o'clock in the afternoon of that day, in an old brick building, a converted warehouse, in lower Pearl street, New York, that steam was turned into a single dynamo-current was sent through underground cables into about 400 lamps that had been distributed through a territory about a mile square.

The newspaper accounts of the demonstration read curiously in this day. While it was generally admitted that the exhibition had been a success so far as proving that the incandescent bulb gave light, there was a dubious feeling running through the reports as to whether the invention could be made commercially successful.

In the Sun's report Edison's appearance on that occasion was thus described: "He wore a white high crowned derby hat and collarless shirt," and an interview which followed Mr. Edison was quoted: "I have accomplished all that I promised. We have a greater demand for light than we can supply at present, owing to the insufficiency of men to put down the wires."

Since that day thirty years ago, this city has had electric lighting with only two interruptions, the second and most serious one of which was in 1890, when the old Pearl street station was destroyed by fire.

On this occasion before the flames even had been routed, new dynamos were ordered. In less than four hours' time service had been re-established in other quarters. One of the old "Jumbo" dynamos, designed by Edison himself, was saved from the fire, and is now treasured as a relic of the old days.

Thirty years ago fifteen miles of underground cable sufficed to connect all the installations. Now 1,400 miles of "underground" sends current to 5,350,000 lamps, while the wires are ticked off by 110,000 meters.

The first electric motor was put on the lines in 1884. For six months past it lay upon the shelf before any one could be found who was willing to experiment with this novel apparatus. Today in New York City 337,000 horsepower is used in motors.

Instead of the old reconstructed brick building at 257 Pearl street that housed the six "Jumbos," as the old time generators were called, there are now two Battle-like structures covering two city blocks.

LOST MOTION AVOIDABLE.

Lack of System in Shipping and Handling Goods a Big Factor in Costs.

There are too many merchants—not only retailers but wholesalers—there is too much lost motion in selling and reselling, shipping and reshipping, and every time the goods are handled, it is always the other fellows that ought to get out—but that does not alter the fact that the excess of shopkeepers is recognized. The problem is to eliminate waste or reduce its sting.

"Have you ever read the article on how to tell a bad egg?" asked the Inquisitive One at the hotel table. "No, I haven't," replied the Traveling Salesman, "but my advice would be, if you have anything to tell a bad egg, why, break it gently."
To our good friends, those talking machine dealers who still, for one reason or another, are missing a mighty good thing, and needn't miss it, and ought not to:

This advertisement, in the Saturday Evening Post this week, marks the opening of the Columbia fall campaign with the greatest money's worth of musical instruments ever built.

Get the size of this instrument in your mind—15 1/2 inches square! Gather the significance of such an instrument in quartered oak, well finished and equipped with that astonishingly attractive feature, the Columbia tone-control shutters!

This same "Eclipse" in mahogany will list at $25. And all it needs is a comparison against all comers. Anything in the world at $25, set up alongside the mahogany "Eclipse," is discounted at first glance—the only mahogany machine on the market under $40.

Sum up this offer—and what it means to your business:

1.—A machine at $20 bigger and better than anything on the market at near the price.
2.—Furnished in mahogany at $25—the only machine on the market in mahogany under $40.
3.—Offered at terms that are easy for you and for your customers.
4.—A Columbia Demonstration Record free—to you, and from you to your customers.
5.—A signed guarantee with every machine.

Don't be caught "without the goods"!

COLUMBIA
PHONOGRAPH CO.
Tribune Building, New York

With the Columbia tone-control shutters closed, the volume of music is very soft, yet round and natural.

With the Columbia tone-control shutters partly open, the music is brought nearer, with its resonance somewhat less restrained, yet with no loss of definite detail.

With the Columbia tone-control shutters wide open, the full, brilliant, vibrant notes of the singer's voice, and the unconfined music of the band or orchestra, pour flooding out.
The "Eclipse" measures 15½ inches square. Like all Columbias, regardless of price and in contrast to others, this instrument has a continuous tone-chamber, with the motor-mechanism separated and insulated. See the diagram below.

Diagram showing the continuous tone-chamber.

Every money-making reason for carrying the Columbia line gets a fifty per cent. increase of strength by the adding of this new 1913 model. Not too cheap to be perfectly satisfactory to your customers, nor to be unprofitable to you, yet not so expensive that anyone need to think twice before buying—and just as good a record-selling medium as our $200 Grafonola, because, absolutely, the tone-quality is there.

FREE

With each instrument delivered within thirty days, this Columbia Demonstration Double-Disc Record.

one a) on free trial—full size and complete

799 HORNLESS HORNLESS HORNLESS

ECLIPSE GRAPHTONE GRAPHTONE GRAPHTONE
A beautiful and comprehensive New Catalog is ready for you. Shown between its covers is a splendid line of Cabinets and Table Cabinets for Disc Records and Cabinets for Cylinder Records.

The point is just this; that we make attractive designs that are properly priced; then we guarantee the workmanship and finish. Because of a heavy demand all styles are cut in large quantities which is your assurance of prompt shipment.

The necessity for a cabinet to file your customers records is unquestioned. It only remains for you to sell that customer the best in a cabinet that you can buy. So get Udeell Catalog No. 41 by dropping a line to Catalog Department

THE UDELL WORKS
INDIANAPOLIS
ININDIANA

No. 415 Cabinet for Disc Records
Quartered oak front and sides. Any Victor finish. Mahogany front and sides. Holds 272-10 or 12 inch disc records.

A Good Cabinet For You To Buy

RECORDS BY KATHLEEN PARLOW.

The Famous Violinist Making Records for the Columbia Phonograph Co.—Talented Artist.

The first violin records by Kathleen Parlow, the famous woman violinist, have just been announced by the Columbia Phonograph Co., General, New York. Miss Parlow is a native of Calgary, Alberta, but much of her childhood was passed in California, and her first violin instruction was received in San Francisco, where she appeared in public for the first time when she was only seven years of age, and on the 19th of July, 1896, she went to London, and in November of that year played with the London Symphony Orchestra. Tours of northern Europe followed shortly after this, in course of which she did much to arouse extraordinary enthusiasm, more especially in Berlin, where her first recital was the sensation of the musical season.

She has appeared in recital in all of the principal cities of the United States, where she has won notable triumphs for her art, and during 1911-12 she was chosen as soloist for the entire season of the Boston Symphony Orchestra in addition to appearing more than sixteen times with that orchestra, an enviable reputation for any artist.

REPORTS AN EXCELLENT BUSINESS.

(Special To The Talking Machine World.)

Cincinnati, O., Sept. 11, 1912.

The Violin department of the Aeolian Co. reports a nine business for the month of August, having trebled its record sales, as well as machine sales, over the corresponding period of last year. This increased volume of business will doubtless be augmented as the fall comes on, for the outlook for the ensuing month is exceedingly bright. With the new style Victrolas, which will be put on sale September 15, they expect to have a "record breaking" month.

A VISITOR FROM TURKEY.

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

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, where he has been very successful. Mr. Prescott has been in Turkey since the end of July, and he expects to return to the United States on September 16th.

On September 10 the Thomas Edison Co. will ship to jobbers four records made by Theodore Roosevelt, giving the Progressive leader's views upon the great questions of the day.

The Eilers Music House, of Seattle, Wash., is doing some effective publicity work by means of sacred concerts in the churches, for which invitations are sent out.
Some of the largest talking machine men in Latin America have written letters to the publisher congratulating him upon his new publication La Máquina Parlante Mundo.

This Spanish paper has created widespread interest in business circles in the countries which lie south of us and the first edition, which was a very large one, has resulted in calling the attention of thousands of merchants in all lines to this new publication.

Our business plans have been further perfected and we have associated with us Mr. Luis G. Rocha whose long experience in export matters connected with the talking machine trade make him an extremely valuable addition to the staff of our Spanish publication.

We, therefore, are in a better position than ever before to cater to the interests of manufacturers in all lines who desire to be brought into close business alliance with merchants in the southern countries.

EDWARD LYMAN BILL, Editor and Publisher

Luis G. Rocha, Business Manager

Main Offices, 373 Fourth Avenue, New York

Chicago, 37 So. Wabash Avenue, E. P. Van Harlingen, Manager
The company, recently incorporated under the above heading in Chicago, will conduct a wholesale and retail business in Edison phonographs and supplies—its headquarters will be at 227 South Wabash Avenue, Chicago—those interested are cordially invited to inspect the first of the new factory.

The building at 227 South Wabash Avenue is a four-story structure and it is understood will be extensively improved and a new front constructed.

OCCUPY NEW FACTORY.

The Standard Gramophone Appliance Co. has well equipped quarters at 173 Lafayette Street, New York.

The Standard Gramophone Appliance Co., manufacturers of the Simplex "start and stop" system, is now located in its new factory at 173 Lafayette Street, New York. Modern in equipment and in policy, it ranks high in the estimation of manufacturing experts. Visitors are cordially invited to inspect the making of Simplex devices, and a guide will be placed at the disposal of any talking machine man who comes to the factory. Orders are piling up for the Simplex start-stop, and a rush working schedule is in force at the factory in an attempt to keep up for the Simplex "start and stop," and a guide will be made the statement as to the plans of the company. It is as follows:

The Phonograph Co. is an Illinois corporation with a capital stock of $50,000, which is fully paid. It expects to conduct its business at 227 South Wabash Avenue, Chicago. The company expects to conduct a wholesale and retail business in Edison phonographs and supplies. The company is fully organized and a certified copy of all the papers is filed in the office of the Secretary of State and filed for record in the recorder's office of Cook county.

The directors are cordially invited to inspect the making of Simplex devices, and a guide will be made the statement as to the plans of the company. It is as follows:

The Phonograph Co. is an Illinois corporation with a capital stock of $50,000, which is fully paid. It expects to conduct its business at 227 South Wabash Avenue, Chicago. The company expects to conduct a wholesale and retail business in Edison phonographs and supplies. The company is fully organized and a certified copy of all the papers is filed in the office of the Secretary of State and filed for record in the recorder's office of Cook county.

The records in the office of the recorder give the charter by which the company is authorized to "manufacture, buy, sell and deal in phonographs, phonograph supplies, moving picture machines and supplies, merchandise and personal property of every kind and description." The directors are given as follows, together with their stock holdings:

Clyde E. Shorey, 137 South LaSalle street, $49,600; A. W. Armstrong, Oaklawn, $100; Wm. Cohen, 137 South LaSalle street, $100; John E. Gorin, 137 South LaSalle street, $100.

The buildings at 227 South Wabash avenue is a four-story structure and it is understood will be extensively improved and a new front constructed.

TRADE-MARKS IN CHINA.

Shanghai Chamber of Commerce Requests a Uniform System of Trade-Mark Registration

The present situation summarized.

A reiter dispatch from Peking states that the Government is considering a telegram received from the Chinese Chamber of Commerce in Shanghai, requesting the promulgation of a uniform system of registration of trade-marks. The present status of trade-mark protection is summarized as follows by Vice-Consul-General W. Rogers Dowley, of Shanghai, as follows:

Although the commercial treaty between the United States and China of 1907 contemplated the protection of trade-marks, patents and copyrights, many nations have not yet been able to carry out the provisions of that treaty. The protection of trade-marks, patents and copyrights thus far have been extended by agreement only to certain countries, no patent laws have as yet been enacted and no patent office has as yet been established in China.

Provisional registration bureaus for trade-marks have been opened at the Shanghai and Tientsin offices of the Chinese maritime customs. A registration is first effected in the consulate of the country of application, and is then sent to the commissioner of customs for registration in the provisional bureau. The result is merely a provisional registration giving tangible evidence of priority of claim of ownership to be considered when trade-mark, patent and copyright laws come into effect in China and application is made for actual registration under those laws. No actual protection from infringement results, hence the importance of action.

BLUE AMBEROL RECORDS

To Be Shipped by the Thos. A. Edison, Inc., The First Week of October.

At a meeting of the operating heads of Thos. A. Edison, Inc., it was decided that shipments of the first 15 Blue Amberol records would go forward some time during the first week of October, taking the place of the November wax list. Fifty of these Blue Amberol records will be regular records, while five of them will be so-called "silk" and others will be shipped the diamond reproducers and the combination attachments for the four-minute records. The Blue Amberol records are the first of the new indestructible Edison cylinder records.

SOME STRONG ARGUMENTS AGAINST INTERFERING WITH THE MANUFACTURER'S RIGHT TO REGULATE PRICES AT WHICH HIS GOODS MAY BE SOLD, PRESENTED IN ELDRIDGE R. JOHNSON'S VOLUME ON "PRICE-CUTTING."

Just as we close the last pages of the volume we are in receipt of a most important booklet entitled, "Price Cutting—A Retract of Trade," written by Eldridge R. Johnson, president of the Victor Talking Machine Co., and in which in brief is an argument against any legislation that contemplates interference with the manufacturer's right to regulate the price at which his goods may be sold. As might be expected, the argument is forceful and convincing and appeals to the reason of thinking, practical men. The inaccuracy of the theory it advances is as follows:

A number of new bills, most dangerous to general business interests, have been introduced in Congress. The purposes of these bills are to prevent the regulation of prices by manufacturers either through the patent laws or any other method whatsoever. They are based on the erroneous theory that the manufacturer has no rights, interest or property in his goods after they leave the hands of the original producer. These bills are aimed at the so-called trust monopolies. No doubt their authors are acting in good faith, but they do not understand the facts. These bills will not only fail to accomplish the object intended, but will foster certain classes of monopolies based on price-cutting conspiracies from which the public as well as honest manufacturers and merchants are already sadly in need of protection.

Next month we shall take pleasure in reviewing this volume at greater length.


WILL Buy Established Store. WILL buy an established store, in or near New York, handling the Victor line; state full particulars and location. Address "Business Wanted," care The Talking Machine World, 373 Fourth Ave., New York City.

Young Lady Wants Position.

YOUNG LADY thoroughly competent in music, can prepare and give concert programmes, etc., wants position in retail Talking Machine Department. Address "D.R." care The Talking Machine World, 373 Fourth Ave., New York City.
PARCELS POST READY BY JANUARY.

Postmaster General Hitchcock let it be known to-day that the proposed parcels post plan enacted into law when President Taft signed the new post office appropriation bill would be put into effect Jan. 1, 1913, so far as the establishment of the parcels post rates and zones are concerned, and Mr. Hitchcock will endeavor to have the details worked out by that time.

Under this legislation it is provided that after fourth-class mail matter shall embrace all other matter, including farm and factory products, not now embraced by law in either the first, second or third class, not exceeding eleven pounds in weight nor greater in size than seventy-two inches in length and girth combined, nor in form likely to injure the person of any postal employee or damage the mail equipment or other mail matter, and all of which is capable of being loaded within a radius reasonably required for transportation and delivery.

For parcels post purposes the United States and its territories include all areas in the United States and the Philippine Islands and all those Territories and possessions of the United States now or hereafter under the exclusive jurisdiction of the United States.

The second zone will include all areas outside the first zone, lying in whole or in part within a radius of approximately 1,000 miles from the center of any given unit of area.

For delivery in the fourth zone, eight cents for the first pound or fraction of a pound, and six cents for each additional pound or fraction of a pound.

For delivery in the sixth zone, seven cents for the first pound or fraction of a pound, and five cents for each additional pound or fraction of a pound.

For delivery in the eighth zone, ten cents for the first pound or fraction of a pound, and nine cents for each additional pound or fraction of a pound.

For delivery in the seventh zone, eleven cents for the first pound or fraction of a pound, and ten cents for each additional pound or fraction of a pound.

For delivery within the eighth zone, ten cents for the first pound or fraction of a pound, and nine cents for each additional pound or fraction of a pound.

For delivery within the sixth zone, seven cents for the first pound or fraction of a pound, and five cents for each additional pound or fraction of a pound.

For delivery within the fifth zone, nine cents for the first pound or fraction of a pound, and seven cents for each additional pound or fraction of a pound.

For delivery in the fourth zone, eight cents for the first pound or fraction of a pound, and six cents for each additional pound or fraction of a pound.

For delivery in the seventh zone, eleven cents for the first pound or fraction of a pound, and ten cents for each additional pound or fraction of a pound.

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For delivery in the sixth zone, seven cents for the first pound or fraction of a pound, and five cents for each additional pound or fraction of a pound.

For delivery within the fifth zone, nine cents for the first pound or fraction of a pound, and seven cents for each additional pound or fraction of a pound.

For delivery in the fourth zone, eight cents for the first pound or fraction of a pound, and six cents for each additional pound or fraction of a pound.

The new VICTROLAS MAKE GOOD HOLIDAY BUSINESS CERTAIN.

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

EXPERIENCE—THOUGH EXPENSIVE—is the BEST TEACHER.

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

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

ARE YOUR EGGS ALL IN ONE BASKET?

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

YOU MAY NEED TWO POLICIES.

That depends upon "past performances" and the reputation of the "basket" to meet such requirements.

NOW TO THE POINT. THESE ARE FACTS.

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? 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 "regular dealer" that doesn't mean the fellow who came to us at the last moment after FAILING to get the goods from his "regular dealer." You'll find that "Blackman dealers" are the "regular dealers." BE A "REGULAR BLACKMAN DEALER" NOW.

That means we will PREPARE FOR YOU, as we do for "OUR DEALERS." Call on us at the last minute, if necessary, and we will do the best we can, but the "Blackman theory" is to recognize 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.

INSURE YOUR HOLIDAY PROFIT

YOU CARRY FIRE INSURANCE—DON'T YOU?

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

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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.
Pioneers in selling Victors and Edisons, today our system is far better than the ordinary methods.

There is real help all along the line for live dealers in getting in touch with us. Especially do we aim to assist those dealers who are desirous of achieving supremacy in their local territory.

Three things you find here:

The largest stocks.
The quickest service.
The most courteous attention.

A request from a dealer will result in placing his name at once on our rapid-fire mailing list.
Arthur D. Giesler, general manager of the Talking Machine Co., says that August showed an increase over every similar month since 1907. The advance orders on all of the new Victor types has been phenomenal. An encouraging feature has been the demand for the new XVIs, showing that while the attractive models at lower figures are being eagerly taken hold of that the dealers are energetically after the highest class of trade in their sections and getting it. The company has their large warehouse facilities crowded up to the utmost preparation for the large trade they anticipate this fall.

W. C. Pahri, district manager for the Columbia Co., said: "We have had an unusual summer business, the total figures for the Chicago office, including local retail, dictaphone and wholesale, running ahead during the entire period and exhibiting a gain of something like sixty per cent. over last year. The business of the Chicago office has grown so rapidly that we will be obliged to increase our warehouse facilities in the near future. I was in New York last week and learned that there that the output at the factory had been greatly increased and that they had been able to lay down a large stock of the popular selling machines at the factory that will enable them to fill orders promptly this fall."

C. F. Baer, manager of the Columbia's Chicago office, has increased over every similar month since 1907. The advance orders on the new Victor machines have been surprisingly large. The Victor XI, the new $100 machine, is going to be a phenomenal seller. Although the other new types are being given their full share of attention, machine sales are naturally somewhat slack in the summer months, but have been more than up to the average for the summer record business has been in every respect except.

The Wade

The Wade Fibre Needle Cutter

The Wade Fibre Needle Cutter terms the needle at the proper angle, and the needle can be re-pointed from ten to twelve times, thus giving more tunes per needle than any other cutter made. This cutter is provided with a self-acting stop, which prevents cutting away more than enough to make a new point. The Wade CUTTER has an upper and a lower blade, the upper blade being loosely pivoted and pressed against the lower blade by means of a spring, making a perfect contact. These blades are made from the best Swedish Tool Steel and are scientifically hardened by electricity, giving the most lasting and finest cutting edge that it is possible to produce, and seldom ever needs sharpening.

Order from your regular Distributor—we sell to Jobbers only.

List Price, $1.50

WE GIVE OUR ABSOLUTE GUARANTEE WITH EVERY CUTTER SOLD

WADE & WADE, 1227 East 46th Street CHICAGO, ILL.
music in the schools by talking machine, upon which the large talking machine companies are now building. Mr. A. D. Geissler, of the Southern California Machine Co., one of the most

foremost teachers of music in Chicago, will be of interest. "Music in the schools is the basis for developing the creative power in other branches of study," says Mr. Foerster. "The educational force of music," he said, "is not generally recognized. The child's first work in all the arts should be creative rather than imitative. The teaching of music should begin in the lower grades." Mr. Foerster does not advocate compulsory music work except in the lower grades.

A Political Record.

Sir: The best record Mr. Taft ever made was for a phonograph company four years ago, in which he tells how the Republican party stands by Free Trade. There is an immediate need for a continuation of this policy. We tried one on our standup dad the other evening. The effect was wonderful. If we were the Victor president we would regard as the finest single piece of monologue in stock.

L. B. M.

The foregoing from Lyoe-o-type-or-two in Chicago Tribune is respectfully submitted to the Vic-

tor Co.

Wurlitzer Improvements.

When the improvements now under headway at the Chicago Wurlitzer store have been completed the space devoted to talking machines will be more than doubled. It is expected that the alterations will be completed in about two weeks.

The annex, one door south of the present entrance to the store, will be devoted to a concert room in front, while the rear will be a number of display rooms for the machine, the repair shop and the shipping department. In past this part of the building has been occupied by the wholesale piano stock, which has now been moved to new quarters farther south on the Wabash.

Entrance to the annex will be through a large door to be opened in the wall between the two rooms at the front, while the rear door will lead to the left of the present entrance. The stairway on the right side of the main room leading to the mezzanine floor will be closed, as will be the door now opening from the foot of the stairway into the annex. Toward the rear and middle of the building several doors will be cut between the annex and the main room.

It will also be made in the arrangement of the talking machine record stock and display rooms on the first floor of the main building. Instead of following the isle which runs straight from the front door, it is intended to change the arrangement so that customers will go through the demonstrating room, instead of following the isle which runs straight from the front of the building.

Visitors and Personals.

Will A. Young, known as "The Music Man" of Fort Wayne, Ind., was in Chicago the other day placing orders for talkers and other musical goods purchased for the fall trade. Mrs. Young accompanied him.

Bert Chaffer, of Young & Chaffer, furniture and talking machine dealers of Grand Rapids, Mich., was in the city last week demonstrating to the Chicago trade the new Vitaphone, in which he is interested.

Harry B. Hopkins, assistant to L. C. Wissell in the wholesale department of Lyon & Healy, is on vacation. He is making his headquarters at his home in Ferndale, but is making daily runs into the surrounding country in his newly purchased automobile. It is expected both Hopkins and the auto were reported safe and sound.

Opening of Gram's New Building.

Paul A. Seeger, who will be the manager of the new Victer department which the Edmund Gram Co., of Milwaukee, is establishing, coincident with his removal to the new Gram building, was in the city the other day. The formal opening occurs this week. The talker department will occupy commodious and elegantly fitted-up quarters in the basement, consisting of three booths, reception room and stock, and there will also be space on the first floor for display purposes. Mr. Seeger has been with the House of Gram for several years and those in the trade who know him say that he is pre-eminently the man for the place.

Add to Sales Force.

The Talking Machine Co. has added two notable additions to its sales force. Both are bright, clean-cut young men and college graduates and give promise of success in their respective fields. H. L. Plimpton, who owns the University of Wisconsin as his alma mater, will visit the Chicago city trade and has gone through a preparatory course in the machinery, stock and repair departments.

Elmer H. Dittmer, a University of Kansas man, will preach the Talking Machine Co. Victor serv-

ice gospel in Illinois and Iowa, and is now engaged with Sales Manager Keith in arranging for itinerancy of his first missionary journey.

Miss Pauline Tishler, the well-known and hust-

ling little saleslady of the Talking Machine Shop, has just returned to the city after a month's vaca-

tion spent in Nevada, Niagara, Cleveland, New York, and other Eastern cities.

Chandler Gets Coast Territory.

A. V. Chandler, for many years traveler for Illinois, has been transferred here and will hereafter make Coast territory for the company. He said goodbye last week and headed for the Golden Gate, followed by the choicest benefactions of the friends of the Chicago trade. Mr. Chandler succeeds Mr. Voit, who left Lyon & Healy a year ago to join the Edison forces.

GEISSLER ON COAST CONDITIONS.

Visitors and Personals.

Arthur D. Geissler, general manager of the Talking Machine Co., Chicago, returns from Annual Visit to Pa-

cific Coast, and Discourses Interestingly on Conditions as He Observed Them—Enjoyable Feature of His Stay Was His Visit to the Ranch of L. F. Douglass.

(Special to The Talking Machine World)

Mr. Geissler is a very busy man; Machine Co. enjoys a big business on the Coast, the joint result of the up-to-date service of the Talking Machine Co. and Mr. Geissler's wide ac-

quaintance and popularity with the trade there. He is a thoroughbred traveler, with friends here and there, and when he arrives at a hotel in any city he is welcomed as an old-faithful acquaintance.

A most enjoyable feature of Mr. Geissler's stay in California was his visit to the recently pur-

chased ranch of Lyon F. Douglass, in the Geyser-

dale district, in the mountains a hundred miles north of San Francisco. The property comprises a tract of 2,500 acres, part of it heavily wooded, has a timbered stream running through it and is prolific of farm products and cattle by the hundred head. There is a fine shooting lodge con-

taining eight or nine rooms with baths, running water and all the conveniences of city life and a commodious keeper's lodge. About thirty deer were sighted by Messrs. Douglas and Geissler and the latter succeeded in bringing down a fine three-

pronged buck, which weighed dressed a hundred and twenty pounds. Ocular evidence of the cap-

ture of the buck is presented in photos here pre-

sented and which were taken on the spot.


Machine Co. enjoys a big business on the Coast, the joint result of the up-to-date service of the Talking Machine Co. and Mr. Geissler's wide ac-

quaintance and popularity with the trade there. He is a thoroughbred traveler, with friends here and there, and when he arrives at a hotel in any city he is welcomed as an old-faithful acquaintance.

This should apply universally to purchasing your necessities, to banking and making your invest-

ments. Many will be loud in denouncing the con-

sumer for spending his money with mail order houses and then turn around and buy a supply from distant points while he could have done just as well at home.

Again, many get a living out of one community and then invest their profits in some enterprise at some distant point, while their immediate neigh-

borhood is badly in need of many improvements for lack of local interest and finally "slumps" to such an extent that it becomes an impossible busi-

ness center.
Another Proof of our Ability to Serve You

Our Repair Department

is the largest and best equipped in the country. It is in keeping with our stock and our methods of Selling Co-operation. Skilled Mechanics turn out expert work, at a minimum charge for perfect workmanship, in the least possible time.

We solicit your repair work on all kinds of Talking Machines.

THE TALKING MACHINE COMPANY
137 North Wabash Avenue
CHICAGO
Business Keeps Up to Marks Set by Former Years and Many are Waiting to See the New Machines Before Going Ahead Rapidly — New Houses in the Local Field — Columbia Trade Makes Distinct Advance Over That of Last Year — Improvements Made in Local Columbia Store — What the Various Jobbers and Dealers Have to Report — Recent Trade Visitors of Record.

(Special to The Talking Machine World.)

Philadelphia, Pa., Sept. 6, 1912.

While the talking machine business in Philadelphia during August has given the dealers general satisfaction, it was the only month of the year thus far that they have not run considerably ahead of last year. Business was about the same as last year, but the bulk of it was for records and not machines, and this is due to the fact that everybody seems to be waiting to see what the new Edison machine and company may have to offer. Frank K. Dolbeer, the general sales manager of Thos. A. Edison, Inc., cannot learn of any of the jobbers who will handle the new machine. Dolbeer has been in the piano business for a number of years.

Those who are buying the Columbia have been legion and the handlers of that machine in Philadelphia report a big increase for the past month of August over last year. The moving shutter of the Columbia seems to be one of its prime qualifications as a seller, and there is no discounting its advantage, for the operator of the Columbia is able to get some wonderful effects out of some of the fine operatic arias by the way he manipulates this shutter, the same idea as the man who is interpreting a composition on the player-piano.

The dealers will only have a very few days longer to wait before they will get the new Victor machines, which will be shipped on the 10th. It is only three weeks off before the Edison disc machine will be on the market. There is much speculation as to what is going to be done. I cannot learn of any of the jobbers who will handle the Edison machine and company may have to offer. Frank K. Dolbeer, general sales manager of Thos. A. Edison, Inc., was in Philadelphia this week, and it is thought that he was looking over the conditions here to see what his firm could do. I believe he gave the dealers to understand that the Edison were going to have instruments of all grades and prices to meet the demands of the trade all over the country between this and the first of the year, or until the new machine question will regulate itself.

I understand that during the past month there were a number of applications for stock to open new talking machine houses in this city, all of which were turned down owing to the exacting conditions now prevalent if anyone wants to go in the business. New dealers started during the month, however, at 6018 Market street—Walter Treppe & Sons, who are piano dealers at that address and who have added an extensive talking machine department to their business. They have a very complete lot of machines and records. The department was opened on August 30. They have been in the piano business for a number of years.

The talking machine business at the Heppes has been most satisfactory. W. J. Elwell, the manager, went away the latter part of August on a vacation and does not expect to return to work until the 9th of this month. He is spending most of his time on a hunting trip in Delaware County. Among the out-of-town visitors to this department recently were Jerry Charles, a dealer of Selinsgrove, Pa.; Harry F. Cake, dealer of Pottsville, Pa., and Harry Holt, a dealer of Mt. Holly, N. J.

As to records, the Heppes report that the demand for popular songs during August was phenomenal and attribute the reason to the fact that the month was unusually cool and that people remained at home and entertained themselves in this way. E. I. Bruch, of the talking machine department, has resigned to go to Buffalo, N. Y., in a similar business, and his place has been taken by William Elton. Frank Schallar also resigned to accept a position with Kreichel & Co., and Frederick Neally is at present taking care of the wholesale department. M. R. Mattrow, of the selling force, was married during the month to Miss Soby.

As noted above, the talking machine business with the Columbia Co. was way ahead of last year. It has been making extensive improvements in its sales rooms. It has changed the offices about and has brought its cashiers down stairs and has built a little office for the selling of Metropolitan Opera House tickets. It has painted and repapered the reception room and it now presents an attractive appearance. It has brought all its record stock to the first floor and has arranged shelves for it at the rear of the hearing rooms. It has conceived an excellent idea, and has placed two boys in charge of these records. There are little windows at the back of these hearing rooms, and when the salesmen are waiting on customers any records they may desire to handle to them from the shelves nearby by these boys. This will allow the men to devote all of their time to the selling. It has also instaled in all of its hearing rooms very attractive and large alabaster lights. It has being receiving a number of the company’s latest machines, the $50 Eclipse, and Mr. Dorian says he believes it has anything beaten that has herebefore been put out up to $50. The Regal $40 machine, Chipendale style, is also being received with much favor. The firm has an attractive September list of new music, and the Kathleen Parlow records have just been received. George W. Lyle, general manager of the Columbia, was in town last week. The report of Joseph Murphy’s having eloped during his vacation it would seems was premature. He did not elope, nor is he married, and Joe says the fellows around the Columbia are not going to hustle him off until he gets doggone good and ready. No proposals by telephone in his, and he winked at the Metropolitan office man who had a little romance all by himself last winter, which has never been placed in grand opera.

Manager Harry Hovey, of the talking machine department at Lit Bros., says that business was a little quiet in August, but they have an unusually large number of prospects for the fall and he believes they are going to have a fine business. They are getting everything to shape to that end.

Manager Deor, of the Weyman department, says that August was great and the entire summer was good. “There is no kick on this summer’s business,” he says, and he believes when the new machines come out that they are going to have the largest business they have ever experienced. They...
THE TALKING MACHINE WORLD.

are arranging to put up a great many additional racks for the accommodation of almost double the number of records they have previously carried.

Louis Biehl notes that their business this year is the most extensively circulated talking machine paper in Germany. Berlin, S. W. 68. Subscription price per year is eight marks. Specimen numbers free. Orders for advertising can be placed with The Talking Machine World, No. 373 Fourth Avenue, New York.

SOUTHERN CALIFORNIA TRADE LOOKS FOR RECORD FALL.

Improvement in Business for Past Month Presages Great Activity for the Future—Many Changes Among the Various Houses—Wm. Hobbs Richardson Married—Temporary Quarters for Fitzgerald Music Co.—Woman Manager Makes Good—Other News.

(Special to The Talking Machine World.)

Los Angeles, Cal., Aug. 31, 1912.

Los Angeles and vicinity has enjoyed a very excellent season in the talking machine lines this year in the past thirty days. Dealers throughout the country are looking forward to the most promising fall trade that this section has ever had. Many orders for the new Victor machines and instruments are being placed upon the market there is every prospect of a good business for the coming season.

Chas. S. Ruggles, local manager of Sherman, Clay & Co. Victor distributors, has recently returned from his vacation at Camp Baldy, where he had a most delightful time. Mr. Ruggles is expecting a record-breaking fall business.

A great surprise came to the friends and associates of William Hobbs Richardson when news was received of his recent marriage to Mrs. L. Ross. The couple are very well known in southern California, especially Mr. Richardson, who has been connected with the Southern California Music Co. for many years, being manager of the talking machine department. Mr. and Mrs. Richardson will spend a few weeks visiting cities along the coast as far north as Vancouver, B. C.

Geo. J. Biehl, of the Geo. J. Biehl Music Co., has recently returned from a trip to San Francisco, where he had been visiting friends and relatives.

The Southern California Music Co., of Riverside, Cal., has moved into its new quarters, 924 Main street. Morris Griffin, manager of the store, states that the new location will be more of a trade center than before.

L. M. Hay, 5408 Central avenue, has recently taken on the Columbia line and has already been classed as a successful dealer.

August is the closing month of a very successful year for the Geo. J. Biehl Co. With new energy the company looks forward to still a greater year, with prospects of a good beginning with the fall business.

W. F. Stidham, local manager of the Columbia Phonograph Co., is well pleased with the past business and the outlook for the future is so good that he has procured a several years' lease of the third floor of the Winned block, 420-422 Broadway, in New York. This will more than double the capacity than before. Mr. Stidham reports a strong increase in demand for the new types of Grafonolas, the Regal and Eclipse.

Everybody's Drug Store, Mesa, Ariz., reports a strong increase in business. The Dictaphone department of the Columbia Phonograph Co. has just returned from a visit to New York and the Columbia factory at Bridgeport.


(Special to The Talking Machine World.)

Louisville, Ky., Sept. 9, 1912.

E. B. Walthall, local manager of the Columbia Phonograph Co., has just returned from a visit to New York and the Columbia factory at Bridgeport.

Ray Bros. Edison and Victor dealers, are making some extensive improvements in their retail store on Jefferson street.

The Dictaphone department of the Columbia Phonograph Co. has just closed an extensive deal with the L. & N. R. R. Co., whose general offices are located here.

Henry Cerf, of 299 Pearl street, New Albany, Ind., in the future will push the Columbia disc line.

The Victor and Edison dealers and the Columbia Co. all report a good August business, with good collections.

The Columbia Phonograph Co. had an extensive display, in charge of Local Manager Walthall and his able assistant, Mr. Reid, at the Kentucky State Fair, held at the State Fair grounds in Louisville, September 9 to 14, inclusive. We have not seen so much good advertising, as the crowd for the week was estimated at 350,000.

Retail prices, with 80 Per Cent. Profit to You

The Most Profitable Record Album on the Market ::

SEE THE NEW SCHAFORD ALBUM

New and Strongest Binding on the Market ::

Our new "Vinylite Leather" is the strongest and only absolutely guaranteed bound record album made. Why not use the same for your albums when you can get an album with a binding 1,000% stronger than any of the cloth binding albums on the market today? Our albums are guaranteed indestructible for five years. The new bindings in our new albums are Stronger than the old. Our new "Vinylite Leather" is of strong leather, is not subject to peeling, cracks, wrinkling, or flaking. It is tight, flexible, and has a rich, smooth finish. It is airtight and does not absorb moisture. The plates are pressed on the back of the album. The"Vinylite Leather" is the strongest, lightest, and hardest wearing binding of any on the market. You can be certain that the album will not curl or warp, and that it will not deteriorate or become damaged in any way.

$1.00 Retail

The Schafford Album Co., 26-28 Linden St., NEW YORK.
SIDE LIGHTS ON SUCCESSFUL HOME RECORD MAKING.


Just how far, Mr. Dealer, have you encouraged your customers along the line in the matter of home record making? Have you asked them to realize what great fun it is to record the vocal or instrumental talents of a friend? If not, now is the psychological moment!

Long before the postman lays the magazine containing this story upon your desk, a new recording outfit will have been born into the world of talkerdom. It is a wonderful contrivance, this latest Edison recorder, for it makes the amateur four-minute record a practical reality, and, further than that, the shaving machine which companies it should eliminate the last shred of objection from the mind of your customer who has failed to become the owner of a recorder in the past, owing to the inconvenience attendant the shaving of records. I know by sad experience, the best of teachers, that very often when one is upon the verge of a recordfest, the talent assembled, the repertoire satisfactorily arranged, all seems well. Then a glance at the box of wax cylinders dissolves the success of the occasion. For when one deserts the beaten path, worn smooth by the multitude of snapshotters who know nothing practically "commercial" results from the machine they now own plus the four-minute Edison recording outfit, you take it from me, they will be eager to talk business with you.

There is a certain exhilaration to be experienced from an indulgence in amateur photography, just as there is from the recording of human voices. But when one deserts the beaten path, worn smooth by the multitude of snapshotters who know nothing of home record making of picture making aside from the loading of plate holders and the squeezing of the rubber bulb; seeing also from those photographic experts whose exploits in the world of recording are more noisy than melodious, and wanders far afield among God's creatures, photographing them in their own habitat, and making records of their voices as well, then, and then only, is he enjoying to the full his camera and his talking machine.

To those among your customers, Mr. Dealer, who are also interested in photography, I submit:

Getting Bro. Squirrel's Opinions.

Johnnie Flicker's First Conversation.

 Still Another Little Record Maker.

Negatives of the images of birds and animals, but your record cases filled with their voices as well! This sounds fantastic, doesn't it? However, it is not done, and in some cases successful. It is not at all difficult to obtain an oration from Mr. Chick R. E. Squirrel. He is a curious little rascal, a great glutton and a loud talker. Therefore, arousing his curiosity, and supplying him an appetizing feast, you can induce him to pose for his portrait, and tell you the story of his life at the same time. You must be patient, however, as he will judge your intentions at first. Should he be convinced that the piece of wood you have nailed to the trunk of his favorite tree is for his especial benefit—dedicated to his use as a declining platform—and that the bunches of nuts stowed in tempting array along its top is also for his Squirrelship, he will draw near, loudly cackling his thanks, but still a little afraid of the queer looking funnel and the hooked black box with its three long legs.

Eventually he grows very daring, and with a flirt of his plumes call, and much high-pitched jabbering, steals a walnut, retreating with it to a nearby branch. But there are more sweetmeats to be consumed, and he is still quite unharmed; therefore, his next call is a more deliberate one. He is quite assured by this time that all is well, and upon his third visit settles down to enjoy himself, munching and talking. All the click of the shutter he is off, but in the meantime your camera and talker are not idle.

Young birds make fine "photo-phono" subjects also. The young gentleman in the accompanying illustration is Master Johnnie Flicker. He, too, has a voracious appetite and is also an accomplished conversationalist. He is making his first pilgrimage into the world, having left his home (the nest) to be seen at the lower right hand corner of the photograph) for the purpose of notifying the world at large that he is now open for hole boring and worm exterminating contracts at a surprisingly low figure.

Now, Mr. Dealer, bring the subject of phono-photography before your patrons this autumn. It will take them out into the parks, the forests and the country lanes at the time when the paint brush of nature is dripping with the most gorgeous colors of the whole year, and whether or not they return with game bags heavily laden, they will have gained clear complexion and improved digestion, besides an entirely new understanding of the doings of the wood folk.

To those of you who believe in side lines, it seems to me that the promoting of phono-photography among your customers should create a demand for cameras also.

HOWARD TAYLOR MIDGETON.

PROFITING BY MISTAKES.

Looking for What to Avoid Rather Than What to Copy in Competitor's Business.

"I find that most business men when they visit other establishments in their own or a similar line, keep their eyes open for things to copy," said an owner and manager of a large factory in the Middle West. "When I go around, however, I look for their mistakes, and then avoid the same ones in my own place. In this way I believe that I can keep ahead of the game, because I keep away from imitating. "I believe that so long as you are looking to the other fellow for inspiration, you are a follower, not a leader. If you are a leader, you must break away from the beaten track—be a pioneer. Look to the other man to profit by his mistakes—but not to do your thinking for you!"

Because her slumber were disturbed by the cries of a baby next door, Miss Sarah Davenport, a wealthy and eccentric woman of South Narwalk, Conn., is reported to have purchased the latest talking machine she could get and hired a man to keep it running from 10 p.m. to 3 a.m. every night, playing the same piece continually. The father of the child threatens to have the woman arrested for maintaining an intentional nuisance.
CLOSE A BUSY SUMMER SEASON.


(Special to The Talking Machine World.)

Cleveland, O., Sept. 11, 1912.

The vacation season, political State and national agitation and the weather interfered somewhat with the talking machine trade during August, but in the aggregate an unusually large volume of business was done, while the month, usually one of the most inactive of the year, was very quiet. September has ushered in more activity and trade was done, while the month, usually one of the most productive, is materially improving. Dealers are now turning their attention to an expected large fall trade, and judging from their optimistic talk a decided improvement is already manifest.

The summer season as a whole was very satisfactory to the trade generally. The demand covered the entire range from the lowest to the highest priced machines and records. Local reports, as well as from outside territory, are of a general tenor regarding a favorable fall trade, and extensive preparations are being made by the distributors to meet it.

A. W. Roos, auditor of the Columbia Co, spent several days at the store of the company here the first of this month.

J. O. Hanna, formerly district manager of the Edison business phonograph, has joined the forces of the Dictaphone Co. He has had a number of years' experience in the business.

Wm. Taylor Son & Co., a large dry goods and notion store, is installing a talking machine department and evidently intends to do an extensive business in this line. The company's initial order was for $7,000 worth of Victor goods.

Business is reported moving along at a lively pace at the factory of the U. S Phonograph Co. Mr. Nicklt, sales manager, said that conditions continued favorable and that he anticipated a good fall trade.

"The Dictaphone business is very good," said G. J. Prebosc, manager, "and the prospects are very flattering."

The same prosperous conditions that existed at the store of the Eclipse Musical Co. during July continued during the month of August. "We are just as busy as we can be in the wholesale department," said P. J. Towell. "About the only thing that is worrying us is our inability to get the goods to the factory as promptly as desired. We have booked a number of orders for the new style of machines from retail dealers and are getting in large quantities in hopes of being able to meet the demand which unquestionably will be large. Business is moving along fine in the retail department. Sales of both machines and records are good."

The situation is very satisfactory at McMillin's and everything is said to be booming. "Trade in both machines and records is very good in both the Victor and Edison lines," said J. O. E. Kelogg. "We have placed advance orders for a large shipment of the new Victrolas for October 15 delivery, for which we expect there will be an excellent demand. A party recently came in here and purchased $27 worth of Spanish records. His home is in Rochester, N. Y., and he was on his vacation. He said he wanted to hear some Spanish records, naming some selections, with which he was acquainted. He said he had tried a number of records in Chicago, Detroit and other cities and two other stores in Cleveland before finding them. He struck the right place here, for McMillin's specialize on foreign records and are working up a fine business in them.

Conditions at the Edison distributing store of L. H. Luckner are of the most satisfactory character. He said "I expected to see and hear a wonderfully improved talking machine, and I was disappointed in that it was far superior to what I had anticipated. In every particular, both the machines and records, it is a very long step forward in the perfection of the phonograph. As an evidence of the opinion of Mr. Luckner, whom I accompanied on the visit, as well as myself, we placed an order of $10,000 for the new machines and 10,000 records. I am now booking a large number of orders for the different styles of these phonographs, and am preparing to meet an expected big demand for them, as well as for the new improved models of the cylinder machines and disc cylinder records.

Although the activity manifest at the store of the Collister & Sayle Co. is more largely in the phonograph business, the talking machine department is a close second in the volume of business transacted. Trade was said to be fairly good—about normal in both the retail and wholesale departments.

Business in the talking machine department of the Caldwell Piano Co. is reported reasonably good. A number of sales of Victrolas were made during the month, and the record trade was said to be excellent and increasing. R. W. Schirring, a young man of considerable experience in the music trade, has been appointed manager of the department.

R. Schicha, proprietor of the West Side Columbia store, is building up a large business, especially in the foreign record line. "I am quite well satisfied with conditions," he said. "Business is very good considering the season. I have a good stock of machines, and records and other musical instruments."

Mr. Schicha has opened a branch store on Broadway, and is sanguine of a prosperous business there.

W. H. Buescher & Sons Co. report the most satisfactory conditions. "Business for August," said Mr. Roberts, "was exceptionally good, but as the shipments from the factory were slow by reason of the new models coming out, deliveries of sales could not be made complete. Our new auto truck, on the sides of which is the large, beautiful oil painting of the 'Victor dog,' is attracting universal attention. The Victor phonographs, especially the new model Victrolas arrive and the store is filled with instruments a formal opening will be held."

The talking machine department of the Dreier Bros. Co. is a busy place. Mr. Guion said he was making daily sales of machines and that the record trade was fine and constantly increasing. "We are having numerous inquiries, indicating a prosperous season."

A prosperous, satisfactory business is being done in the talking machine department of the Bailey Co.'s store. "We are making large sales of machines," said Miss Sarah Shoalman, the able assistant of Mr. Frerelander, "and our record trade runs into the thousands monthly. Our August business was more than double that of the same month last year. We expect a largely increased trade when the new model Victrolas are received."

The May Co. reports business in the talking machine line excellent, both in Victor machines and records. Miss Ethel M. Volk, manager of the department, is away on her vacation, which accounts for the briefness of this notice.

The Bailey Co. and the Caldwell Piano Co. have secured the representation of the Edison home kinetoscope and films for Cleveland. Judging from the optimistic expressions and the energetic way the dealers are pushing the new invention, it is desired to prove an eminent success.

WINS FIGHT FOR LOWER DUTY.

The United States Board of General Appraisers upheld the Columbia Phonograph Co., General, recently in its contention that wax master records should be assessed at 25 per cent. under Par. 402 of the tariff, instead of at 45 per cent. under Par. 401.

The cash value of proper lighting cannot be over-estimated. The well-lighted store is the store that attracts trade. Under the influence of good and sufficient light the employees work more efficiently, are more responsive, maintain better health, are more cheerful and give better service to customers.

Another Columbia triumph—records from that wonderful Stradivarius of Kathleen Parlow, the one greatest of all women violinists.

(Special to The Talking Machine World.)


Reports from the different centers of trade activity indicate in no uncertain measure the probability of an early commencement of the season's business, and unanimous opinion prevails that the hustling time is not far ahead. And there is good ground for this belief. Partly, perhaps, to the unsavory weather conditions of late, trade shows are noticeably unimportant during the past month, and many record orders have been booked for delivery over a period.

Dealers, too, are experiencing a better time. Interest in the latest record issues is keen, and the public seems to have awakened to the vast possibilities of home talking machine enjoyment and the gramophone company is experiencing a very considerable increase in business on his own account. Single-side record repertoire. And the gramophone company is practically the only manufacturer of the "Russell" disc record, last little was heard of it, and after a few months' precarious existence and a few days' law action, now some three or four years back, it died a natural death.

New Records in the Field.

Since last season several new records have seen the light of day and, according to dame rumor, others may be expected shortly.

"His Master's Voice" Titles for September.

In the following list of "His Master's Voice" titles for September, special attention is drawn to the first issue of double-sided records by some of the most renowned performers of the world. Particulars will be found elsewhere as to this new departure, and I may here mention that it has caught on to an amazing extent, which, despite the company's huge output facilities, leaves the resources of the factory to the utmost. Some idea of the magnificent fare provided this month may be gleaned from the list hereunder:

"His Master's Voice" new double-sided records—"Menest" (Beethoven), Miss Marie Hall (violinist); "I Know of Two Bright Eyes" (Cheslaw), John McCormack; "Haste to the Fair" (Kenny Russell), The Photographers' Film and Sound Co., Ltd., London, E. C., Sept. 5, 1912.

A meeting of the creditors of F. M. Russell & Co., Ltd., was recently held at the company's registered office, Junction Works, Hythe Road, Rochester. At the meeting, it was decided that the remainders of the manufacturer of the "Russell" disc record, last little was heard of it, and after a few months' precarious existence and a few days' law action, now some three or four years back, it died a natural death.

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Goldstream Guards; "Mystic Beauty," intermezzo (Finck), and "Rosemary," intermezzo. Elliott; "Princess Caprice," Selection I and II (Leo Fall), by Mayfair Orchestra; "Lisette" and "Lancelot" (Leon Adams), by Bohemian Orchestra.

Fees Earned by Opera Singers.

A contemporary gives some interesting notes of the immense fees paid to some of our leading singers. It is announced that Caruso has just signed a contract to appear at the National Opera House in Buenos Aires at twelve performances, for which he is to receive £1,000 each. Madame Patti often received £1,000 for each appearance, and during one season at New Orleans the diva was paid $1,200 a night, plus a percentage of the receipts above a certain amount, besides all traveling expenses for herself and her staff.

One Order for 125,000 Records.

It is reported that the London branch of the Favorite Record Co. recently secured an order for no less than 125,000 records at full trade price. For this time of year it is regarded as a "record" contract, and I congratulate Karl Harth on his success. Certainly, under his guidance, the Favorite record business has increased wonderfully.


J. E. Hough, Ltd., announces that as all its phonograph records are now made on the "new process" system, the distinctive letters "E. B." and "N. P." will no longer be used. Speaking of Edison Bell records, it may be mentioned that the disc sales for this year show an increase of something like 50 per cent. over last year, a fact which suggests eloquent appreciation of Edison Bell quality.

Planning Big Advertising Campaign.

The Gramophone Co., Ltd., has advised its dealers of plans for a big advertising campaign this season which will involve them in an expenditure of £20,000! A truly record amount this—at any rate, in the talking machine business.

Concert Tours by Record Artists.

"His Master's Voice" Co. issues particulars of an unique undertaking in the shape of concerts at which prominent talking machine artists will be presented. These concerts are booked for various dates in October at Glasgow, Edinburgh, Manchester, Liverpool and Birmingham. Among the performers we notice the New Symphony Orchestra (76 musicians), conducted by Landon Ronald, who is also principal of the Guildhall School of Music; Miss Irene Scharrer, described as the greatest English pianiste, and Evan Williams, who, we are told, is making a special 3,500 mile trip from his home in Akron purely to gratify the clamorous demand of those who have heard his records and wish to hear and actually see this wonderful tenor in the flesh. It is obvious that "His Master's Voice" tour will prove one of the big musical events of the season.

New Columbia Record List.

Among the recent scoops announced by the Columbia Co. we notice "The Two Boys" (Adams and Aiken), two genial comedians—with their pianos—who came to this country from the States some few months ago with some of their best ragtime hits, two of which may now be obtained on Columbia-Columbia records. Nel'a Webb is another exclusive Columbia acquisition, whose appearance at leading London music halls won for her a lasting place in the hearts of Londoners. She has been described as a "very pretty parcel of good looks and glad glances." Her first records will be found in the current Columbia list, which includes the following excellent numbers: Columbia 12-inch records—"I Have a Song to Sing, O" (from "Yeoman of the Guard") (Sullivan), Walter Passmore and Miss Hilda Francis, and "Like a Ghost His Vigi Keeping" (from "Yeoman of the Guard") (Sullivan), Walter Passmore and Robert Howe, and "Festival Overture" (E. Laske), and "Sleeping Beauty Waltz" (Tschaikowsky), Russian Symphony Orchestra.

Ten-inch records—"Cavalleria Rusticana," selections (Mascagni) (organ solo), J. J. McClellan, and "The Gondoliers," from "A Day in Venice" (Nevin) (organ solo), J. J. McClellan; "Gipsy Singer, Part I and Part II (Frantz Lehár), regimental band of H. M. Scots Guards; "Patricia" (Maurice Scott), and "We Must Have a Song About the Isle of Man" (C. W. Murphy), Stanely Kirby; "Cigarette Papers," Part I and Part II (Jack O'Connor), comic sketch by Jack and Evelyn; "In the Land of Harmony" and "Stop, Stop, Stop" (Ted Snyder), and "Dill Pickles Rag" (C. L. Johnson), accordion solo by Guido Deiro, and "Viva la Jota March" (P. Marquina), and "El Albanico March" (arranged by Ord Hume), regimental band of H. M. Scots Guards.

New Beka Record Exchange Scheme.

During September the Beka Record Co. has a live exchange scheme running and no appropriate time could have been chosen to relieve dealers of old stock and put in new goods for the season. The firm itemized over twenty different makes of records which they are prepared to accept in exchange for new Beka on liberal terms.

Reduction in Telephone Rates.

The Postmaster General announces particulars of a reduction in the telephone rates for trunk calls, details of which may be obtained from any post office.

Improved Protection Against Fire.

The recent terrible fire in London, which involved such a heavy sacrifice of life, has stimulated (Continued on page 42.)
The Columbia Hornless Graphophone "Eclipse" is not too cheap to be more than satisfactory to your customers, nor too cheap to be profitable for you to handle—not so expensive that anybody needs to think twice before buying it. And a record seller as good as the best—for absolutely the tone quality there!

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

FROM OUR LONDON HEADQUARTERS—(Continued from page 41).

listed many firms to overhaul and reorganize existing methods of protection against and in the event of fire. The basic principle underlying schemes of this nature is, of course, to insure the utmost safety for employees, and doubtless with this idea in the forefront additional protective measures against a possible outbreak have been recently installed by the Gramophone Co. Hand hydrants and buckets will be kept ready for instant use should occasion arise; and on every eyewatch and in other prominent positions are to be found large red-lettered notices indicating the nearest exits and giving clear instructions as to course of procedure in the event of fire. Whole arrangements are in the hands of a thoroughly efficient man, whose duties will entail, among other things, a weekly visit of inspection. Although the best laid plans, etc., do sometimes fail, it is evident that the Gramophone Co. can justly claim to have utilized the best possible means of minimizing the danger accompanying an outbreak of fire.

Many Standard Records Withdrawn.

Accompanying its October list of records, which, by the way, contains an exceptionally pleasing selection of titles, is an announcement from the Edison Co. notifying the trade that something like 250 "Standard" records will be withdrawn from sale. The various pieces are itemized and dealers are urged to closely study the list and order at once any titles they may require, as when the present supply becomes exhausted the mounds will be destroyed.

The current list contains two specially fine Amberol concert records, in addition to the usual quantity of Amberol, but it is to be noted that the "Standard" titles diminish in numbers each month. The complete list is as follows:

Edison Amberol Concert Records—"Happy Day, O Day So Dear" (C. Gütze), Miss Margaret Keyes, and "Nocturne E Flat" (Chopin) (vioin solo), Miss Kathleen Parlow.

Edison Amberol Records—"Rattle March of Delhi." (Prudham), National Military Band; "Its Nice When You Love a Wee Lassie" (Lauder), Harry Lauder; "Money Talks" (Terry, Pelham and Wallis), George D'Albert; "The Lady with the Glad Eye" (A. Allen), Miss Florence Forde; "Feel So Longly" (Burt Lee), Stanely Kirkby; "Les Sires Waltz" (Waldeutel) (concertina solo), Alexander Prince; "Here's to All the Girls" (Jones and Martyn), Jack Charman; "The Wasp" (Shield), Peter Dawson; "The Hundred Pipers" (Lady Nairne), William Davidson; "Gae Bring ti, Our Home With Me?" (Irish bagpipe solo), W. N. Andrews.

Book on Music Refers to Records.

I am in receipt of a valuable little work entitled "Recueil de Chants," compiled by D. L. Savory, professor of French and of Roman philology, Belfast University. It contains the text, in French, of some of the gems from the works of Gosmond, Bieret, Meyerbeer, Schumann and other popular authors, but the interesting point is that all these pieces are obtainable on "H's Master's Voice" records (by such artists as Casades, Planchon, Calve, Journet, etc.), the index numbers of which are given in the book. The usefulness of such a handy work to the gramophone enthusiast is obvious. Professor Savory strongly favors the use of both gramophone and phonograph as aids to the teaching of foreign languages, and has adopted this means at the college. All the records mentioned in this excellent publication, by the way, may be obtained from Thos. Edens Osborne, of Belfast.

Billy Whitlock Now Recording Expert.

Chancing across that famous humorous singer, Billy Whitlock, whose chief aim would seem to be to invest the world with mirth, I learned that he has secured the responsible position of recording expert to the Favorite Record Co. A good man in a good place. Congratulations!

September List of Zonophone Records.

Up-to-date in every respect, the September list of Zonophone records reveals a striking example of quality and popular prices. It is a fact that the Zonophone offerings become increasing interesting and more enjoyable each month, and if any evidence of this be required it is certainly to be found upon perusal of the following choice examples:

Zonophone 10-inch records—"I Bring My Roses" (A. Von Abn Carne), and "Pack Clouds Away" (Macfarren), Mdm. E. Jones-Hudson; "Hush-a-Bye Baby" (yodeling song), C. P. Watson, and "Roll on Silver Moon," Pete la Mar; "Shadows of the Night" (cello solo), Van Blene, and "The Deep Blue Sea" (Piccolo), Miss W. Duvivier; "Nearer My God to Thee" and "Pierre Raged the Tempest" (Dykes), Bessie o' the Barn; "Hush, Little One" and "I Want to Be Your Nightingale" (Max Erard), Zoro Vevey, and "Motoring" and "Fishing," by Harry Tate.

New Edison Concealed Horn Machine.

A new-conceived horn phonograph, to be known under the title of Amberola III., is announced by the Edison Co. The cabinet measuring 14 inches high, is made of mahogany, and in all respects the finish and construction of this model is of the highest technical and artistic merit. It will play only 4-minute records and five of these withoutrewinding. Special features are: Movable mandrel, stationary reproducer arm, an ingenious automatic stopping device and a combination starting lever and reproducer lift which releases the feed nut and raises the sapphire for the turn of mandril and removal of record. Lowering this lever places the sapphire in contact with the record and starts the motor. The operator, it would seem, has little to do but listen. That is mechanical efficiency undreamt of a few years ago. Amberola III will retail at $5 guineas.

Another Edison departure is a new 4-minute horn recording outfit consisting of sharing machine, three blanks and recorder. With the many trade-winning schemes initiated by the Edison Co. this last few months, dealers should experience a real bumper season.

The man who never makes mistakes, never makes anything else.

Anybody can cut prices, but it takes brains to make a better article.

STROH VIOLS
VIOLIN, VIOLA, ETC.

The mellow and matured tone of these instruments, which are constructed largely of aluminum, yet possess none of the characteristics of the gramophone or wind instrument, is only one of the many points which are fully set out in an illustrated booklet which will be mailed free on request to the sole makers.

GEORGE EVANS & CO.
44 Albany St., London, Eng.
In U. S. A. to their sole representaives.

OLIVER DITSON CO.
150 Tremont Street
BOSTON
NEW YORK and PHILADELPHIA
BIG SEASON IN BALTIMORE.


(Special to The Talking Machine World.)

Baltimore, Md., Sept. 9, 1912.

Dealers here closed one of the best Augusts in the talking machine business that they have experienced. This is a gist of statements given out at all the stores, and those engaged in the trade declare that they have no fear of the Presidential year having any detrimental effect upon the trade whatever. They are all preparing for a big season and believe that it will compare favorably with any previous year.

While many novelties have been introduced from time to time with talking machines, the latest in this section is the use of a Victor Victrola for dancing music. This stunt has been introduced by members of the Maryland Swimming Club at their spacious club rooms at Dundalk, Md. Of course, the use of the Victrola for dance music is only temporary and takes place on nights other than the regular dance evening, when an orchestra is in attendance. While the members of this club for the most part are athletes, they are always ready for a good social session in the evening, with the result that the Victrola is kept busy furnishing waltz and two-step music while the dancers skip merrily over the floor. The Victor Victrola which the swimmers use was purchased from the Gordon Phonograph Co. Mr. Gordon says the selection of a Victrola by the swimmers speaks well for the Victrola, and he is delighted to get in with such good company.

Manager Denison, of the Columbia Phonograph Co.'s branch in this city, announces that he has placed the Columbia line with the Peabody Piano Co., of this city. Mr. Denison says that this has been the biggest August he has had and that everything points to a big fall trade. This is both the case with the retail trade and the wholesale trade, as he has most roseate reports from his traveling representatives in the various sections covered by the local office.

A. Thomas Gordon, proprietor of the Gordon Talking Machine Co., is back on the job ready for the close of the firm's fifth year show up excellently in every branch of the music trade, the figures for the fifth year doubling those for the fourth.

After a most enjoyable stay in Atlantic City and up the Hudson, Manager W. C. Roberts, of the E. F. Droop & Sons Co., is back on the job ready for a big fall business. He says that he has no doubt that the fall of 1912 will be a banner one for both his Baltimore and Washington stores, and he is making every arrangement with this idea in view.

Hammann-Levin & Co. report a fine month for Victors. In fact, Mr. Levin said that figures for the close of the firm's fifth year show up excellently in every branch of the music trade, the figures for the fifth year doubling those for the fourth.

Cohen & Hughes announce that August has been as good as could be looked for, while September and fall prospects are fine indeed.

H. R. Eisenbrandt Sons are enjoying a big Victor trade, according to Manager Strahan, who is just back from a vacation which he spent in short trips out of Baltimore.

The Columbia line has also been in good demand in a retail way, according to the reports of many of the local dealers. Such statements are made by the William Knabe & Co. branch of the American Piano Co., the Hub Piano Co., Rosen-stein Piano Co. and Sanders & Stayman. Manager Albert B. Wiles, of the talking machine department of Sanders & Stayman, has just returned from a two weeks' trip to Atlantic City.

SELF-CONFIDENCE HELPS TO WIN.

No Man Can Succeed at Calling Regarding Which He Feels Apologetic.

The man who has confidence in himself and his wares has an easy battle with the competitor who lacks self-confidence and who is not sure of the value of his proposition. No man can hope for respect from others unless he has it for himself; he cannot readily win others to his cause unless he has first convinced himself. No man can do himself justice in a calling which makes him feel apologetic and neither can he successfully advocate a cause for which he feels called upon to apologize. The remarkable effectiveness of such phrases as "The kind you'll eventually buy" is to be found in this spirit of unbounding confidence which the promoter displays in his commodity.

CURE FOR BUSINESS ILLS.

Hustling and Advertising Sure Remedies for Business Stagnation.

If anybody asked us for a sovereign remedy guaranteed to cure all business ills, we should simply say, "Hustle, my boy, hustle. Also advertise and again advertise." The prescription is simple, and in its very simplicity lies much of its efficacy. But advertising, for instance, means necessarily in our business good advertising. The player, trade has spent uncounted thousands already in bad advertising, which has brought nothing to nothing in the way of returns. That is a condition which no longer can be permitted to exist. We must have greater efficiency in all departments of our great business, and in none is the tonic needed more than in that of advertising. Good advertising will be the remedy for any slow player business this winter.

Mr. Dealer!

Music Master Solid Wood Horn

Once again your attention is called to the tone shadings from a Music Master Solid Wood Horn.

It being the heart of harmony to own a Music Master, it is accepted among the world's greatest artists as proof of best tone judgment.

The tone from the Music Master appeals to those who demand the best.

Only Horn Guaranteed.

If your jobber cannot supply you, write us SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

SOLID WOOD (NOT VENEERED)

Trade Mark

Solid Wood Horn

Every Horn

REGISTERED

mü

trade mark
We are going to pull things wide open this Fall and we want you to have a hand in it. You have been missing good money that you may just as well have!

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

DECIDED ACTIVITY APPARENT IN SAN FRANCISCO.


(Special to The Talking Machine World.)
San Francisco, Cal., Sept. 7, 1912.

The talking machine dealers here have been predicting a lively fall business all during the dull summer season, and it seems they are not to be disappointed in their anticipations, as already a decided activity is beginning to make itself felt at the various houses. What new goods have been received have at first showing been enthusiastically pronounced a decided improvement over the old, and for that reason, together with the fact that general conditions are better than in a number of years, fall business will probably surpass any previous record.

Waiting for New Edison Disc Phonographs.

At the Pacific Phonograph Co., Manager Pommer, who has been indisposed for some time, is back at his desk feeling almost himself again and is glad to resume the responsibilities of business.

Mr. McCracken, who has been in charge lately, says business has shown a marked improvement in the last two weeks, although the new disc Edison phonographs, which promise to stimulate trade, have not yet arrived. Advance orders have been placed for the new product in a very gratifying manner. Further shipments of the new Edison home kinetoscope are also awaited somewhat anxiously, as a large business is expected with them. So far only a small shipment has been received from the factory, and they could not be pushed as much as the company would have liked.

Preparing for Increase in Business.

At the San Francisco branch of Babson Bros., Chicago, which does a large mail order business in Edison machines, two new demonstration rooms are soon to be installed in view of increased business when the new disc machines arrive. J. S. Baily, manager of the local store, thinks these will be a great factor in the local trade. He reports very good success with the new model Amberola, which he says is the finest Edison machine yet placed on the market. The first shipment of the new four-minute Edison recorders is expected in San Francisco most any time now. A number of orders have already been placed for them. F. K. Babson, of the main office at Chicago, paid the store here an inspection call not long ago.

New Quarters for Columbia Co. in Los Angeles.

The Los Angeles headquarters of the Columbia Phonograph Co., General, have been moved from their former location on Broadway a few doors farther up the street. The move was necessitated by the building which it had been occupying being re-leased, and besides the company needed more room as the business in the southern part of the State has grown very rapidly of late. W. S. Gray, Pacific Coast manager, with headquarters here, has just returned from Los Angeles, where he went to see that arrangements for the new location were satisfactorily adjusted.

New Columbia Machines Well Received.

The principal feature of interest at the local office of the Columbia Phonograph Co., General, is the arrival by express of samples of the new Regal and Eclipse machines. Mr. Gray says that dealers to whom they have been shown are very enthusiastic over the instruments, as evidenced by their expressions of praise, backed by good substantial orders for as early delivery as possible. Fred R. Angemier, manager of the wholesale department, has just returned from a month's vacation in the San Joaquin valley.

Dictaphone Department Growing.

Geo. S. Murray, manager of the Columbia dictaphone department, says that the closing of August marks the closing of a glorious month in his department, although no very notable single orders have been taken, still general business has been exceedingly good and promises to be better as the season advances.

Trade Visitors of the Month.

H. L. Hill, manager of the talking machine department of Kirk, Geary & Co. at Sacramento, Cal., who are distributing agents for the Columbia machines, spent a few days last week at the San Francisco headquarters of the Columbia Phonograph Co.

J. F. Stitt, a director and the advertising manager of the Southern California Music Co., Los Angeles, who is a talking machine enthusiast, has been spending a few days in San Francisco and vicinity.

With Sherman, Clay & Co. a Quarter Century.

During the month A. G. McCarthy, treasurer of Sherman, Clay & Co. and manager of the talking machine department, celebrated his twenty-fifth anniversary with the firm, or, rather, the firm celebrated the event. The employes of the company presented him with a handsome silver service; and the directors gave a dinner at the St. Francis Hotel in his honor, at which time he was presented with a silver loving cup.

August Business Proves Excellent.

In speaking of business, Mr. McCarthy reports the sales of this August in the talking machine department ahead of the same month last year. The first part of the month was rather slow, but business has been a bit better toward the end, easily making the sales exceed what they did last year.

"Business," says a very wise observer, "is like friendship. 'Tis sensitive. It goes only where it invites, and stays only where well treated."

We are not measured so much by what we do as by what we get done.
two weeks before the time my brother and I were told to get ready to go home (to Paris), father got us a phonograph through the courtesy of the director of the Columbia Phonograph Co., General. With the phonograph came many of the Columbia Co.'s best records. Owing to the shortness of the time during the first season of the Boston Miniature Opera Co. I had time only to execute very few of my very numerous plans. In fact, during six months while I was abroad I saw nothing at all of my theater. When I came home in October I started to do some serious work on the stage of my theater. I removed the foot and border lights that came with the theater and made some myself. It seems a shame to do away with the original electric fittings, but I was not satisfied with them for the reason that the footlights had 18 lamps; 6 white, 6 blue and 6 red. I could not turn on less than six lamps at one time. Of course, that made any change of color in the lighting extremely sudden. Therefore you can see why I thought I should make some foot and border lights of my own. The latter included two switch-boards, which enable me to turn on the 'lamps two by two.' I have mounted an opera (The Golden of the Golden West). I have fixed up a fan behind the stage, which when I switch on the current starts blowing paper snow through Minnie's log cabin door. The stage includes three curtains: asbestos, drapery and a drop curtain. I have fixed up my stage so that it works exactly the same way as the Boston opera stage does. That is to say, that the scenery works as asbestos, drapery and a drop curtain.

"From the start my aim was to render the theater worthy of the name I had given it; "The Boston Miniature Opera House." In other words, I wished it to be not only a very high class toy (which it was), but also an extremely interesting 'piece of workmanship.' Several months after this, and about

A CHIP OF THE OLD BLOCK.

Tosti Russell, Son of Henry Russell, Director of the Boston Opera House, Writes Interestingly About His Efforts in the Operatic and Musical Field—Emphasizes the Value of the Columbia Phonograph as an Aid in His Miniature Opera Productions.

The following letter from Tosti Russell, son of Henry Russell, director of the Boston Opera House, to the Columbia Phonograph Co., General, New York, is reproduced in full. It ex-

Tosti Russell,

plains itself and effectually demonstrates what a lot of pleasure and knowledge an ingenious youth can derive from a useful Christmas gift. The letter was under date of July 21, 1912, at Camp Algonguin, Holderness, N. H.

"For our Christmas present on December 25, 1911, father gave us a theater; a model of the Boston Opera House. The stage had footlights and two border lights, connected with 12 batteries and a switch-board. Immediately I set to work and painted some scenery, regardless of the fact that I already had some very artistic scenery painted at the opera house by an expert.

"From the start my aim was to render the theater worthy of the name I had given it; "The Boston Miniature Opera House." In other words, I wished it to be not only a very high class toy (which it was), but also an extremely interesting 'piece of workmanship.' Several months after this, and about

We protect our customers' interests

by giving them the kind of service that enables them to take the best care of their customers.

We have the right goods and in the right quantities to fill every order that comes our way, and as soon as you give us the word we start them to you on the "double quick." We have a reputation for being "Johnny on the spot," because we ship every order the same day it is received—and we keep it up every business day in the year.

Let us show you how quickly and satisfactorily we can fill your orders for whatever you want in Victors, Victor-Victrolas, Victor records, record cabinets, horns, fibre cases, and accessories of every sort:

Send along a trial order as a "feeler" and we'll take a chance on that clinching the argument for our kind of service.

Write for our catalog anyway, and we'll also send you our booklet, "The Cabinet That Matches".

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

Yes, we even have in stock the entire list of Victor records.

Victor foreign records

African | American | Armenian | Arabic

Azerbaijan | Austrian | Belgian | Bengali

Bulgarian | Burmese | Catalan | Ceylonese

Chinese | Croatian | Czech | Danish

Dublin | Dutch | English | Estonian

French | French Canadian | German | Greek

Gujarati | Hebrew | Hindi | Hungarian

Icelandic | Indonesian | Irish | Italian

Japanese | Jewish | Korean | Norwegian

Polish | Portuguese | Russian | Serbian

Slovak | Slovene | Spanish | Swedish

Thaï | Turkish | Ukrainian | Urdu

Welsh | Welsh

Successors to Victor Distributing and Export Co.
81 Chambers Street, New York
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

Washington, D. C., Sept. 10, 1912.


This invention relates to phonograph reproduc-ers, and the particular object of the invention is to provide an improved mounting for the stylus lever, whereby the same may be permitted freely to travel in a direction transverse to the record groove traced by the stylus. This invention resides chiefly in an improved construction whereby this desirable freedo-m of movement can be attained.

Fig. 1 is a side elevation, partly in section, of a phonograph reproducer, showing the invention, and Fig. 2 is a fragmentary bottom view of the same.


This invention relates to phonic apparatus of the type in which a shoe is held in frictional en-gagement with the periphery of a rotating wheel of suitable material, such as amber, and the pressure of said shoe upon said wheel is varied by any suitable means which is representative of sound vibrations, and which may be termed the primary vibrating means, as for example, a reproducer stylus capable of being operated by a phonograph record. Such variations in pressure cause corresponding variations in the friction between the wheel and shoe, thereby causing the shoe to vibrate in accordance with the sound vibrations and such movements of the said shoe may be transmitted by any suitable mechanical connection to a diaphragm or other means for propagating the effects of such variations in friction and which may be termed the secondary vibrating means.

In this class of apparatus the friction shoe in frictional contact with the rotating friction wheel has a certain angular extension with respect to the periphery of the friction wheel and it is possible that the angle of such extension should be considered so that the shoe will have a tendency to "bite" or bind upon the friction wheel. The required amount of this circumferential extension, or the degree of mechanical bite of the shoe must, in order to obtain the best results, vary inversely with the coefficient of friction of the frictional contact of the shoe and rotating wheel; that is, a lower coefficient of friction will require a greater circumferential extension or a stronger bite, and a higher coefficient will require correspondingly less extension or bite to obtain equal results from this type of apparatus. In such apparatus, however, the amount of circumferential extension of the friction shoe cannot be readily varied, although owing to varying atmospheric conditions which always affect the coefficient of friction, the latter is continually varying so that it has therefore been impossible to secure uniformly good results with this type of apparatus.

It is the object of this invention to provide means whereby variations in coefficient of friction can be readily compensated for, such means acting to vary or adjust the degree of the mechanical bite of the friction shoe upon the rotating friction wheel.

Further objects of this invention are to increase the reproducing surface of a diaphragm, and, at the same time, to place the entire surface under a tension (preferably torsional), to make it sensitive; to increase the active surface of a diaphragm of a certain given diameter; to increase the diameter of the diaphragm without making it liable to vibrate in parts, or to set up nodes or inactive portions in the diaphragm, or, in other words, to substantially increase the size of the diaphragm and at the same time have it vibrate throughout; to construct a diaphragm having a plurality of sound responsive elements, each of which is subjected to a multi-player tension, and to subject each of a plurality of sound responsive elements to a molecular tension to increase the sensitiveness thereof and to cause them to vibrate as a whole.

The invention consists in a diaphragm for acous-tical instruments, having one or more freely resilient, sound responsive surfaces or elements, which have been brought into a condition of molecular stress, of an aggregate superficial area substantially larger than the surface of a plane disc of the same diameter, and in a recorder or reproducer in which said diaphragm is mounted.

It is found that the effect of bringing the surfaces of a vibrating body into a condition of molecular stress by torsion, is to reduce to a minimum the tend-ency of the vibrating body to form nodal zones during operation, so that the surface or surfaces of the diaphragm will vibrate as a whole and will not pro-duce the disagreeable effect which is technically known as blinding or scattering.

One construction of diaphragm made according to this invention and the method of making it is illustrated in the accompanying drawings, in which Fig. 1 shows a folded strip of material from which the completed diaphragm may be made; Fig. 2 is a plan view of a modi-fied form of a folded strip of material from which a diaphragm may be made; Fig. 3 is a plan view of the diaphragm; Fig. 4 is a sectional eleva-tion of the diaphragm; Fig. 5 is a sec-tional elevational view of a slightly modified form of diaphragm; Fig. 6 is a diagram to illustrate the way in which the surfaces or ele-ments of the diaphragm are twisted; Fig. 7 is an elevation of a sound reproducing machine fitted with the diaphragm made in accordance with this invention and illustrating a convenient method of carrying the diaphragm and connecting it to the stylus bar, and Fig. 7a is a sectional detail portion of Fig. 7. Fig. 8 is a plan view of the machine shown in Fig. 7; Fig. 9 is a side elevational view.
partly in section of a modified form of sound reproducing machine provided with the invention. Fig. 10 is an enlarged view, partly in section, of the diaphragm and stylus mounting shown in Fig. 9, and Fig. 11 is a bottom plan view of the reproducer shown in Fig. 9.


This invention relates particularly to phonograph reproducers, and the object is chiefly to provide a device by means of which two such styli operate to track records of different character as the well-known "one hundred thread" and "two hundred thread" records, may be reproduced by the same reproducer, which is provided with a single diaphragm, one of the said styli being in operative position to track the record with which it is designated, while the other styli is in a non-operative position. One styli is movable from operative position and the other styli placed in such position by a bodily movement of the whole reproducer, preferably by swinging the same around an angle of 180 degrees.

In carrying out this invention, the two styli referred to are mounted on stylus levers which are preferably pivotally mounted on a separate pivot at each position.

The improved record which constitutes the present invention is equally well adapted for use in combination with other types of sound waves, for example, the piano roll, etc., or the phonograph, etc. This invention relates to phonograph reproducing or talking machines, its object being to provide improved means for pivoting the stylus levers, which shall be pivotally movable from one position to another, and from which a smooth and brilliant reproduction may be obtained.

The apparatus used in the above process is essentially of the type disclosed in Patent No. 855,688, above referred to, except that supplementary use is made of the mechanism for finishing the holers of the record, when this is desirable.

The apparatus used in the above process is essentially of the type disclosed in Patent No. 855,688, above referred to, except that supplementary use is made of the mechanism for finishing the holers of the records, when this is desirable.

This invention consists in a sound recorder comprising a means for pivoting the stylus levers, and an improved starting and stopping means.

Another object is the provision of improved means for pivoting the stylus levers in their respective floating weight, whereby universal motion of the stylus may be avoided.

In the drawings, Fig. 1 represents a central vertical section through an improved reproducer, some of the elements being shown in side elevation. Fig. 2 is a bottom plan view of the same.


This invention relates to improved duplicate phonograph records, which can be manufactured very cheaply and which will be of superior character.

The process is a simple process and apparatus designed especially for producing the improved records, although they may be employed for the manufacture of records of other types. The process referred to forms the subject matter of the patent of which this is a division.

The improved record which constitutes the present invention is a composite cylindrical structure having an outer layer of a tough, smooth, amorphous material, in which the record surface is formed and from which a smooth and brilliant reproduction can be obtained, and a main body or support thereof composed of a very cheap and tough material unsuitable for receiving a record surface, the two layers being welded together in such a manner as to constitute practically a single homogeneous structure.

The improved process is one in which the material in a molten state or in solid or powdered form is introduced into a rapidly rotating mold, as described in patents numbered 855,085, 855,553 and 855,544, all granted on June 4, 1907, the outer layer being first formed by the centrifugal force developed and, when the material thereof is sufficiently set but preferably while still slightly plastic, the material to constitute the inner or main layer is introduced and is similarly welded to the outer layer. The process also contemplates the carrying on of operations by which the interior of the record may be filled or the formation of the outer portion of the improved record, of talking machines of the phonograph type, although if an expanding mandrel is employed, as disclosed in the Patent No. 855,641, granted June 4, 1907, of Alysworth and Dyer, no separate finishing operation is necessary, since when the records are removed from the molds after being chilled therein, they will, as an inherent result of the process, be formed with perfectly smooth cylindrical holes.

The apparatus used in the above process is essentially of the type disclosed in Patent No. 855,688, above referred to, except that supplementary use is made of the mechanism for finishing the holers of the records, when this is desirable.

Figure 1 is a longitudinal sectional view of the improved duplicate phonograph record, Fig. 2, a similar view of the rotating mold, showing the formation of the record therein.


This invention relates to phonographs of the type in which a traveling carriage carrying a reproducer stylus is fed axially past a rotating record cylinder, and the object of the invention is chiefly to provide efficient means whereby the phonograph may be started and stopped automatically.

In the preferred construction, the operating mechanism of the phonograph is stopped by the action of the traveling carriage in unlatching the end gate of the machine when the end of the record is reached, or at some other desired predetermined point, the machine being automatically started when the end gate is closed, which would in practice, of course, be after a new record has been inserted on the mandrel.

More broadly, this invention comprises efficient means for starting and stopping the operating mechanism of the phonograph without regard to the end gate.

This invention also comprises means for preventing slipping of the record when in place upon the mandrel.

Figure 1 represents a side elevation of a phonograph equipped with this invention, Fig. 2 is a plan view of one end of the phonograph showing improved starting and stopping means; Fig. 3 is a detail view showing the tripping means carried by the traveling carriage, and Fig. 4 is a view of the rotating mandrel showing the improved anti-slipping device attached thereto.


This invention relates to phonographic apparatus, and the object thereof is to provide a phonograph adapted to be used in a sound recorder or reproducer, but particularly in the former, and having such qualities as to cause it to vibrate truly in accordance with the sounds reproduced, when mounted in a suitable sound recorder or reproducer.

This invention also consists in a sound recorder or reproducer having such a diaphragm as an element thereof.

It has heretofore been proposed to manufacture diaphragms from a large number of substances, among which copper and other metals, glass, mica, felt, fiber, paper stock and thin wood may be mentioned. None of these substances possesses all the attributes necessary for the perfect diaphragm. In the case of diaphragms made from substances which do not occur in nature in such a form that they can be directly used for the purpose, as metals, glass, etc., internal and local stresses are bound to occur, so that the thin elastic disc constituting the diaphragm necessarily has an uneven and blemished surface, each minute buckle or portion of it acting independently when the disc is vibrated as a diaphragm resulting in the production of foreign noises. In the case of mica, the structure is such that the best results can not be obtained. In the case of wood, birch bark, etc., the grain and natural formation of the same render them unable to vibrate in perfect accordance with the sound waves to be recorded or reproduced.

The difficulties above noted are overcome by the use of cork as a diaphragm material. Cork is a substance which is absolutely free from internal irritative dislocations, and which is not striated or fissured, or otherwise rendered unsuitable in its structure. Preferably, the diaphragm is cut from a section of the bark taken at right angles to the annual rings, so that the small holes or pits which are found in cork, and which extend radially outward when the bark is in position on the tree, will extend transversely to the direction of the grain. A cork may be obtained in which these openings are very fine and slight, and this material should be used for the manufacture of diaphragms. If diaphragms are made from cork of inferior quality, in which are embedded holes or air passages extending through, the proper operation of the diaphragm will be interfered with. The diaphragm should be sufficiently thick to have the requisite firmness. The best results are obtained with a diaphragm having a thickness of at least one-sixteenth of an inch.

Figure 1 represents a central vertical section through a phonograph embodying the invention. Fig. 2 is a bottom plan view thereof.

AMPLIFIER FOR TALKING MACHINES. James M. Evans, Westport, Conn., assignor to John E. Thorne, Newark, N. J., assignor by mesne assignments to Thos. A. Edison, Inc., West Orange, N. J., Patent No. 1,080,326.

This invention relates mainly to amplifiers of sound reproducing or talking machines, its object being to deliver the amplified sound waves uniformly and without distortion or distortion, into the surrounding atmosphere. The form of amplifier which is particularly adapted for these purposes also is well adapted to a form of devised to obtain the proper adjustment at one compact and convenient, and susceptible of ornamental design. This invention relates to phonograph reproducing machines, and is for its object the provision of an improved mounting for the stylus lever, in order that the same may have great freedom of movement in tracking the grooves of the sound record, and in order that chatter of the stylus in the record groove due to inertia and lack of balance of the moving parts, may be obviated.

More particularly, the object of this invention is to provide a mounting for the stylus, which shall permit the latter to be used in connection with records having two hundred threads to the inch, and to track the same faithfully and without injury to the record or the stylus.

While the stylus mounted in the manner of the present invention is equally well adapted for use in connection with records having one hundred or some other number of threads per inch, the requirement of great facility of movement of the stylus lever,
THE TALKING MACHINE WORLD.

both in a direction parallel to and transverse to the record groove, is particularly important in the case of the two hundred thread record, or other record having a great number of threads per inch, owing to the thin walls between the record grooves, which might be broken down, or jumped across, by a stylus, the parts moving with which have considerable inertia, and to the character of the record grooves generally. Accordingly, a stylus coming of the least possible inertia and the greatest possible balance is desirable. This is provided for in the invention by mounting the stylus lever on a member, preferably the floating weight, which is so shaped as to be symmetrical with respect to an axis upon which it is mounted to allow rotation or lateral movement in a plane transverse to the record groove, the member also being permitted to shift longitudinally of the said axis, to allow movement of said stylus in a direction parallel to said groove. A weight or member so mounted is easily balanced and can not be jarred from its position by a blow on the phonograph transverse to the direction of the grooves of the sound record, whereas such a blow delivered on a machine employing the hinged floating weight, well known in the art, would move the same violently in a direction transverse to the record grooves.

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


This invention relates to an attachment for talking machines, the object of the invention being to provide a damper and modulator of simple, cheap and efficient construction, which may be readily attached to the sound box of a machine for dampening and regulating the sound producing mechanism at will and eliminating the harshness and squeakiness of the sounds sometimes produced and at the same time rendering the enunciation of the sound producing mechanism clearer and more distinct. A further object of the invention is to provide a device of this character which may be employed for governing the vibration of the diaphragm and stylus arm to a greater or lesser extent without injury thereto, which may be thrown out of operation without removal from the sound box when desired, and which may be attached to and detached from the sound box in a readily and convenient manner.

Figure 1 is a front elevation of the sound box of a talking machine with the device attached thereto. Fig. 2 is a sectional plan view of the same. Fig. 3 is a detail section through the bracket and damper and showing the adjusting screw. Fig. 4 is a perspective view of the device detached.

FEEDING MECHANISM FOR PHONOGRAPH AND OTHER MACHINES. Chas. N. Wurth, Orange, N. J., assignor by mesne assignments to Thos. A. Edison, Inc. West Orange, N. J. Patent No. 1,008,403.

This invention relates to mechanical movements and more particularly to means for imparting a progressive movement to the carriage which carries the reproducer or recording apparatus, whereby the said carriage is transversely to the direction of movement of the surface of the record and the stylus is provided with a spiral path on the record. In ordinary phonographs now in use, it has been usual to provide a feed screw having a pitch of substantially one hundredths of an inch. As records cannot be produced with a very much smaller pitch, preferably one two-hundredths of an inch, and as it is impracticable to manufacture feed screws with so small a pitch, it is the object to provide means whereby the ordinary phonograph may be adapted for the recording or reproduction of records having either of the above, or any other desired pitch. This object is accomplished by the production of improved means whereby the carriage may be advanced either by the rotational feed screws, as has hitherto been the practice, or whereby, at the will of the operator, the carriage may be advanced at each revolution of the feed screw, a distance bearing any desired ratio to the pitch of the said screw.

Another object of this invention is to provide a simple and efficient attachment adapted to be readily applied to existing phonographs to adapt the same to a simple manipulation for use with records of different pitches.

Figure 1 is a plan of a photograph provided with a feeding device constructed in accordance with this invention; Fig. 2 is an end elevation of the device shown in Fig. 1, the feed screw being shown in section taken on the line 2-2 of Fig. 1; and Fig. 3 is a sectional view of the improved feeding device taken on the line 3-3 of Fig. 1.

PHONOGRAPHS. Oscar Arnold, Neustadt, Coburg, Germany. Patent No. 1,096,613.

This invention relates to phonographs and particularly to an improvement therein whereby at the end of the particular record the reproducing apparatus is automatically returned to the starting point, ready for a second reproduction upon the release of the driving mechanism.

A phonograph constructed according to this invention is particularly well adapted for use in conjunction with talking dolls and like toys in which the speaking apparatus is built into the doll body and is caused to operate by the pressure of a button.

Figure 1 is a view partly in section. Fig. 2 is a front elevation of the sound box of the phonograph, showing the arrangement of the reproducing parts; Fig. 3 is an enlarged detail view in sectional side elevation taken on the line A-B; Fig. 4 is a sectional front elevation of the phonograph; Fig. 5 is a plan view of the parts shown in Fig. 4, and Fig. 6 is a sectional plan taken on the line C-D, Fig. 3.


The present invention has reference to the production of records for talking machines, and it comprehends, briefly, a method or process whereby the medium which transmits or carries the sound waves from the performer to the recording instrument is highly improved and rendered more efficacious for that purpose than many of the methods now in common use. To effect this object, the recording operation is carried out in a closed chamber wherein the contained air constituting the atmosphere transmitting medium is subjected to an appreciable degree of vacuum, all or most of the disturbing influences which would otherwise affect such medium being at the same time removed, with the result that the voice of the performer is more perfectly reproduced than has hitherto been possible. This is due primarily to the fact that the condensation of the air produces a medium which transmits or carries the sound waves much more readily than air at normal or atmospheric pressure. In consequence, the slight strain to which the voice of the performer is subjected, and which is particularly true of amateur recording, as opposed to professional recording in specially constructed and equipped laboratories, is avoided, and the sounds reproduced approach more nearly the natural tones actually sung or spoken. For the same reason, the lowest and softest tones may be perfectly recorded, and subsequently reproduced, and this holds good for both vocal and instrumental performances, which is a matter of considerable importance, because as at the time of recording many records of selections containing extremely low notes and pianissimo effects are more or less considered spoiled by the recording of a low note, or the failure to record and reproduce all of the notes in a passage played or sung pianissimo. Finally, the recording is further facilitated to an appreciable extent both by constructing the chamber in part in the form of a bell made of sound-amplifying material, preferably metal, and in mounting such bell in such a manner that the bell as a whole is supported in a pit or stand partly filled with water, which latter will act not only as a seal to prevent entrance of extraneous disturbing influences, but also, to some extent, as a reflector for directing the sound waves toward the recording instrument. A vertical sectional view of one form of apparatus for carrying out the invention, is illustrated in the accompanying drawing, but it is to be understood that such illustration is intended merely as diagrammatic, and, moreover, that the term "talking machine," as employed both above and hereinafter, is used in its broadest sense, as covering the so-called phonographs, graphophones, gramophones and the like in general use at the present time, without restriction to the character of record utilized in connection therewith.

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